



2021-2023 COMMUNITY REPORT

MISSION

MISSION

Kroenke Sports Charities (KSC) 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 non-profit organizations, to ultimately assist, encourage, and enrich the lives of those in need.

DEAR FRIENDS,

Kroenke Sports Charities is honored to share our 2021-2023 Report to the Community. This review is a compilation of our community efforts during the 2021-22 and 2022-23 seasons. Through the efforts of our teams and staff, it has been our privilege and honor to positively impact the lives of over 6,500,000 people from 2021-2023 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. Together, with our partners, we strive to make a lasting difference in the lives of our neighbors and friends.

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,
Deb Dowling
Executive Director
Kroenke Sports Charities



2021-2023 STATS

3,925,548

Impacted through Avalanche Watch Party grants to non-profits in Colorado

200,000

Impacted by Signature Community Partner programs and services

59,141

Tickets donated to community partners, teachers, and first responders

28,000+

People served through the giveSPORTS Equipment Drive

20,000+

Students hosted in STEM activities

3,139

Signature license plates ordered

2,000+

KSE employee hours spent in the community as part of KSE Days of Service

1,011

Nonprofits in Colorado received autographed memorabilia to assist in their fundraising efforts

THANK YOU KROENKE SPORTS CHARITIES DONORS!

KSC DONOR LEVELS ACROSS 2021-22 & 2022-23 SEASONS

Gold Sponsor \$100,000+

- Avalanche Watch Party Attendees
- Ball Corporation
- Rocky Mountain Hospital for Children

Silver Sponsor \$40,000 - \$99,999

- Cigna
- Ford
- King Soopers
- Pepsi

Bronze Sponsors \$5,000 - \$39,999

- 5280 Contract Flooring, LLC
- Altitude Sports Radio
- Altitude TV
- ArrowMark Partners
- Bud Light & Bud Light Seltzer
- Bullseye Asset Management, LLC
- Colorado Honda Dealers
- Crown Family Foundation
- Delta Dental

Bronze Sponsors \$5,000 - \$39,999 (cont.)

- Denver Public Schools Athletics
- Direct Edge Denver
- Gold Crown Foundation
- HTM Construction Company
- KeyBank
- Kiewit
- Mission Yogurt, Inc.
- Molson Coors
- Ovintiv Cares
- PBJ Reece Charitable Foundation
- Planet Fitness
- PointsBet USA
- Ticketmaster
- Toyota
- Truly Hard Seltzer
- UCHealth
- US Foods
- Waste Connections
- Western Paper Distributors
- Xcel Energy



SIGNATURE COMMUNITY PARTNERS

Kroenke Sports Charities provides ongoing funding and in-kind support for several local non-profit agencies that provide sports and education programs for people of all abilities.



DENVER PUBLIC SCHOOLS FOUNDATION

In 1997, KSC became a founding partner of the Denver Prep League (DPL) to give Denver Public Schools' middle school students an avenue for participation in organized after-school activities; a void left unfilled in DPS for 30 years. Today, DPL comprises 33 schools which enables over 6,600 students to participate in 17 sports throughout the school year and summer.

School-based physical activity programs, such as Prep League, provide opportunities to help youth learn and practice social behaviors associated with teamwork, cooperation, and respect for others, which in turn can favorably influence school climate, connectedness with school, and educational outcomes. Prep League encourages students to earn good grades, keep physically active, and learn about competition and sportsmanship, while providing a safe and supervised environment.



COLORADO ADAPTIVE SPORTS FOUNDATION

The mission of the Colorado Adaptive Sports Foundation is to bolster independence, improve self-confidence, elevate social interaction, and heighten quality of life by providing financial and organizational support, so people of all ages with physical disabilities can participate in organized sports programs.

- Colorado Avalanche Sled Hockey
 - Rolling Nuggets
- Colorado Rolling Mammoth
- Rolling Rapids Power Soccer

GOLD CROWN FOUNDATION

Founded in 1986, the Gold Crown Foundation (GCF) strives to educate youth through sports and enrichment programs. With programs reaching nearly 18,000 youth each year, GCF is built on three principles – participation, sportsmanship, and community. The Gold Crown Enrichment Program offers a variety of programs throughout the year. The Clubhouse at Edgewater provides free, after-school programs for youth ages 12-18 with a focus on interest-based learning. At the Clubhouse, GCF teaches technology through exploration, creativity, and self-expression.



