

# 2019-20 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 proud to present our 2019-20 Report to the Community. This review is a compilation of our community efforts during the past season and expanded community response due to the novel Coronavirus pandemic. This season, it has been our privilege, and honor, to positively impact the lives of more than *one 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 also fun! Together, with our teams, staff and 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



# STATS

# 1,053,896

# PEOPLE POSITIVELY IMPACTED DURING THE 2019-20 SEASON INCLUDING:

## Children Impacted by Participating in KSC Signature Community Partner Programs

# 100,000

## Servings of Food Donated via We Don't Waste

# 54,216

## People Served by 2019 giveSPORTS Equipment Drive

# 15,009

## Player Hours Spent in the Community

# 826

## KSE Employee Hours Spent in the Community

# 2,070

## Students Learning STEM Concepts Through NBA & NHL Programs

# 16,397

## Children Hosted at NBA, NHL, NLL & MLS Sports Skills Clinics Throughout the Region

# 11,653

## Items Donated in Collection Drives at Pepsi Center

# 84,300

## \$ Donated in Collection Drives at Pepsi Center

# \$29,886

## Tickets Donated Through Community Pride Ticket Program

# 45,780

## \$ Raised for Local Youth Sports via Program Sales

# \$44,300

## Meals Donated During COVID-19

# 89,507



**Tyson Jost**



**Jamal Murray**



*Affected by COVID-19 pandemic*

# THANK YOU KROENKE SPORTS CHARITIES DONORS!

## KSC DONOR LEVELS:

### Platinum Sponsor \$100,000+

This year, our dear friend and supporter, Eddie J. Wedelstedt passed away. His legacy began in 1991 when Eddie, with the help of Nuggets leadership Tim Leiweke and Chopper Travaglini, created Eddie's Kids Foundation, a 501c charity that provides sporting opportunities to children, teachers, military servicemen and women and many others. Every season, Eddie's Kids Foundation provides premium seat tickets for Denver Nuggets, Colorado Avalanche, Colorado Mammoth and Colorado Rapids games. Since inception, more than 1.5 million fans have attended events courtesy of Eddie W. His generous spirit lives on through the lives he impacted.

**Eddie J. Wedelstedt**



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

- CO.Hockey

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

- Ardent Mills
- Will Barton III
- Cardel Homes
- Cigna
- Crescent Point Energy
- Jerami Grant
- Gary Harris
- Paul Millsap
- Rocky Mountain Hospital for Children

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

- 5280 Contract Flooring, LLC
- Altitude Sports & Entertainment
- Bullseye Asset Management, LLC
- Delta Dental
- Denver Public Schools Prep League
- KeyBank
- King Soopers
- Gabriel Landeskog
- Mittera Colorado
- PBJ Reece Charitable Foundation
- Phil Kandel
- Planet Fitness
- PlanLED
- Plante Moran
- Mason Plumlee
- Mikko Rantanen
- Southwest Airlines



## *SIGNATURE COMMUNITY PARTNERS*

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



## *DENVER PUBLIC SCHOOLS FOUNDATION*

[athletics.dpsk12.org](https://athletics.dpsk12.org)

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 is comprised of **33 schools** which enables more than **6,600 students** the opportunity to participate in **17 sports** throughout the school year and summer.

# *COLORADO ADAPTIVE SPORTS FOUNDATION*

Colorado Adaptive Sports Foundation (CASF) aims to bolster independence, improve self-confidence, elevate social interaction and enhance quality of life through organized **team sports** for people of all ages throughout Colorado who have physical disabilities.



# ***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.



***Paul Millsap***



***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.



***Nikola Jokic***



Young Americans  
CENTER FOR FINANCIAL EDUCATION®



## *YOUNG AMERICANS CENTER FOR FINANCIAL EDUCATION*

This season, Kroenke Sports Charities welcomed the Young Americans Center for Financial Education as a Signature Community Partner. Every year Young Americans Center hosts more than **30,000 students** from throughout the state at its Young Ameritowne educational program, which helps kids learn about business, economics and free enterprise. Kroenke Sports & Entertainment now has a Sports Venue kiosk at Young Ameritowne sites to help students learn to budget their expenses in a fun and experiential program.

