

Kroenke Sports CHARITIES HARITIES





Kroenke Sports Charities is committed to improving lives through the spirit and power of sports. We strive to serve our community through education, health and fitness initiatives, athletic programs, and direct aid, with the particular purpose of helping families, children, veterans, and the disabled. Kroenke Sports Charities provides relevant programs and support, directly and with other nonprofit organizations, to ultimately assist, encourage, and enrich the lives of those in need.

Dear Friends.

Kroenke Sports Charities is proud to present our 2017-18 Report to the Community. This review is a compilation of our community efforts during the past season. Across the efforts of our teams and staff, it has been our privilege, and honor, to provide a positive impact in the lives of 1 million people through our education, health and fitness initiatives, athletic programs and direct aid.

Sports provide a unifying platform – bringing together diverse groups of people with a common passion that is fun! Together, with our community partners, we strive to make a lasting difference in the lives of those around us.

We hope this report conveys our mission to serve. We thank you for your partnership in making a difference in the community we call home.

Sincerely. Jim Martin **Board President Kroenke Sports Charities**



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eum of Denver. C hool, Clare G d Girls Clu Amate arch F ion. Co ado Nat lorado Ro

,349 HOURS

of community service **KSE** employees volunteered

135,390 **ITEMS DONATED**

in collection drives at Pepsi Center throughout the season

w Academy. Positive Beh istas Founda tion. Beetho **Berthoud Sc** chool, Blue K s Employee h Scouts Pac en, Brighto

ch. Ce Baske arv PTA CH

pass Academy, Compass Montessori, Co emporary Learning Academy, Cope Bo isk - Council for Exceptional Children. (k, Crisis Center of Colorado, CrossTr . Dare 2 Share Ministries. Dash for S Fund , Dental Lifeline Network, Denv

75,252 TICKETS DONATED

in the community for Nuggets. Avalanche, Mammoth and Rapids games and events at KSE venues through the Community Pride Ticket Program

\$55.957 DONATED

to local youth sports teams through Nuggets and Avalanche gamenight program sales

vivors Congo Relief Miss Nation . Davton Oppo ver Area Youth for Cl ses. Denver Cherry C ice - luvenile Diver

THANK YOU KROENKE SPORTS CHARITIES DONORS!

Platinum Sponsor \$100,000+ **Eddie's Kids Foundation**

Gold Sponsor \$50,000- \$99,999

Colorado Amateur Hockey Association

Silver Sponsors \$20,000- \$49,999

Ardent Mills Cigna EKS&H **KeyBank Rocky Mountain Hospital for Children**

Bronze Sponsors \$10,000- \$19,999

Cardel Homes

Darrell Arthur

Gary Harris

Paul Millsap

UCHealth

Avaya **Crown Family Foundation EPS-** Doublet Mason Plumlee Southwest Airlines

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Crescent Point Energy Denver Public Schools Henry Wurst Printing **PBJ Reece Foundation** Waste Management

Comfort Dental

PepsiCo

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SIGNATURE COMMUNITY PARTNERS

Kroenke Sports Charities provides ongoing funding and in-kind support for several nonprofit agencies that make sports available and accessible for children and adults of all abilities.

High School, Westminster Public Schools Foundation, Westminster Rotary Foundation, Westridge Elementary, Wheat Ridge High School Lacrosse, Wheat Ridge Rentain Elementary Parent Teacher Organization, Wilder Elementary, WildHeart Foundation, Wilfley Boys and Girls Club, Win The Battle Foundation, Wish of a Lifetime, Women in Film and Media Colorado, ien's Fund of Weld County, Woodland Park Hockey Association, Wray Rehabilitation & Activities Center, Wynkoop Hurricane Harvey Relief, Wyoming and Colorado Children's Society, Wyoming Medical Center/Safe Kids of tral Wyoming, YESS Institute, YMCA of Metropolitan Denver, You Can Play, Young Americans Center for Financial Education, Young Life, Youth Advocate Programs, INC, Youth for Education and Service, Youth in Action, YouthRoots, Zachary Jimenez norial Scholarship, Zacs Legacy Childhood Cancer Fund, Zane Beadles Parade Foundation, Zion School, Zocalo Outreach, Zoll Foundation , Zonta Foothills Foundation and Club of Boulder County





David Warsofsky

COLORADO AVALANCHE

athletics.dpsk12.org

In 1997, KSC became a Founding Partner of the Denver Prep League (DPL) to give Denver Public Schools' middle school students, ages 11-14, an avenue for participation in organized after-school activities; a void left unfilled in DPS for 30 years. Today, DPL is composed of 33 schools which enables more than 6,000 students the opportunity to participate in 17 sports throughout the school year and summer.



