



DEI IMPACT REPORT

2024 RESULTS



OVERALL DEI INITIATIVES

9

Total activations

9.5/10

Satisfaction rating

96%

of participants found the
information applicable to
their work

92%

of participants gained new
insights into unfamiliar
topics or events



EMPLOYEE RESOURCE GROUP

Employee Resource Groups provide a space for like-minded employees to cultivate a more diverse and inclusive workplace. The Seahawks are proud to have six ERGs. These groups help to build a sense of community within an organization and can serve as a resource for employees who share similar backgrounds or experiences.

2024 ERG IMPACT

OVER 70% of teammates have participated in an ERG

6 Established ERGs

OVER 50 Events



SUPPORTING SMALL BUSINESS

We are proud to support small businesses in our community. **Happy Hour with the Hawks**, a program created in partnership with the **Intentionalist**, champions small and minority-owned restaurants across Seattle by visiting their locations and highlighting food and drink specials. This initiative boosts their visibility and strengthens their presence in the community. In 2024, we had the pleasure of visiting **Taste of the Caribbean, Hood Famous, Fat's Chicken and Waffles, Moe Vegan, Legion Sports Bar, and Seattle Fish Guys.**



HAPPY HOUR WITH THE HAWKS

7 Increased lunch business from Happy Hour with the Hawks — doubling the business during lunch



INTENTIONALIST

OVER \$75K Seahawks raised to support small minority-owned businesses



GAME ELEMENT PACKAGES

5 OF 9

Home games & 1 pre-season game
featured DEI in-game activations

(Deaf/Pride/Hispanic/Inspire/Black Philanthropy/Native)

LATIN SEAHAWKS

PLAYER ENGAGEMENT

HERITAGE CELEBRATIONS

8

Teammate celebrations

SEAHAWKS PLAYERS & LEGENDS ACTIVATION



CULTURAL CELEBRATIONS

We encourage our teammates to **Raise the Game** by embracing their authentic selves and sharing their personal stories, fostering deeper connections, and understanding. In 2024, we proudly hosted our **1st Annual Black eXcellence Event** during **Black History Month** and celebrated our **4th Annual Women's Summit**, reinforcing our commitment to empowerment and supporting our teammates.



3 DEI TENTPOLE EVENTS

Truth & Purpose expanded to include Seahawks Legend & teachers in the community (e.g., Delta Captain Social Justice teacher recognition)

1st annual Black Excellence

100 Attended

Women's Summit

90 Attended

12.5% increase from 2023

216

Attended RISE Training

9.6%

Satisfaction from the Women's Summit

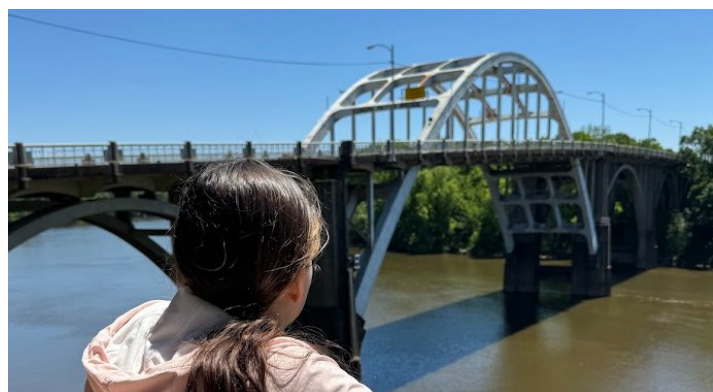
Mandatory: Inclusive Cultures

98%

Coaches participation vs. (Average team participation)

TRUTH AND PURPOSE TOUR

The Truth and Purpose Tour, facilitated by the Institute for Common Power, is a profound learning journey through both the American South and the self-committed to fighting the assault on truth that is occurring in cities across the country. Aspects of our collective history that are too often dismissed, ignored, or denied, are explored- with central focus one the modern American Civil Rights Movement. Since 2023, the Seahawks have invested in taking 34 employees to go on the tour and have come back with life changing education through experience that can be passed on to our colleagues. Seahawks Legend, Michael Bennett and a local teacher, Lindsay Combs joined us in 2024.



DELTA COMMUNITY CAPTAIN

In 2024 The Seahawks and Delta Air Lines presented Bellevue High School social studies teacher Luke Michener with the Delta Community Captain for his excellence in education, specifically his support for experiential learning with the Institute for Common Power and his advocacy for the Truth & Purpose learning tours.