*Gabriel Landeskog*



## *SIGNATURE FUNDRAISERS*

Kroenke Sports Charities (KSC) holds several fundraising events hosted by our teams' players, coaches, management and mascots. These fun-filled functions give our sponsors and fans a chance to interact with team members in multiple settings off the court, ice, pitch and field. Proceeds benefit the community programs of KSC.

## ONLINE AUCTIONS:

Throughout the year, Kroenke Sports Charities raises funds through online auctions of Nuggets, Avalanche, Mammoth and Rapids one-of-a-kind merchandise. To participate, visit [ksc.givesmart.com](http://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](http://ksetix.com/community/licenseplate)



## 50-50 RAFFLE:

Fans can purchase a 50-50 raffle ticket at each game played at Pepsi Center (Nuggets, Avalanche, Mammoth). All proceeds are divided equally between the winning purchaser and youth sports programs, *supported by Colorado Amateur Hockey Association and Kroenke Sports Charities.*

**Nathan MacKinnon**



## COLORADO AVALANCHE CHARITY GOLF CLASSIC:

On Sept. 23, 2019, fans and sponsors joined Avalanche players and coaches in a round of golf at The Ridge at Castle Pines North for the 23rd Annual Charity Golf Classic. The Classic has raised more than \$1.5M since its inception and directly supports youth fitness and education initiatives of Kroenke Sports Charities.

## MILE HIGH DREAMS GALA:

Pepsi Center was bustling with activity on Nov. 6, 2019, during the Mile High Dreams Gala — A Toast to Our Teams. This unique event gave fans the opportunity to interact with players, coaches, alumni and mascots from the Denver Nuggets, Colorado Avalanche, Colorado Mammoth and Colorado Rapids. Guests enjoyed live music, gaming tables, wine tasting and culinary selections from many of the best restaurants in Denver.



*Lalas Abubakar, Tim Howard, Diego Rubio, Cole Bassett, Jack Price, Kellyn Acosta*




*Tim Howard*



## ***A BURGUNDY AFFAIR / A TOAST TO TIM:***

The Colorado Rapids' end-of-season awards gala, *A Burgundy Affair presented by Audi*, was held on October 7, 2019 at the Hyatt Regency Denver. This annual event celebrated the achievements of the regular season while allowing guests to mingle with Rapids players, coaches and alumni. In addition to the Rapids' annual awards gala, the club celebrated Tim Howard's final season and professional career upon his retirement with a special Toast to Tim *presented by Transamerica*.

***Erik Johnson***

— Cigna PRESENTS —  
2020 COLORADO AVALANCHE  
**Charity**  
  
**Brunch**  
Hosted by the Avs Better Halves



## ***CHARITY BRUNCH HOSTED BY AVS BETTER HALVES:***

The 2020 Colorado Avalanche Charity Brunch, *presented by Cigna*, and hosted by the Avs Better Halves was held on Feb. 23, 2020. This sold-out, special event included a silent auction, brunch and a fashion show featuring Avalanche players escorting children who have overcome medical challenges.



## *COMMUNITY PROGRAMS*

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

## NUGGET FOR A DAY:

With support from Rocky Mountain Hospital for Children and Eddie's Kids Foundation, the Nuggets honored six children as Nugget for a Day this season. The program is designed to recognize youth for their positive attitude, good citizenship and commitment to community. Selected participants received a once-in-a-lifetime experience of attending practice, dinner in Club Lexus and courtside seats.