COLORADO ADAPTIVE SPORTS FOUNDATION

coloradoadaptivesports.org

Colorado Adaptive Sports Foundation aims to bolster independence, improve self confidence, elevate social interaction and enhance quality of life for people of all ages throughout Colorado who have physical disabilities. Kroenke Sports Charities provides an annual grant to support the Rolling Nuggets, Colorado Avalanche Sled Hockey, Rolling Mammoth and Power Rapids teams.



@ OUR STABLE

GOLD CROWN FOUNDATION

goldcrownfoundation.com

Founded in 1986, the Gold Crown Foundation (GCF) strives to educate youth and community through sports and enrichment programs. With programs reaching nearly 12,500 youth each year, the purpose of GCF programs is built on three principles – participation, sportsmanship and community.

GOLD CROWN FOUNDATION



SPECIAL OLYMPICS COLORADO specialolympicsco.org

Jamal Murray

Special Olympics was founded in 1962 by Eunice Kennedy Shriver to provide children with intellectual disabilities an opportunity to demonstrate their dignity and capability through sports and competition. Today, more than 2.25 million athletes participate worldwide in 182 countries. Special Olympics Colorado (SOCO) serves more than 24,000 athletes statewide through 22 year-round sports programs. KSC also supports SOCO's Unified Champion Schools, sponsored by Comfort Dental, a school-based program that brings together athletes with and without intellectual disabilities to train

and compete on the same team.

Special Olympics Colorado

SIGNATURE FUNDRAISERS

Throughout the year, Kroenke Sports Charities holds several fundraising events, hosted by our teams' players, coaches, management and mascots. The fun-filled fundraising events give our sponsors and fans a chance to meet our team members in a casual setting. Proceeds benefit the Community Programs of KSC.



Erik Johnson

FUNDRAISERS SIGNATURE

SIGNATURE LICENSE PLATES

Colorado Avalanche and Denver Nuggets fans have the opportunity to show their team pride with a signature license plate. The initial license plate donation (\$45 per plate) benefits Kroenke Sports Charities.



COLORADO AVALANCHE CHARITY GOLF CLASSIC

This annual event gives guests the opportunity to spend a day with Colorado Avalanche players, coaches, alumni and celebrities, while enjoying a great day of golf.



50-50 RAFFLES

Fans have the opportunity to purchase 50-50 raffle tickets at all Pepsi Center games with proceeds divided equally by the winning purchaser and the youth sports programs, Colorado Amateur Hockey Association and Kroenke Sports Charities.

GAME-USED MERCHANDISE **ONLINE AUCTIONS** Online auction of game-used

Colorado Avalanche merchandise at Avs.GiveSmart.com







MILE HIGH DREAMS GALA PRESENTED BY EKS&H

Paul Millsap

Nathan MacKinnon

A Toast to our Teams gives guests the chance to mix and mingle with players, coaches and alumni from the Denver Nuggets, Colorado Avalanche, Colorado Mammoth and Colorado Rapids. This unique evening features live music, interactive games, food and libations from a variety of local restaurants, breweries and wineries.

NUGGETS SOCIAL

Spend an interactive evening with players, coaches, alumni, dancers and SuperMascot Rocky playing a variety of games, including bowling, ping pong, shuffleboard and more, all while enjoying great food and libations.



CHARITY BRUNCH HOSTED BY THE AVS BETTER HALVES PRESENTED BY CIGNA



A heartwarming day that includes brunch served by players and coaches, a silent auction of individual "favorite things" baskets — which give an insight into your favorite Avalanche player's off-the-ice interests — and a fashion show with players escorting children who have overcome medical challenges.



