



2022-23 COMMUNITY IMPACT REPORT



UFC and the UFC Foundation are dedicated to making a positive and sustainable impact by advocating for youth, public service, equality, and those who fight to overcome critical and life-threatening illnesses.

Through our corporate social responsibility program, #UFCInTheCommunity, we strategically collaborate with partners, sponsors, and athletes to develop charitable programs to make a positive impact on the communities where we host events and athletes reside.

Thank you for being a part of our charitable program and helping to make a positive impact on the community.

Lawrence Epstein

LAWRENCE EPSTEIN,
PRESIDENT

UFC
FOUNDATION



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UFC CSR IMPACT

In 2022, UFC and the UFC Foundation produced a series of fundraising campaigns throughout the year. During the year, over 80 non-profit organizations in five countries around the world (U.S., U.K, Canada, China and France) received gifts and direct donations to help further their respective mission and goals.

80+
NON-PROFIT
ORGANIZATIONS



5
COUNTRIES



UFC FOUNDATION MISSION FOCUS



Public Service

Military Veterans, Active Service Men & Women,
and First Responders

Youth Advocacy

Establish Youth Mentoring Programs around the
world

Equality

Gender & Cultural Equality

Overcoming Adversity (We Are All Fighters)

Fighting for those who are striving to overcome
critical and life-threatening illnesses

UFC VISITS NICKLAUS CHILDREN'S HOSPITAL



UFC athletes **Calvin Kattar**, **Brendan Allen**, and **Karolina Kowalkiewicz** were recently joined by Miami Mayor **Francis Suarez** during a visit to Nicklaus Children's Hospital as part of UFC 287 fight week.

The group spent time with pediatric patients during a tour of the facility, providing toys, blankets and autograph cards while also conducting group meet and greets and joining the afternoon arts and crafts classes.

Founded in 1950, Nicklaus Children's Hospital serves as South Florida's only licensed specialty hospital exclusively for children. The hospitals network includes more than a dozen outpatient centers offering a range of pediatric healthcare services for children of all ages throughout the region.

The two-hour event was filled with laughs, photos and smiles from athletes, staff and patients, as the arts and crafts class included face painting and a silent auction with fun prizes.



FIRST 13 MONTHS

Fans have registered more than 3,200 specialty license plates.

REGISTRATIONS & RENEWALS

UFC specialty license plate registrations and renewals have grossed more than **\$86,000** in revenue for the UFC Foundation.

UFC SPECIALTY LICENSE PLATE PROGRAM

UFC launched its specialty license plate program on June 1, 2022. Per Nevada DMV guidelines, UFC needs to maintain a minimum of 3,000 registrations to keep plates in production on an annual basis.

We are on pace to surpass our original estimate of \$150,000 in revenue during its first three years in production.



2022 UFC FOUNDATION BENEFICIARIES



CURE 4 THE KIDS
FOUNDATION
A Division of Roseman University of Health Sciences



L A S V E G A S
METROPOLITAN
POLICE DEPARTMENT
FOUNDATION



OnSide
Here for young people



St. Jude's
Ranch for Children
A Community of Hope

CFR
CENTER FOR FAMILY
REPRESENTATION
Every Family Matters

just keep livin'
FOUNDATION



UFC & MAKE-A-WISH OF SOUTHERN NEVADA



UFC recently partnered with Make-A-Wish of Southern Nevada to provide a VIP wish experience for **Jayson Gholson-Clark** and his family as part of UFC 285 fight week.

Jayson, 14, recently received a heart transplant from an MMA athlete and his wish was to attend UFC 285 and take a tour of UFC HQ.

UFC Hall of Famer **Forrest Griffin** gave Jayson a full tour of the facilities where he met athletes, including former bantamweight champion **Peter Yan**, former flyweight and bantamweight champion **Henry Cejudo**, and current bantamweight champion **Aljamain Sterling**.

Jayson also met **Dana White**, former heavyweight champion **Stipe Miocic**, and heavyweight champion **Jon Jones** backstage during the UFC 285 ceremonial weigh-ins. The partnership between UFC and Make-A-Wish of Southern Nevada aims to inspire the local community through charitable programs and funding sources.



2023 CORPORATE PARTNERSHIPS

In March, KSI joined UFC athletes Tom Aspinall, Arnold Allen and former UFC strawweight champion Joanna Jedrzejczyk during a surprise visit to students who are members of the UFC x OnSide Youth Mentoring Program in South London.

During the event, the UFC Foundation presented the Croydon Legacy Youth Zone with a **\$25,000** donation.

LOGAN PAUL AND KSI

Join the UFC Foundation. As part of its partnership as UFC's official sports drink, PRIME Hydration has also become the UFC Foundation's first presenting sponsor.

As part of this charitable partnership, PRIME Hydration will make an annual financial commitment to assist the UFC Foundation in establishing Youth Mentoring Programs around the world.



2023 FUNDRAISING PLATFORMS



UFC Foundation produces four 50/50 raffles annually, as part of each Pay-Per-View | Fight Night event hosted at T-Mobile Arena in Las Vegas.