**Jamal Murray**



**Nikita Zadorov**



## AVALANCHE FOR A DAY:

Avalanche for a Day, presented by Rocky Mountain Hospital for Children, rewards students in Colorado that are well-rounded representatives of our community who have persevered through hardship. Participants attended Avalanche practice, met the team, received a personalized goodie bag, watched a game from rink-side seats provided by Eddie's Kids Foundation and met the game officials through the Zebras Care Foundation.



## RAPIDS FOR A DAY:

Rapids for a Day, supported by Cardel Homes, honors inspirational soccer fans in our community that encourage others, demonstrate a positive attitude and display remarkable commitment to improving the lives around them. Selected candidates experience a gameday with the Rapids by attending warm-ups, meeting the team, receiving onscreen recognition at Dick's Sporting Goods Park and dinner and premium tickets, courtesy of Eddie's Kids Foundation.

**RAPIDS FOR A DAY**  
PRESENTED BY CARDEL HOMES





## FITNESS & WELLNESS



**NUGGETS  
AMBASSADOR**



***Rick Berry***

### **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 2019-20 Avalanche Community Ambassadors included Rick Berry, John-Michael Liles and Pierre Turgeon.



***Mark Randall***

### **NUGGETS AMBASSADORS:**

Throughout the year, Denver Nuggets Community Ambassadors interact with more than 24,000 people. Appearances include basketball skills clinics, social events and school visits. In 2019-20, the Nuggets Community Ambassadors included Walter Davis, Ervin Johnson, Nicholas Owens and Mark Randall.



***Cale Makar***

### **TEAMFIT:**

Through TeamFIT, with support from Ardent Mills, the Nuggets, Avalanche, Mammoth and Rapids hosted 14 fitness clinics throughout the 2019-20 season. Respective team trainers led high-level fitness clinics that taught students in grades 3-8 about the importance of healthy eating, fitness and wellness.



**Vlatko Čančar**

## ***JUNIOR NUGGETS PLAYER CLINICS:***

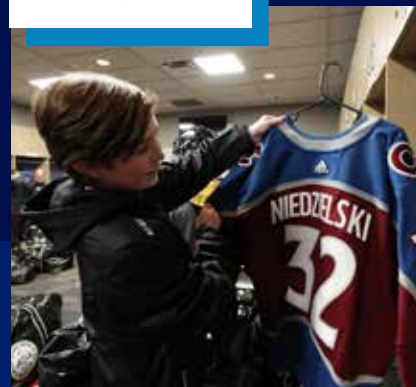
Denver Nuggets players and Community Ambassadors taught fundamental basketball skills to more than 300 youth players in metro Denver through the Junior Nuggets player clinics, *presented by Western Union.*



**Nazem Kadri**

## ***BREAK THE ICE:***

Nearly 300 children had the opportunity to skate for the first time this season through Break the Ice, *presented by Crescent Point Energy.* Beginner skating instruction was held at Pepsi Center and the Avalanche practice facility and was provided by Avalanche players, coaches, RAM Trucks Avalanche Ice Patrol, community ambassadors and Mascot Bernie.



## ***AVALANCHE INTERNATIONAL QUALIFIER:***

In November 2019, ten Pee Wee AA teams competed in a state-wide qualifying tournament to earn the honor of representing the Avalanche organization on an international stage. For the third season in a row, the Arvada Hockey Association clinched the Avalanche bid to play in the Quebec International Pee-Wee Hockey Tournament.



## GREEN ASSISTS:

Kroenke Sports Charities was proud to offer Green Assists, *presented by PlanLED*. Schools, classrooms and student clubs were invited to apply for grants to be used toward environmentally-friendly school improvements.

## 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. This season, 14,220 students from Colorado, Utah, Nebraska, Wyoming and Montana completed the Future Goals Hockey Scholar curriculum.



**Andre Burakovsky**



## STEM ON ICE:

The Colorado Avalanche hosted 100 middle-school students at Pepsi Center for STEM on Ice, *presented by Crescent Point Energy*. Students learned from a career panel focused on STEM careers in the sport and entertainment industry and participated in an on-ice clinic that used hockey to showcase STEM concepts such as friction, speed and angles.