**Special
Olympics**
Colorado

SPECIAL OLYMPICS COLORADO

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, Special Olympics Colorado (SOCO) serves more than 18,000 athletes statewide through 21 year-round sports programs.



JAMAL MURRAY



YOUNG AMERICANS CENTER FOR FINANCIAL EDUCATION

Young Americans Center for Financial Education develops the financial literacy of young people through real-life experiences and hands-on programs purposefully designed to enable them to prosper in our free enterprise system. Young AmeriTowne is a unique program that introduces young people between the ages of 10 to 12 to the free enterprise system through an experiential learning platform.

This proven educational program instills crucial financial skills and workplace readiness aptitudes in 5th graders:

- Money Management (banking, account management, setting long and short-term savings goals, budgeting and investing)
 - Economics (free enterprise system, supply, and demand)
 - Civics (government, voting, elections)
 - Ethics and Philanthropy

SIGNATURE EVENT FUNDRAISERS

JAMAL MURRAY



CALE MAKAR



NATHAN MacKINNON



Kroenke Sports Charities holds several fundraising events, hosted by our teams' players, coaches, management, and mascots. These fun-filled fundraising events give our sponsors and fans a chance to interact with team members in a casual setting. Proceeds benefit the community programs of KSC.

GABRIEL LANDESKOG



COLORADO AVALANCHE CHARITY GOLF CLASSIC:

Each season, fans and sponsors join Colorado Avalanche alumni and special guests in a round of golf at The Ridge at Castle Pines North for the Charity Golf Classic. On Sept. 20, 2022, the Avalanche hosted the 25th annual Charity Golf Classic, marking the first time since 2019 that the current team participated in the tournament, due to COVID-19 restrictions in prior years. The Classic has raised more than \$1.5M since its inception and directly supports youth fitness and education initiatives of Kroenke Sports Charities.

GABRIEL LANDESKOG



COLORADO AVALANCHE
Charity Brunch
Hosted by the Avs Better Halves

COLORADO AVALANCHE CHARITY BRUNCH

The 2023 Colorado Avalanche Charity Brunch, presented by Cigna and hosted by the Avs Better Halves, was held on April 2, 2023, at the Hyatt Regency Denver Tech Center. This sold-out special event included a silent auction, brunch, and a fashion show featuring Avalanche players escorting 19 children who have overcome medical challenges.

MILE HIGH DREAMS GALA:

Ball Arena was bustling with activity on March 28, 2023, during the Mile High Dreams Gala – A Toast to Our Teams, presented by Ball. This unique event allowed fans to interact with players, coaches, alumni, and mascots from the Denver Nuggets, Colorado Avalanche, Colorado Mammoth, and Colorado Rapids. Guests enjoyed live music, dancing, gaming tables, wine tasting, and dishes from some of the best restaurants in Denver alongside players, coaches, alumni, and management from all four KSE teams.



JAMAL MURRAY
GABRIEL LANDESKOG
CALE MAKAR



STEVEN BEITASHOUR & DREW MOOR



A BURGUNDY AFFAIR:

A Burgundy Affair was held at the Seawell Grand Ballroom on Nov. 9, 2021, offering attendees the chance to mingle with and celebrate Rapids players, coaches, and alumni. The evening featured team awards, food, libations, music and a silent auction and all proceeds from the event benefitted Kroenke Sports Charities community programs. On Oct. 2, 2022, the team once again hosted A Burgundy Affair to honor players, staff, and fans alike.

ONLINE FUNDRAISERS

ONLINE AUCTIONS:

Kroenke Sports Charities raises funds through online auctions of one-of-a-kind Nuggets, Avalanche, Mammoth, and Rapids merchandise. To participate, visit ksc.givesmart.com.



SIGNATURE LICENSE PLATES:

Denver Nuggets and Colorado Avalanche fans can both show their team pride and support their community with the purchase of a Signature License Plate. The entire initial license plate donation (\$45) benefits Kroenke Sports Charities.

To order, visit ksetix.com/community/licenseplate

COMMUNITY PROGRAMS



Throughout the season, our players, coaches, staff, talent, and alumni are active participants in the community. Our community programs provide inclusive athletic opportunities and promote fitness, wellness, and the value of education.