"We are hockey players and at the end of the day it's just a game, and it's something we are lucky to do. Whether it's a couple hours or whatever it is that you can go out in the community and if you can touch someone's life in one way or another, I think it's our responsibility to do that. It is a great event, and it's something that we are proud to do." – Tyson Barrie



COLORADO RAPIDS Charity Golf Classic

The annual Colorado Rapids Charity Golf Classic, held at the beautiful Ridge at Castle Pines North, includes an exciting day of golf with Colorado Rapids players and coaches.



RAPIDS WORLD CUP OF WINE & BEER PRESENTED BY AUDI

The annual Colorado Rapids World Cup of Wine & Beer *presented by Audi* is held at DICK'S Sporting Goods Park each summer. Guests enjoy an evening hosted by Colorado Rapids players

and coaches while enjoying interactive activates, including a photo station, casino games and samples of food, beer and wine from around the world.



Kortne Ford



COMMUNITY PROGRAMS

Our players, coaches, and alumni are active participants in the community, dedicating many hours each season to hosting youth clinics that promote education, fitness and sportsmanship.

NUGGET FOR A DAY & AV FOR A DAY sponsored by rocky mountain hospital for children

Honors inspirational students in our community that encourage others, demonstrate a positive attitude while facing hardships and display remarkable commitment to improving their community. Selected candidates experience a gameday with their favorite team and players and get the opportunity to attend morning skate/shoot-around, meet the players, and sit court/rink side, *courtesy of Eddie's Kids Foundation*, for a game.

Malik Beasley

A DAY

Nathan MacKinnon

"We are so thankful for the amazing experience you all provided for us. Logan is still beaming from his Av for a day celebration. It is so rare to find such kindness these days. You have created a family of Avs fans forever." Allison, Logan's mom

TEAM FIT sponsored by ardent mills

In association with Rocky Mountain Hospital for Children, this program encourages children in grades 3-8 to practice everyday fitness and healthy nutritional habits.

CHALLENGE

"We're pretty privileged that we get to do what we love for a living. So anytime you have the chance to give back to the community, it just makes it that much more special." – Mark Barberio

NUGGETS SKILLS CHALLENGE SPONSORED BY CONOCO

This year, more than 3,000 children from Colorado, Kansas and South Dakota tested their dribbling, passing and shooting skills to win the opportunity to compete in the Skills Challenge Finals. After the State Finals, participants attended a Denver Nuggets game where the State Champions were honored on the video scoreboard during the game.

SPECIAL OLYMPICS CLINICS SPONSORED BY COMFORT DENTAL

BASKETBALL CLINIC

The Denver Nuggets players and coaches hosted the 13th annual Special Olympics Colorado (SOCO) basketball clinic with over 120 athletes, along with Denver Nuggets Dance Team, Nuggets Ambassadors, and SuperMascot Rocky.



YOUTH SPORTS DAY

RAM Trucks Ice Girls, Mammoth Wild Bunch, Denver Nuggets dancers and ambassadors participated in Youth Sports Day for SOCO athletes ages 2-9 featuring stations including basketball, dance, hockey, lacrosse, and soccer.

"Our families and our athletes are getting instruction from some of the best coaches and players in the world and that is pretty amazing." - Sam Miller, Special Olympics Colorado " I think it's a great opportunity for us and for them, we get to teach something to them and they teach something to us, we get to enjoy the game and have fun.' — Nikola Jokić

FLOOR HOCKEY CLINIC

The Colorado Avalanche hosted a street hockey clinic on the floor of Pepsi Center with 100 SOCO athletes, mascot Bernie, RAM Trucks Ice Girls and Avalanche players. All 100 participants learned basic hockey fundamentals and were able to bring home a hockey stick and floor ball.