UFC Foundation is the charitable beneficiary of all tickets sales associated with the UFC Hall of Fame Induction Ceremony.



UFC Foundation partners with Charity Buzz and AllTroo to auction off seats in UFC President Dana White's VIP section during select events.



UFC Foundation has partnered with UFC Collectibles to serve as a host for VIP ticket auctions and sweepstakes to select events. While fundraising for the foundation, this platform will allow UFC to collect fan data from another source.



UFC Foundation recently partnered with 15 Seconds of Fame to launch its first CSR sweepstakes. The winner and a guest won a VIP trip to IFW to attend UFC 290.



UFC will continue to promote its specialty license plates to motorists living in the state of Nevada. UFC Foundation will receive quarterly payments based on new registrations and renewals.

2023 FUNDRAISING CAMPAIGNS

- *The UFC Foundation has committed to raising and contributing funds for the following charitable campaigns in 2023:*



Partnered with UFC GYM to launch a youth fitness pilot program at three locations across the U.S. (Las Vegas, Miami, Los Angeles) in conjunction with local youth charities.



Working with the Boys & Girls Club of Hawaii to launch a youth mentoring and fitness program for at risk youth of Oahu. Former UFC featherweight champion Max Holloway is an ambassador of the foundation and will teach fitness classes two times per week.



We're collaborating with the Bob & Rita Marley Foundation to raise funds to renovate and purchase new equipment for Jubilee Children's Hospital in Kingston, Jamaica. UFC welterweight champion Leon Edwards is an ambassador of the foundation and was born at the hospital.



We've joined forces with Nellis Air Force Base, Dyaco and Timex to purchase and install branded equipment. UFC will build the organization's first-ever MMA gym on a military base.



Coordinating efforts with Cure 4 The Kids Foundation to purchase and install new gym equipment for pediatric patients to use for training at the UFC youth training center while they are undergoing treatment. Cure 4 The Kids Foundation is Nevada's only pediatric cancer treatment facility.



Producing a year-long charitable t-shirt program with the American Cancer Society and select UFC athletes. 100% of profits from sales of the pilot program will benefit the UFC Foundation and American Cancer Society.

#UFCINTHECOMMUNITY PROGRAM

- *UFC's corporate responsibility program, #UFCInTheCommunity, strategically collaborates with partners, sponsors, and athletes to develop charitable programs designed to make a positive impact on the community. UFC also helps athletes connect and partner with non-profit organizations in their local community.*



Michael Chandler spending time with youth from Specialized Alternatives for Families & Youth



Leon Edwards joined 2023 SoccerAid to raise funds and awareness for UNICEF UK



Brandon Moreno, Justin Gaethje, Brendan Allen, and Jalin Turner spend time with pediatric patients at Primary Children's Hospital in Salt Lake City



Calvin Kattar spending time with pediatric patients at Nicklaus Children's Hospital



Puna Soriano and Cody Stamann join the LVMPD for Santa's Cops Xmas shopping



Randy Brown teaching boxing fundamentals at IronBound Boxing Academy

LOOK AHEAD: 2024 CAMPAIGNS

- *UFC and the UFC Foundation have committed to continually raising funds and awareness for global campaigns in 2024:*



As part of UFC's recent multi-year partnership with New South Wales, we are proposing the launch of a youth fitness/mentoring program in conjunction with PCYC law enforcement. This program, in collaboration with PCYC's boxing programs, will align with the organization's mission to young people active in life and off the streets.



The UFC Foundation will partner with Sick Kids Canada on a national fundraising sweepstakes with the winners securing an all-expenses paid trip to UFC's January PPV in Toronto. All net funds raised will benefit Sick Kids, Canada's largest center dedicated to improving children's health.



UFC and the UFC Foundation will continue to expand its partnership with OnSide Youth Zone in 2024. After launching youth mentoring programs in London and Birmingham in 2021 and 2022, we are targeting expansion into Manchester in 2024, with a new program led by UFC heavyweight Tom Aspinall.



UFC and the UFC Foundation will potentially launch a charitable campaign in conjunction with 4ocean, a global cleanup organization dedicated to ending the ocean plastic crisis.

2023 BOARD MEMBERS & OFFICERS

BOARD MEMBERS

Lawrence Epstein

Chief Operating Officer, UFC

Andrew Schleimer

Chief Financial Officer, UFC

Hunter Campbell

Chief Business Officer, UFC

Riché McKnight

General Counsel, UFC

Deni Batchvarova

SVP, Strategy, UFC

Tracey Bleczinski

SVP, Global Consumer Products, UFC

Heidi Noland

SVP, Global Brand Creative, UFC

Lenee Breckenridge

SVP, Communications, UFC

Romola Ratnam

SVP, Social Impact, Endeavor

Chris Bellitti

VP, Corporate Communications, UFC

OFFICERS

President

Lawrence Epstein

Treasurer

David Avery

Secretary

Dmetri Culkar

Director

Brian Smith



THANK
YOU —————