2021-22 COLORADO AVALANCHE PLAYOFF ACTIVATIONS

POM POMS & WATCH PARTIES

In June 2022, the Avalanche won the club's third Stanley Cup. Our community came together during this memorable run. The Avalanche hosted sold-out watch parties at Ball Arena for Western Conference Finals and Stanley Cup Finals away games, and thousands of Avalanche pom poms were sent to loyal fans in all 50 states. Due to the support and dedication of Avs Faithful, the funds raised through these special activities were returned to the Colorado community. Kroenke Sports Charities was honored to donate a total of \$565,000 in grants to 27 non-profit organizations throughout the state of Colorado that activate the Kroenke Sports Charities mission. Signifying the team's 27th season in Colorado, 27 non-profit agencies were chosen following an open grant inquiry process.

These selected agencies serve nearly 3.3 million people in Colorado. See below for more information on the 27 non-profit beneficiaries:

- Adam's Camp
- Brent Eley Foundation
- Clothes to Kids of Denver Inc.
- Colorado "I Have A Dream" Foundation
- Colorado Pet Pantry
- Community Food Share
- Denver CASA
- Denver Children's Home
- Denver Dream Center
- Emergency Family Assistance Association
- Energy Outreach Colorado
- Food For Thought Denver
- Girls Inc. of Metro Denver
- Global Down Syndrom Foundation
- Hunger Free Colorado
- Project PAVE
- Rise Above Colorado
- Soldiers' Angels
- Tennyson Center for Children
- There With Care
- U.S. Center for SafeSport
- United Services Organization, Inc.
- University of Colorado Foundation
- Urban Peak
- Wapiyapi
- We Don't Waste
- WeeCycle

NUGGET FOR A DAY:

The Nugget for a Day Program, presented by Rocky Mountain Hospital for Children, honored twelve children during the 2021-22 and 2022-23 seasons. The program is designed to recognize well-rounded students for their positive attitude, good citizenship, and commitment to community, who have undergone hardships. Selected participants and their families received a once-in-a-lifetime experience where they met the team, received a custom gift bag, had dinner at Ball Arena, attended a game, and were honored on the video board during the game.



MICHAEL PORTER JR.



CALE MAKAR



Presented by
Rocky Mountain
Hospital for Children



AVALANCHE FOR A DAY:

The Avalanche for a Day program, presented by Rocky Mountain Hospital for Children, honored twelve children during the 2021-22 and 2022-23 seasons. The program is designed to recognize well-rounded students for their positive attitude, good citizenship, and commitment to community, who have undergone hardships. Selected participants and their families received a once-in-a-lifetime experience where they watched morning skate and met the team, received a custom gift bag, had dinner at Ball Arena, attended a game, and were honored on the video board during the game.



RICK BERRY



**NUGGETS
AMBASSADOR**



MARK RANDALL



MICHAEL PORTER JR.

AVALANCHE AMBASSADORS:

Members of the Colorado Avalanche Alumni Association participate in charity hockey tournaments and other non-profit events in Colorado, representing the Avalanche in the community at multiple monthly appearances. The 2021-2023 Avalanche Community Ambassadors included Rick Berry, Kyle Quincey, Eric Lacroix, and John-Michael Liles.

NUGGETS AMBASSADORS:

Denver Nuggets Community Ambassadors interact with more than 15,000 people annually. Appearances include basketball skills clinics, school talks, and home visits. In 2021-22, the Nuggets Community Ambassadors included Walter Davis, Ervin Johnson, Nicholas Owens, and Mark Randall. In 2022-23, the Nuggets Community Ambassadors included Walter Davis, Nicholas Owens, Mark Randall, and Kyle Speller.

TEAMFIT:

In partnership with Kroenke Sports Charities, Cigna (Avalanche TeamFIT), and Colorado Honda Dealers (Nuggets TeamFIT), this program supported and educated children from local schools, Boys & Girls Clubs, and military families. Those participating in the twelve TeamFIT sessions during the 2021-22 and 2022-23 seasons received basic basketball, hockey, fitness, and nutrition lessons from Avalanche and Nuggets mascots and team celebrities, including strength & conditioning coaches, and current players from both teams.



JAMAL MURRAY

GREEN ASSISTS:

Kroenke Sports Charities, with support from Ball Corporation, launched a Green Assists Recycling Challenge that encouraged aluminum recycling across Metro Denver. The top school participants were surprised with visits from team celebrities, dropping off reusable tote bags and other sustainable materials, as well as talking with the students on the importance of recycling.