COLORADO RAPIDS SPECIAL Olympics unified team

Twenty athletes and coaches from Colorado have the opportunity to join the Rapids in a one-of-a-kind experience. The unified team, which is comprised of players both with and without intellectual disabilities between the ages of 16 and 25, received training from the Colorado Rapids' players and coaches. Athletes also travel to other Major League Soccer (MLS) markets to train and compete alongside their Special Olympics counterparts. This exchange program not only provides Special Olympics athletes with top-level training and competitive experiences, but also offers MLS fans an opportunity to witness the talents and abilities of Special Olympics Colorado soccer players' first-hand. Last season, the Rapids Special Olympics Unified Team took on D.C. United and the Columbus Crew at home, and finished the season by traveling to Houston to challenge the Dynamo Unified Team. To help with the recent devastation in Houston, the Rapids Unified Athletes brought donation items and presented them to the team before the match. They also provided aid through relief projects during their time in Houston.



"The best experience was meeting the billet families and seeing their lifestyle and how they played hockey. It was a trip of a lifetime"

- Kaleb Bartholomew, Pee Wee Goalie



AVALANCHE International Qualifier

Each year, Colorado Pee Wee AA teams compete in a statewide qualifying tournament to earn the honor of representing the Avalanche organization on an international stage. The 2017-18 winning

team, Arvada Hockey Association, clinched the Avalanche bid to play in the Nordic Hockey Trophy Tournament in Espoo, Finland.



"It was the experience of a lifetime. These players and families will remember this trip forever. I would like to thank the Colorado Avalanche for providing such an unbelievable experience for my team"

- Marcus Scarafoni, Coach Arvada Hockey Association

NBA MATH HOOPS

Math Hoops is a fast-paced board game that allows students to learn fundamental math skills through direct engagement with real statistics of their favorite NBA and WNBA players. The Math Hoops curriculum has shown to improve math skills of students around the country. Students participated in the Math Hoops board game throughout the school year, culminating with the local championships hosted at Pepsi Center.

BREAK THE ICE Sponsored by crescent point energy

A program that offers kids the unique opportunity to "get on the ice" for the first time at either Pepsi Center or the Avalanche practice facility in Centennial. Beginner skating instruction is provided by Avalanche players, coaches, RAM Trucks Ice Girls and mascot Bernie. Annually, the Avalanche host pediatric cancer patients and their families at Break the Ice for Hockey Fights Cancer.





GAMEDAY PROGRAM SALES

The Denver Nuggets & Colorado Avalanche offer youth associations an opportunity to sell game programs at each home game. The participating group keeps 100% of proceeds, to be used at their discretion to support their association. During the 2017-18 Avalanche and Nuggets season, \$55,957 was raised to support youth associations in Colorado.

GAMEDAY PROGRAM

Malik Beaslev



JUNIOR NUGGETS PLAYER CLINICS PRESENTED BY WESTERN UNION

Junior Nuggets player clinics target youth basketball players in metro Denver with a focus on basic basketball skills. Nuggets players and Community Ambassadors lead this program that allows youth to be involved with individual players in a positive, cooperative environment.



NUGGETS AMBASSADORS

Throughout the year, Denver Nuggets Community Ambassadors interact with more than 24,000 people at approximately 30 monthly



appearances in Colorado and neighboring states. Interaction includes activities such as basketball skills clinics, presentations about leadership and sportsmanship, and participation in other social events.

THE M

RAPIDS AMBASSADOR

Rick Berrv

The Colorado Rapids Community Ambassadors are past Major League Soccer players and coaches



who make special appearances in classrooms and at a variety of community events and organizations across the Denver metro area.

COMMUNITY PROGRAMS



AVALANCHE AMBASSADORS

Members of Colorado Avalanche Alumni Association participate in charity hockey tournaments and other nonprofit events in Colorado.



Brian Mullan

BLIND HOCKEY CLINIC

During the 2017-18 season, as part of the NHL Hockey is For Everyone initiative, the Avalanche, in conjunction with USA Hockey and Colorado Amateur Hockey Association, provided a unique opportunity at Pepsi Center for visually impaired children and adults, with no or limited skating experience, to learn the fundamentals of hockey with help from Avalanche players and RAM Trucks Ice Girls.

NUGGETS LADIES

As a response to the devastation by Hurricane Harvey, the Nuggets Ladies (significant others of Nuggets players, coaches and management) collected school supplies and funds to support the needs for the children in Texas.