## ***MOST VALUABLE TEACHER:***

The Nuggets and Avalanche honored 10 teachers throughout the year as Most Valuable Teacher, *presented by Southwest Airlines*. Each teacher received a classroom party, tickets to a game and dinner at Pepsi Center, recognition in arena, and a \$500 grant for classroom supplies or projects.

***Ervin Johnson***

## ***MENTORSHIP PROGRAM:***

Throughout the year, Nuggets Community Ambassador Ervin Johnson visits Boys & Girls Clubs to talk about the importance of mentors during the Mentorship Program, *presented by Planet Fitness*. To celebrate Mentor Month in January, Nuggets players including Will Barton III, Gary Harris, Paul Millsap and Jerami Grant hosted mentor groups at various home games.



**MENTORSHIP PROGRAM**  
presented by planet fitness

***Will Barton III***



***Monte Morris***



## ***NBA MATH HOOPS:***

Nuggets Math Hoops, *presented by UBS Financial*, is a board game that allows students to learn fundamental math skills through direct engagement with real statistics of their favorite NBA and WNBA players. Nuggets players Jerami Grant, Torrey Craig, and Monte Morris joined students to play Math Hoops Live, bringing the board game to life on the basketball court.



**Michael Malone, Gary Harris**

## NUGGETS SPECIAL OLYMPICS BASKETBALL CLINIC:

The Denver Nuggets hosted a Special Olympics Colorado (SOCO) Clinic, *supported by Cardel Homes*, on December 17, 2019.

The annual event included job shadowing experience for athletes in the Athlete Leadership Program, a luncheon for KSC and SOCO supporters, and a basketball clinic at Pepsi Center. The clinic featured 150 athletes learning basketball fundamentals from Denver Nuggets players, coaches and management.



**Matt Nieto**

## AVALANCHE SPECIAL OLYMPICS FLOOR HOCKEY CLINIC:

In December 30, 2019, Avalanche player Matt Nieto joined 100 Special Olympics athletes at Pepsi Center for a floor hockey clinic, *presented by Delta Dental*. Athletes rotated through five stations and learned fundamental hockey skills including passing, shooting and puck-handling. Each athlete received a floor hockey stick and ball to take home and use to practice.



## YOUTH SPORTS WEEK:

Due to COVID-19, Kroenke Sports Charities' annual summer sports clinic, Special Olympics Youth Sports Day, was adapted to be a virtual Youth Sports Week, *supported by Cardel Homes*. Special Olympics Young Athletes received videos that showcased basketball, hockey, soccer, lacrosse and dance drills. The week culminated in a commencement hosted by team mascots, ambassadors and game presentation talent.

## BLIND HOCKEY:

Fifty visually impaired adults and children skated at Pepsi Center at the third annual Blind Hockey Clinic presented by Delta Dental and supported by USA Hockey. The Blind USA Hockey Team joined the skaters for instruction alongside Avalanche players Mikko Rantanen and Pavel Francouz, Mascot Bernie and Ice Patrol.



**Mikko Rantanen**



## ROLLING RAPIDS:

In partnership with Colorado Adaptive Sports Foundation, the Rapids introduced the Rolling Rapids Power Soccer Team, the first full-time power wheelchair soccer program in Colorado. Colorado Rapids players Keegan Rosenberry and Jack Price attended a team practice and competed in a scrimmage against the athletes.



**Kortne Ford**



## SPECIAL OLYMPICS UNIFIED GAME TAKEOVERS:

This season, the Denver Nuggets hosted Unified Game Takeovers, presented by Cardel Homes, for local high school unified basketball teams. Unified teams include athletes with, and without, intellectual disabilities playing on the same team. The Nuggets created an NBA environment by bringing SuperMascot Rocky, Denver Nuggets Dancers, DJ Paws, Community Ambassadors and more to each game.