NHL FUTURE GOALS:

In partnership with the NHLPA and powered by Everfi, Future Goals is an education-based program designed to help students build Science, Technology, Engineering, and Math skills using hockey as a learning vehicle. During the 2021-22 and 2022-23 seasons, a total of more than 15,000 students from Colorado, Utah, Nebraska, Kansas, Wyoming, and Montana completed the Future Goals Hockey Scholar curriculum.



ANDRE BURAKOVSKY

MOST VALUABLE TEACHER:

The Nuggets and Avalanche honored 24 teachers during the 2021-22 and 2022-23 seasons as Most Valuable Teacher, presented by Ford. Each teacher received a celebratory classroom visit with team celebrities, tickets to a game, dinner at Ball Arena, a \$1,000 grant for classroom supplies or projects, and more.



KYLE SPELLER

READ TEAM:

Read Team, presented by Ford, promotes literacy and awareness through themed book donations to Little Free Libraries and local school libraries. During the 2021-22 season, celebrities from the Colorado Avalanche and Denver Nuggets hand-delivered hundreds of books to local libraries in celebration of Martin Luther King Jr. Day and Black History Month.



NBA MATH HOOPS:

NBA Math Hoops is a comprehensive community program featuring a basketball board game, mobile app, and curriculum that allows students to learn fundamental math skills through the game of basketball. The NBA Math Hoops program experience is managed by Learn Fresh, a 501(c)3 non-profit, in association with NBA Cares. The Denver Nuggets hosted a Math Hoops Regional Tournament in both the 2021-22 and 2022-23 seasons at Ball Arena. Over the two seasons, three Colorado students were selected to compete at the NBA Math Hoops National Championships in Philadelphia (2022) and New York City (2023). During the 2022-23 Nuggets season, 32 educators and 2,482 students across the state of Colorado participated in the Nuggets NBA Math Hoops program.

PROVIDING INCLUSIVE OPPORTUNITIES

NUGGETS SPECIAL OLYMPICS BASKETBALL CLINIC:

The Denver Nuggets signature community event is the annual basketball clinic with Special Olympics Colorado (SOCO). On Tuesday, November 1, 2023, the Denver Nuggets and Kroenke Sports Charities hosted the annual Nuggets Special Olympics Basketball Clinic. One hundred twenty (120) SOCO athletes participated in drill stations focusing on passing, dribbling, shooting, defense, and conditioning. Nuggets players, coaches, and ambassadors were joined by SuperMascot Rocky, Denver Nuggets Dancers, and Altitude talent to host athletes on the main court at Ball Arena. The event was accompanied by a Special Olympics Board Luncheon hosted in the Colorado Social Lounge at Ball Arena.



**NUGGETS
SPECIAL OLYMPICS
CLINIC**

NIKOLA JOKIĆ

AVALANCHE SPECIAL OLYMPICS FLOOR HOCKEY CLINIC:

On June 25, 2022, Avalanche mascot Bernie, Avalanche alumni ambassadors, Avalanche Ice Patrol, and the Avalanche Amateur Hockey Development team hosted 75 Special Olympics athletes at the Lowry Multi-Purpose rink for the annual Special Olympics Hockey Clinic, presented by Delta Dental. Athletes rotated through seven stations and learned fundamental hockey skills including passing, shooting, and puck-handling. Each athlete received a floor hockey stick and ball to use for at-home practice, along with a one-day contract courtesy of Joe Sakic, President of Hockey Operations. On June 24, 2023, the Avalanche once again hosted the annual Special Olympics Hockey Clinic, impacting an additional 75 athletes.



**AVALANCHE
SPECIAL OLYMPICS
CLINIC**



BRETT CRAIG

YOUTH SPORTS DAY:

On July 15, 2022, and July 14, 2023, Kroenke Sports Charities hosted a five-station field day for Special Olympics Young Athletes (ages 2-12). 275 Athletes learned basic lessons for sports including basketball, street hockey, soccer, lacrosse, and dance. Skills stations were led by team staff, mascots, and alumni ambassadors.