AVS BETTER HALVES

The Avs Better Halves (significant others of Avalanche players, coaches and management) host fundraisers to benefit Kroenke Sports Charities, engage in community appearances



and volunteer at local nonprofit organizations. During the 2017-18 season, the Avs Better Halves hosted a Favorite Things Christmas Tree Auction and the 6 Colorado Avalanche Charity Brunch.



In partnership with **A Precious Child**, sponsored by KeyBank and Brannan Sand and Gravel, Kroenke Sports Charities hosts the annual **giveSPORTS Equipment Drive** each summer, collecting new and gently used sports equipment for distribution to more than 140 nonprofit organizations in the Denver community. This year, KSC and A Precious Child collected and donated over 25,000 sports equipment items along with donating \$5,000 to A Precious Child's scholarship fund.





REACHING NEW HEIGHTS sponsored by southwest airlines

The Denver Nuggets and Southwest Airlines teamed up to provide grants to three elementary Denver Public Schools. Students in grades 4 and 5 submit grant improvement projects to help their school "Reach New Heights." Each school that participates receives a \$3,000 grant to implement one of the projects. Dora Moore School, Palmer Elementary and Steck Elementary each received a grant for a student-led school improvement project.

HOCKEY FIGHTS CANCER PRESENTED BY UCHealth

Each season, the NHL and the NHLPA work together to raise funds and awareness for a variety of cancer-related, nonprofit organizations throughout the U.S. and Canada. With support from UCHealth, fans were able to show their support of HFC awareness activations.

LEAGUE INITIATIVES

Each season the NBA / NHL / NLL / MLS invite their respective teams to activate and promote a variety of social responsibility platforms. In 2017-18, Kroenke Sports & Entertainment partnered with each league to activate the following programs.

HOCKEY IS FOR EVERYONE

The NHL and Colorado Avalanche support any teammate, coach or fan who brings heart, energy and passion to the rink. The NHL encourages all hockey programs to provide a safe, positive and inclusive environment for players and families regardless of race, color, religion, national origin, gender, disability, sexual orientation or socio-economic status.



NBA SEASON TIP-OFF

League wide activation of "Why We Play" which included a Denver Nuggets Open Practice at Pepsi Center, Jr. NBA Week and NBA Cares community activations.



"This is something that I'm passionate about, making sure that people know that it doesn't matter what background you have. For me, you live by the words that you treat others the way you want to be treated. Sports in general is such a great way of getting everyone together. It doesn't matter what age or gender or sexual orientation or race or whatever, sports is fun. Anybody that wants to play should play, it's as simple as that.' – Gabriel Landeskog

adid



SEASON OF GIVING

During the holiday season, KSE teams work with a variety of organizations to host toy drives, visit patients in the hospital and collect food and funds for families who are in need.

NHL FUTURE GOALS

In partnership with the NHLPA and powered by EVERFI, the NHL/NHLPA launched Future Goals during the 2017-18 season. This education-based program is designed to help students build their Science, Technology, Engineering and Math (STEM) skills, using the fast-paced game of hockey as a learning vehicle. This season, 17,950 students from 437 schools in Colorado, Wyoming, Nebraska and Idaho completed the Future Goals Hockey Scholar curriculum.



MLS WORKS

MLS WORKS is dedicated to addressing important social issues and serves as a platform for both League and club philanthropic programs. MLS WORKS seeks to establish Major League Soccer as a leader for improving the lives of people through sport.

These programs include:

- Soccer for All
- Kick Childhood Cancer

Tyson los

- Special Olympics **Unified Program**
- Greener Goals
- Community MVP
- Every Save Makes a Difference





Richard Jefferson

HOOPS FOR TROOPS

To support NBA Hoops for Troops, the Nuggets hosted a basketball clinic for youth at Buckley Air Force Base.

NHL INDUSTRY **GROWTH FUND**

The Avalanche received IGF grants to increase participation in street hockey in local elementary and middle schools. During the 2017-18 season, the Avalanche activated in partnership with Playworks Colorado and Denver Public Schools Prep League to host over 700 students in a street hockey league.