## GAMEDAY PROGRAM SALES:

The Denver Nuggets and Colorado Avalanche offer youth basketball and hockey teams an opportunity to sell game programs at each home game. The partner group keeps 100% of proceeds to be used at their discretion in support of their association. During the 2019-20 Nuggets and Avalanche seasons, **\$44,300** was raised to support youth associations in Colorado.

## GIVESPORTS EQUIPMENT DRIVE:

*In partnership with A Precious Child,* Kroenke Sports Charities hosted the giveSPORTS Equipment Drive on

Saturday, September 7, 2019 at Pepsi Center. This program provided new and gently used sports equipment and participation fee scholarships to 15,000 children in need, giving them the opportunity to participate in sports. With the help of Nuggets and Avalanche players, Community Ambassadors and Altitude Sports & Entertainment Celebrities, more than 9,400 pounds of sports equipment were collected at this year's event. *With support from Brannan Sand & Gravel,* the event raised **\$8,600** in sports scholarship funding.



**Gabriel Landeskog**



**Kellyn Acosta**

## COLORADO RAPIDS SPECIAL OLYMPICS UNIFIED TEAM:

The Colorado Rapids Unified Team features players both with and without intellectual disabilities between the ages of 16 and 30 years old. The team partnered with Minnesota United Unified during the 2019 season to do a traditional home and away series and the Rapids finished with a 2-0 winning record on the season.

*Paul Millsap & Mason Plumlee*



## *COMMUNITY ASSISTS*

Kroenke Sports Charities hosted a variety of programs and community initiatives to fulfill our mission statement.



## DO ALL YOU CAN FOOD DRIVES:

*With support from King Soopers, the annual Do All You Can Food Drives raised \$21,250 and collected 22,300 pounds of food to benefit Denver Rescue Mission. These donations served more than 32,000 people in the Denver community.*

## KSE C.A.R.E. DAY OF SERVICE:

Kroenke Sports & Entertainment encourages all employees to give back to the community by providing volunteer opportunities in the Denver community twice a year. This December, KSE employees donated over **2,000** hours at 25 local organizations.



## COMMUNITY PRIDE TICKET PROGRAM:

*With support from Eddie's Kids Foundation, The Crown Family Foundation, Avalanche players Gabe Landeskog and Mikko Rantanen, and Nuggets players Will Barton III, Gary Harris, Paul Millsap, Jerami Grant, and Mason Plumlee, KSC's ticket donation program made it possible for 45,780 people from more than 400 Colorado nonprofit organizations and schools to attend sport and entertainment events.*

## SIGNIFICANT OTHERS

The Avs Better Halves and Heart of the Nuggets are involved with volunteering and fundraising throughout the season. Partner initiatives benefits groups such as DPS school adoption, Special Olympics Colorado, Rocky Mountain Children's Health Foundation, Children's Colorado Foundation and Gabby's Bags of Fun.



**Gabriel & Melissa Landeskog**



## AUTOGRAPHED MERCHANDISE DONATION PROGRAM:

Colorado nonprofit organizations can apply online to receive autographed merchandise from a KSE team to support their organization's fundraising efforts. In 2019-20, Kroenke Sports Charities donated **1,000 items** to organizations throughout the state.

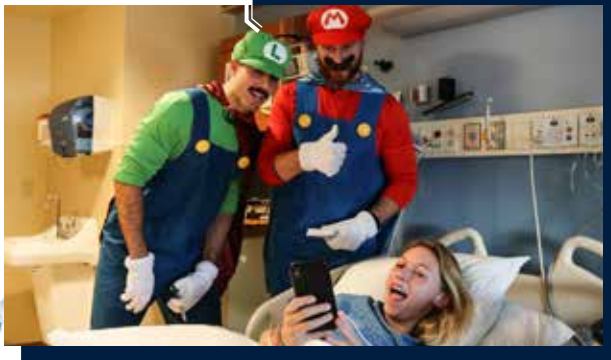
## WORLD KINDNESS DAY:

To celebrate World Kindness Day, Nuggets players visited Denver Fire Department and Rocky Mountain Hospital for Children, signing autographs and distributing snacks and tickets to frontline workers.