ROLLING RAPIDS:

In partnership with Colorado Adaptive Sports Foundation, the Rolling Rapids Power Soccer team is the first full-time power soccer program in Colorado. Participants include persons with quadriplegia, multiple sclerosis, muscular dystrophy, cerebral palsy, head trauma, stroke, spinal cord injury, and other disabilities. Power soccer combines the skill of the wheelchair user with the speed and power of the chair itself to create a challenging and entertaining game. The game is played in a gymnasium on a regulation basketball court. Two teams of four power wheelchair users attack, defend, and spin-kick a 13-inch soccer ball to score goals. The team practices three times a month in the spring and fall at different gymnasiums.

GIVESPORTS EQUIPMENT DRIVE:

In partnership with A Precious Child, Kroenke Sports Charities hosted the giveSPORTS Equipment Drive, presented by Colorado Honda Dealers on Sept. 11, 2021, and Sept. 24, 2022, at Ball Arena. This program provides new and gently used sports equipment and participation fee scholarships to children in need, giving them the opportunity to participate in sports. In 2021 & 2022 more than 32,000 pieces of equipment were collected in total, serving more than 28,000 children.





COLORADO RAPIDS SPECIAL OLYMPICS UNIFIED TEAM:

The Rapids Unified team, which is comprised of players with and without intellectual disabilities between the ages of 16 and 25, receives training from the Colorado Rapids' players and coaches. 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. Through the generosity and financial support of our corporate partners Adidas, Swire Coca-Cola, and DICK'S Sporting Goods the program has continued to grow each year. With their backing, the Rapids Unified Team is provided with a truly one-of-a-kind experience.



COLORADO RAPIDS AMPUTEE TEAM:

In 2023, the Colorado Rapids began their partnership with Amputee Soccer to bring an Amputee team to the Rocky Mountain Region. Through a Kickoff Community Event in early 2023, and clinics throughout the season, The Colorado Rapids Amputee Team is working to develop a team of Amputees aged from 16-25 to compete against other MLS-affiliated squads.

COMMUNITY ASSISTS



Kronke Sports Charities executed a variety of programs and community initiatives to fulfill our mission statement.

MARSHALL FIRE SUPPORT:

Just as 2021 ended, over 1,000 families in Boulder, Lafayette, and Superior were impacted by a devastating wildfire, the largest in state history. KSC hosted two events to benefit impacted families. .

COMMUNITY ASSISTS



JANUARY 2022 50-50 RAFFLE:

Proceeds were donated by KSC support relief efforts provided by A Precious Child and Community Food Share.

GIVESPORTS EQUIPMENT DRIVE MARSHALL FIRE EVENT:

To support families impacted by the Marshall Fire tragedy, Kroenke Sports Charities teamed up with A Precious Child to host a popup version of the annual giveSPORTS Equipment Drive, *presented by Cigna*, on March 19, 2022. More than 1,800 pieces of new sports equipment were collected and distributed to families impacted by the Marshall Fire, helping more than 620 individuals get back in the game.





DENVER POLICE BACKPACK DISTRIBUTION:

During the 2021-22 and 2022-23 seasons Kroenke Sports Charities once again teamed up with the Denver Police Foundation to support their Back to School backpack distribution caravan. Team staff, mascots, and alumni ambassadors from the Nuggets, Avalanche, Mammoth, and Rapids partnered with local police officers to give out 5,000 backpacks filled with school supplies to Denver students in need.



KSE C.A.R.E. DAYS OF SERVICE

Kroenke Sports & Entertainment encourages all employees to give back to the community by providing volunteer opportunities in the Denver community. Semi-Annual Days of Service by KSE employees provide more than 2,000 hours of volunteer service to numerous non-profit organizations throughout the metro area.

Additionally, during the 2021-22 and 2022-23 seasons, Community Ambassador Ervin Johnson and KSE staff regularly delivered food to homebound seniors via Meals on Wheels. During the holiday seasons, 20 seniors received blankets and hats in addition to their regular deliveries.



COMMUNITY PRIDE TICKET PROGRAM:

The Community Pride Ticket Program provides tickets to Colorado non-profit organizations and not-for-profit schools that serve children, public servants, and community and civic groups who might not otherwise have a chance to attend a professional sporting event. During the 2021-22 and 2022-23 seasons Kroenke Sports Charities donated nearly 60,000 tickets to local non-profit organizations and public schools.

AUTOGRAPH MERCHANDISE DONATION PROGRAM:

Colorado non-profit organizations can apply online to receive autographed merchandise from a KSE team to support their organization's fundraising efforts. During the 2021-22 and 2022-23 seasons, more than 1,000 non-profits in Colorado received autographed memorabilia to assist in their fundraising efforts.