LACROSSE OUT CANCER PRESENTED BY ROCKY MOUNTAIN HOSPITAL FOR CHILDREN

Each season, the Colorado Mammoth supports 'Lacrosse Out Cancer' week, raising tens of thousands of dollars for cancer research and nonprofit funding while heightening awareness for screening and early detection. The week includes the 'I'm Playing For' campaign in which fans win the right to put their name or the name of a loved one on the actual uniform worn by their favorite player on 'Lacrosse Out Cancer' night.

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LEAGUE INITIATIVES



PLAYER SPOTLIGHT

Players from the Nuggets, Avalanche, Mammoth and Rapids give back to the Colorado community by participating in a variety of appearances and events outside of team and league programs.





Landy's

ends

Gabriel Landeskog has been involved with Sweden based nonprofit Friends, dedicated to the prevention of bullying. Each month during the 2017-18 season, Gabriel hosted an antibullying nonprofit at an Avalanche game.



Colorado Mammoth players **Dan** Coates and Brad Self surprised a high school lacrosse team captain with new lacrosse equipment after his bag had been stolen.







On Martin Luther King Jr. Day, Mason Plumlee and Malik Beasley visited Volunteers of America where they served a nutritious meal to the homeless community.



Nikola Jokić and Emmanuel Mudiay visited first responders and had some fun trying on their uniforms.



Nail Yakupov donated new Warrior equipment to the Colorado Avalanche Sled Hockey team, including sled hockey sticks, helmets, gloves and Warrior merchandise.



"We have a sled hockey team who have some tough times with equipment. As a hockey player you have a lot. I think we are lucky to play this sport, we have everything we need and we have everything to give." - Nail Yakunov



In celebration of Valentine's Day, the **Avalanche** visited the memory care community at Peregrine Senior Living, making Valentines and teaching the residents about the game of hockey.



During the week of Thanksgiving, Gary Harris, Trey Lyles and Jamal Murray visited the children at Mount Saint Vincent Home where they held a clinic with Thanksgiving-themed bowling and bingo.





Colorado Rapids players Zac MacMath, Eric Miller and Dillon Powers presented Special Olympics Unified Team athlete, Jason Horton, with his 2017 Honorary ESPY award in the hospital after he was diagnosed with cancer for the fourth time and couldn't attend the award ceremony.



Paul Millsap hosted a holiday party for children and families at Suncor Boys and Girls Club during NBA Season of Giving.



During the holiday season, **Tyson Barrie** participated in KSE



Day of Service, volunteering at Project Cure. Tyson and KSE employees sorted through medical supplies and modern equipment that will be sent to under-resourced hospitals,

clinics, and community health centers in developing countries.



COMMUNITY ASSISTS

KSC executed a variety of programs and community partnerships to fulfill our mission statement.



DO ALL YOU CAN Food drives

Held prior to a Denver Nuggets and Colorado Avalanche game each holiday season – fans are asked to donate funds and food to benefit the Denver Rescue Mission.



Each season, the Nuggets and Avalanche partner with the United States Marine Corps to host a new toy and monetary collection drive prior to a home game to support the U.S. Marine Corps efforts to provide new toys to children in need.

KSE C.A.R.E. Days of service

KSE hosts bi-annual days of service by providing an opportunity for employees to volunteer in the Denver community. During the 2017-18 season, KSE donated over 2,300 hours at 35 local organizations.

MASCOT **APPEARANCES**

Mascots Rocky, Bernie, Edson and Wooly make appearances at various community events. Requests can be submitted on each team website.



COMMUNITY ASSISTS

COMMUNITY PRIDE TICKET PROGRAM

KSC's ticket donation program made it possible for more than 70,000 guests from more than 500 Colorado nonprofit organization and schools to attend sporting and entertainment events. Apply online at: ksetix.com/kse/donation-request-form.



AUTOGRAPH MERCHANDISE **DONATION PROGRAM**

Over 3,000 autographed items were donated to community organizations to aide in fundraising projects and events, raising an estimated \$250,000 for community programs. Apply online at: ksetix.com/kse/donation-request-form.

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