**Juancho Hernangomez & Jerami Grant**

**Mark Barberio, Ian Cole**



## HALLOWEEN HOSPITAL VISIT:

Avalanche players Ian Cole and Mark Barberio dressed up to visit patients at Rocky Mountain Hospital for Children on Halloween.



***T.J. Tynan. Colin Wilson.  
Tyson Jost. Samuel Girard. Joe Sakic***

## ***HOLIDAY HOSPITAL VISIT:***

Every December the entire Avalanche team visits a local pediatric hospital to deliver toys and cheer during the holiday season.

## ***FOOD DONATION:***

To support frontline workers during the COVID-19 pandemic, Jamal Murray donated lunch and dinner to UCHealth's COVID-19 Intensive Care Unit, doctors, nurses and staff.



***Jamal Murray***



***Gary Harris***

## ***JOSHUA SCHOOL:***

During the 2019 holiday season Gary Harris teamed up with the Joshua School to provide a holiday movie experience for families with preschool-aged children dealing with Autism Spectrum Disorder. Families were given gift bags filled with sensory-friendly toys and Nuggets tickets along with popcorn and soft drinks.



***Erik Johnson. Mikko Rantanen & Gabriel Landeskog***

## ***DEAR JACK FOUNDATION***

Players visited a fan prior to an Avalanche game on behalf of the Dear Jack Foundation, a program that directly benefits adolescents and young adults diagnosed with cancer. As an item on her LifeList, Kylie received suite tickets in addition to her visit from the Avalanche players.

## ***DENVER RESCUE MISSION***

Colin Wilson and Samuel Girard served a Thanksgiving meal and visited with families at The Crossing a Denver Rescue Mission transitional housing center.

***Colin Wilson & Samuel Girard***



***Brett Craig***

## ***READ ACROSS AMERICA***

Players and Ambassadors from all teams participated in Read Across America week in March. In honor of Dr. Seuss, Brett Craig emphasized the importance of reading and shared one of his favorite books.



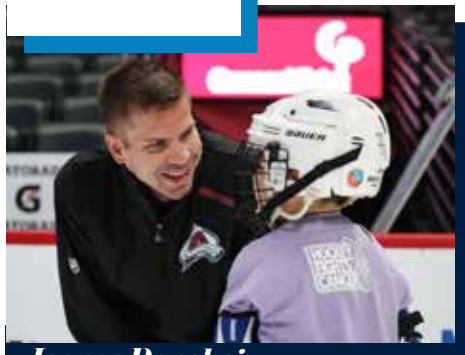
## *LEAGUE INITIATIVES*

Each season, the NBA, NHL, NLL and MLS invite their respective teams to activate a variety of social responsibility platforms. In 2019-20, KSE partnered with each league to activate the following programs.



## 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 UCHealth,* the Avalanche hosted a Hockey Fights Cancer-themed game, honoring both those who are fighting against the disease and their supporters.



**Joonas Donskoi**

## 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.



**Pavel Francouz**



**Clint Irwin**

## 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
- Greener Goals
- Special Olympics Unified Program
- Kick Childhood Cancer
- Community MVP
- Soccer for All





**Ervin Johnson. Walter Davis**



## HOOPS FOR TROOPS:

The Nuggets worked in collaboration with local military and veteran-serving organizations to honor active and retired service members and their families.

This season, Nuggets ambassadors Ervin Johnson and Walter Davis hosted a Hoops for Peace basketball clinic for families at Cope Boys & Girls Club.