SPECIAL OLYMPICS HALLOWEEN TRUNK OR TREAT:

As COVID-19 affected children's access to Trick or Treating, Kroenke Sports Charities hosted a drive-thru "Trunk or Treat" fundraiser at Ball Arena on Oct. 28, 2021, in the Tundra parking lot. Proceeds benefited Special Olympics Colorado Young Athletes programs. The Trunk or Treat event was also hosted the following season on Oct. 27, 2022, at DICK's Sporting Goods Park.

COMMUNITY ASSISTS

HAT TRICK DONATIONS:

Kronke Sports Charities continued the tradition of donating hats following hat tricks by Avalanche players at Ball Arena. During the 2021-22 and 2022-23 seasons KSC donated more than 6,700 hats to local non-profits to support the unhoused community.

KYLE SPELLER



MAKE-A-WISH (LEVI & JACK):

Levi's wish to be an NBA Announcer was granted in March 2022. As part of Levi's wish, he took part in pregame meetings with Altitude Sports and Entertainment and participated in the pregame show on Altitude with host Katy Winge. Levi announced the starting lineups in-arena before the Nuggets vs. Suns game, with the help of Nuggets PA Announcer Kyle Speller. He also assisted Chris Marlowe and Scott Hastings with play-by-play in the 2nd quarter on Altitude.

Jack's wish was to join the Colorado Avalanche organization for the day. As part of Jack's wish, he met the team at morning skate and received a custom locker and jersey next to his favorite player, Nathan MacKinnon. Jack returned for the game that night, participating as the Youth Skater of the game, again taking the ice behind MacKinnon. Jack was recognized on the Ball Arena videoboard during the game and was interviewed in-arena.

RAPIDS PLAYER COMMUNITY ACTIVATIONS

STEVEN BEITASHOUR & ABRAHAM RODRIGUEZ



RAPIDS READING DAYS:

During the school year, Rapids players from the first, second, and Academy teams read books to elementary school classrooms around Commerce City and the greater Denver area, encouraging students to read for fun while giving them the chance to meet their favorite players.

RAPIDS CLINICS:

Colorado Rapids Player Clinics, presented by DICK'S Sporting Goods, target youth soccer players in the Denver metro area, teaching them basic soccer skills. The private, one-hour clinics are led by designated Rapids players, coaches, or alumni, and include time for pictures and autographs. Clinics are open to athletes ages 9-12 years old and help youth develop basic soccer skills while providing a unique environment to interact with Rapids representatives.

Attendance ranges from 20-50 participants per clinic.

LEAGUE INITIATIVES

Each season, the NBA, NHL, NLL, and MLS invite their respective teams to activate a variety of social responsibility initiatives. During the 2021-22 and 2022-23 seasons, KSE partnered with each league to activate the following programs.



NATHAN MACKINNON

HOCKEY FIGHTS CANCER:

Each season, the NHL and NHLPA work together to raise funds and awareness for cancer-related non-profit organizations throughout the U.S. and Canada. With support from UHealth, the Avalanche hosted a Hockey Fights Cancer-themed game, honoring both those who are fighting against the disease and their supporters. Jersey auction beneficiary, American Cancer Society Colorado, provides client programs and services for hundreds impacted by cancer.



presented by

uhealth

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.



COMMUNITY ASSISTS

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.

Community programs include:

- Every Save Makes a Difference
- Special Olympics Unified Program
- Kick Childhood Cancer
- Greener Goals
- Juneteenth
- Soccer for All

ERVIN JOHNSON



PÁDRAIG SMITH

NBA VOICES:

NBA Voices is the NBA's initiative to address social injustice, promote inclusion, uplift voices, and bridge divides in our community. Nuggets Ambassador Ervin Johnson hosted Community Conversations for students and Boys & Girls Club members throughout Colorado, supporting youth experiencing challenges through natural conversation.

NBA CARES:

2022 NBA 75th Anniversary Legacy Project – As part of the NBA's 75th Anniversary Live, Learn or Play Initiative, the Nuggets renovated the Learning Center and Teen Center at the Boys & Girls Clubs of Metro Denver's Arthur E. Johnson Club.