## NHL INDUSTRY GROWTH FUND:

The Avalanche received IGF grants to increase participation in street hockey in local elementary and middle schools. During the 2019-20 season, the Avalanche activated in partnership with Playworks Colorado and Denver Public Schools Prep League to host more than 860 students in street hockey leagues. In addition, the Avalanche taught hockey and street hockey techniques to over 13,600 participants through Game On and Mile High Mites Learn to Play initiatives.

**Martin Kaut**



## LACROSSE OUT CANCER:

The Colorado Mammoth hosted an online auction with special jerseys, shorts and helmets in honor of those who are bravely battling cancer and to raise awareness and funds to eradicate the disease. All helmets featured custom designs from pediatric cancer patients at Rocky Mountain Hospital for Children.



## Season of Giving

### SEASON OF GIVING:

During the holiday season, KSE teams worked with a variety of organizations to host collection drives for families in need and player visits to local hospitals. This season, Special Olympics Young Athletes were invited to take the court before the Nuggets game on Christmas Day to receive gift bags.



## NBA Voices

Ervin Johnson

### 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 hosts Community Conversations in schools and youth clubs throughout Colorado which support students with education and personal challenges through natural conversation.



### BUILDING BRIDGES THROUGH BASKETBALL:

The NBA and Denver Nuggets use the power of basketball to break down barriers, bring people together and develop important bonds of trust between young people, mentors, community leaders and law enforcement. Prior to the start of the 2019-20 season, the Nuggets refurbished a sport court at BeyondHome, a local organization that provides resources and guidance to low-income families and families experiencing homelessness.



John Michael Liles

### NHL LEGACY PROJECT:

In February, the Colorado Avalanche played the Los Angeles Kings in the first-ever outdoor NHL game held at the United States Air Force Academy stadium. To commemorate the event, the NHL and Colorado Avalanche funded a project to make a local rink in Colorado Springs sled-hockey accessible.



## *COVID-19 RESPONSE*

In March, sports came to a halt as the world reacted to the unprecedented COVID-19 pandemic. In that time, Kroenke Sports & Entertainment responded with a variety of relief efforts to help alleviate the burden on Colorado frontline workers, educators, families and more.

In light of the immense burden that the pandemic placed on KSE workers, the Kroenke family donated \$500,000 to establish the KSE COVID-19 Relief Fund. Employees, coaches, and players from nine KSE divisions also contributed to the fund, which helped eligible applicants adapt and meet the challenges of this unsettling period.



## *North High School Seniors Participated in Commencement Express at Pepsi Center*

# 260

A graduating senior drove through Pepsi Center to get her diploma, cheered on by team celebrities and game presentation elements.

## *Community Members and Organizations Who Received Stay Busy at Home Activities*

# 1,000

Philipp Grubauer and Bernie filmed exercises to help kids stay active at home

**Philipp Grubauer**



## *Pre-Packaged Meals and Gift Cards Given to Local Teachers, Medical, Fire, Law Enforcement and COVID-19 Testing Staff*

# 1,200

Bernie delivered food to Denver Fire Department

## *Backpacks and School Supplies Donated to K-12 Students Alongside Denver Police Foundation*

# 2,400





*Servings Of Food and Beverages Donated By Legends,  
Pepsi Center's Food and Beverage Provider*

**54,216**

**Ervin Johnson**



*Meals Donated Through a KSC Auction Benefitting  
Food Bank of the Rockies, Metro Caring, Project Angel  
Heart and Volunteers of America Colorado*

Ervin Johnson kept up regular Meals On Wheels  
deliveries throughout the pandemic

**66,000**



*Number of COVID-19 Tests Administered  
at Pepsi Center COVID-19 Testing Site*

**120,000**

As a response to the COVID-19 pandemic, a Pepsi Center parking lot  
was converted to be a free testing site

*Servings of Meat and Produce Donated By Denver Dream  
Center With Support From Kroenke Sports Charities*

**256,000**



# *COMMUNITY RELATIONS CONTACT INFORMATION*

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# HOPE



**Kroenke  
Sports**  
**CHARITIES**  
Where Hope Resides



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