2023 NBA Finals Legacy Project - As part of the NBA Finals, the NBA and the Denver Nuggets unveiled a new STEM lab at the Boys & Girls Clubs of Metro Denver's Arthur E. Johnson Club, in partnership with YouTubeTV. The new STEM lab includes fresh paint and wall graphics, updated flooring, new furniture, and STEM technology.

SEASON OF GIVING

During the holiday season, Kroenke Sports Charities takes care to bring some extra joy to those in need.



DO ALL YOU CAN FOOD DRIVES:

During the 2021-22 and 2022-23 seasons, the Nuggets and Avalanche hosted canned food drives before one Nuggets game and Avalanche game, benefiting Denver Rescue Mission. With support from King Soopers, these Do All You Can Food Drives raised \$41,000 and served more than 46,600 individuals in the community when combined with canned food donations.



AVS BETTER HALVES TREE AUCTION:

Each year, the Avs Better Halves create unique table-top holiday trees available for auction. Proceeds from 2021 and 2022 were donated to non-profit agencies serving children including Children's Hospital Colorado Foundation - Pediatric Mental Health Institute, Gabby Krause Foundation - Bags of Fun, Rocky Mountain Children's Health Foundation's Stink Bug Project, and Special Olympics Colorado's Young Athletes Scholarship Program



PEDIATRIC HOSPITAL HOLIDAY PARADES:

SuperMascot Rocky and Mascot Bernie visited local pediatric hospitals to bring some holiday cheer to patients. The mascots waved from personal floats as they drove through the parking lots of both facilities.



COLORADO PET PANTRY:

Kroenke Sports Charities partnered with Colorado Pet Pantry to donate 4,000 pounds of pet food, serving 400 pets in the Denver Metro area. SuperMascot Rocky and Mascot Bernie greeted pet owners and loaded cars.



ROCKY MOUNTAIN HOSPITAL FOR CHILDREN:

In support of Rocky Mountain Hospital for Children's Annual Toy Drive, team mascots led the effort to collect toys at the hospital entrance. Thousands of toys were dropped off to not only support holiday efforts but also gifts for patients throughout the year.



PROJECT PRESENT:

In 2022, the Colorado Rapids partnered with Commerce City to deliver presents for students at three elementary schools in the area.

DIVERSITY, EQUITY, & INCLUSION PROGRAMS

- NBA Foundation
- Juneteenth
- Pride
- Black Hockey History Mobile Museum



APPLICATION AND NOMINATION FORMS:

Kroenke Sports Charities welcomes new applicants to participate in our Community Assists and Community Programs. To apply, visit the links below.

KROENKE SPORTS CHARITIES PROGRAMS:

Autographed Item Donation Request:

www.ksetix.com/Community/AuctionDonation

Community Pride Ticket Program Application:

www.ksetix.com/Community/TicketDonation

Day of Service Application:

www.ksetix.com/community/kse-employee-day-of-service

NUGGETS PROGRAMS:

Nugget for a Day Nomination:

[www.ksetix.com/community/
nuggetforaday](http://www.ksetix.com/community/nuggetforaday)

Most Valuable Teacher Nomination:

[www.ksetix.com/avalanche/most-
valuable-teacher](http://www.ksetix.com/avalanche/most-valuable-teacher)

Nuggets Ambassador Requests:

[www.nba.com/nuggets/community-
ambassadors](http://www.nba.com/nuggets/community-ambassadors)

Nuggets TeamFIT Application:

[www.nba.com/nuggets/
community/team-fit](http://www.nba.com/nuggets/community/team-fit)

Nuggets Math Hoops:

[www.nba.com/nuggets/
community/nba-math-hoops](http://www.nba.com/nuggets/community/nba-math-hoops)

AVALANCHE PROGRAMS:

Avalanche for a Day Nomination:

[www.ksetix.com/Community/AvForADay/
NominationForm](http://www.ksetix.com/Community/AvForADay/NominationForm)

Most Valuable Teacher Nomination:

[www.ksetix.com/avalanche/most-valuable-
teacher](http://www.ksetix.com/avalanche/most-valuable-teacher)

Avalanche Ambassador Requests:

[www.nhl.com/avalanche/community/
ambassadors](http://www.nhl.com/avalanche/community/ambassadors)

Avalanche TeamFIT Application:

www.nhl.com/avalanche/community/team-fit

COMMUNITY RELATIONS CONTACT INFORMATION

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