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 2018-19 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 on the lives of over 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 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,
Jim Martin
Board President
Kroenke Sports Charities
THANK YOU KROENKE SPORTS CHARITIES DONORS!

KSC DONOR LEVELS:

Platinum Sponsor $100,000+
Colorado Amateur Hockey Association
Eddie’s Kids Foundation

Silver Sponsors $20,000 - $49,999
Ardent Mills
Cigna
Crescent Point Energy
Crown Family Foundation
EKS&H
Gary Harris
Papa John’s
Paul Millsap
Pepsi
Rocky Mountain Hospital for Children
UBS Financial
Will Barton

Bronze Sponsors $10,000 - $19,999
Audi
Bullseye Asset Management, LLC
Denver Public Schools Prep League
Miterra Group
KeyBank
King Soopers
Mason Plumlee
Matt Nieto
PBJ Reece Charitable Foundation
Planet Fitness
Southwest Airlines
Tyson Barrie
UCHealth
Waste Connections
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.
DENVER PUBLIC SCHOOLS FOUNDATION

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 12,500 youth each year, GCF is built on three principles – participation, sportsmanship and community.

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 24,000 athletes statewide through 22 year-round sports programs.
SIGNATURE FUNDRAISERS

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 interact with team members in a casual setting. Proceeds benefit the community programs of KSC.
Kroenke Sports Charities raised more than $200,000 through online auction of Nuggets, Avalanche, Mammoth and Rapids game-used merchandise. Visit the following websites for more information:

Nuggets.Givesmart.com
Avs.Givesmart.com
Mammoth.Givesmart.com
Rapids.Givesmart.com
SIGNATURE LICENSE PLATES

Colorado Avalanche and Denver Nuggets fans have the opportunity to 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.

50-50 RAFFLE

Fans have the opportunity to purchase a 50-50 raffle ticket at each game played at Pepsi Center (Avalanche, Nuggets, Mammoth). All proceeds are divided equally between the winning purchaser and youth sports programs, Colorado Amateur Hockey Association and Kroenke Sports Charities. This year, Kroenke Sports Charities raised over $107,000 from the 50-50 raffle alone.
COLORADO AVALANCHE CHARITY GOLF CLASSIC

On Tuesday, September 11, 2018, fans and sponsors joined Avalanche players and coaches in a round of golf at The Ridge at Castle Pines North for the 22nd annual Charity Golf Classic. The Classic has raised more than $1.4 million 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 November 12, 2018, 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, 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.

RAPIDS WORLD CUP OF WINE & BEER

The Colorado Rapids annual World Cup of Wine & Beer, presented by Audi, was at DICK’S Sporting Goods Park on June 25, 2019. Fans enjoyed a beautiful summer evening mingling with Colorado Rapids players and coaches while sampling food, beer and wine from throughout the world.
CHARITY BRUNCH HOSTED BY AVS BETTER HALVES
The 2019 Colorado Avalanche Charity Brunch, presented by Cigna, hosted by the Avs Better Halves was Sunday, February 17, 2019, 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 23 kids who have overcome medical challenges.

NUGGETS SOCIAL
Nuggets players, coaches and management enjoyed hours of ping pong together with fans and sponsors at the annual Nuggets Social, held at Ace Eat Serve on February 25, 2019. In addition to challenging their favorite Nuggets players to table tennis, guests enjoyed food, libations and a silent auction.

BURGUNDY AFFAIR
Following the end of the season, the Rapids held an awards show to honor their top members. A Burgundy Affair, presented by Audi, was held at the Seawell Grand Ballroom on October 23, 2018, and offered attendees the chance to mingle with and celebrate Rapids players, coaches and alumni. The evening featured food, libations, music and a silent auction and all proceeds from the event benefitted Kroenke Sports Charities community programs.
COMMUNITY PROGRAMS

Community, Fitness & Wellness, Education, & Providing Inclusive Athletic Opportunities. Our players, coaches, staff and alumni are active participants in the community, dedicated to providing inclusive athletic opportunities and promoting 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, a program designed to recognize well-rounded students for their positive attitude, good citizenship, and commitment to community. Winners received a once-in-a-lifetime experience of what a day in the life of a Nuggets player is really like.

**AV 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. In October, the Avalanche recognized Drew, who was fulfilling his wish through Make-A-Wish Foundation. Drew attended an Avalanche practice, met the team, watched a game from rinkside seats provided by Eddie’s Kids Foundation, and met the game referees through 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 while facing hardships and display remarkable commitment to improving the lives around them. Selected candidates experience a gameday with the Rapids through attending warm-ups, meeting the team, getting recognized onscreen at Dick’s Sporting Goods Park pre-game and receiving dinner and premium tickets, courtesy of Eddie’s Kids Foundation.
MENTOR MONTH

The Denver Nuggets teamed up with Planet Fitness to celebrate Mentor Month in January 2019. Nuggets Community Ambassador Ervin Johnson visited four Boys & Girls Clubs to host Community Conversations regarding the importance of mentors. Additionally, Planet Fitness and Kroenke Sports Charities donated $5,000 to Boys & Girls Clubs of Metro Denver to administer mentor programming within local clubs.

AVALANCHE AMBASSADORS

Members of the Colorado Avalanche Alumni Association participate in charity hockey tournaments and other nonprofit events in Colorado. The 2018-19 Avalanche Community Ambassadors included Rick Berry and John-Michael Liles.

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 basketball skills clinics, social events, and Community Conversations about leadership and sportsmanship.

In 2018-19, the Nuggets Community Ambassadors included Walter Davis, Ervin Johnson, Nicholas Owens and Mark Randall.
TEAMFIT

Through TeamFIT, presented by Ardent Mills, the Nuggets, Avalanche, Mammoth and Rapids hosted 18 fitness clinics throughout the 2018-19 seasons. Respective team trainers led high-level fitness clinics that taught students in grades 3-8 about the importance of healthy eating, fitness and wellness outside of sports.

NUGGETS SKILLS CHALLENGE

3,000 kids throughout Colorado, Wyoming, Kansas and South Dakota participated in the Nuggets Skills challenge, testing their fundamental basketball skills for a chance to compete at the State Competition in Denver. At the State Competition, eight athletes earned the opportunity to represent all Skills Challenge participants during an in-game ceremony at the Nuggets game on March 16, 2019.

BREAK THE ICE

Two hundred and forty children had the opportunity to skate for the first time at Pepsi Center or the Avalanche practice facility this season through Break The Ice, presented by Crescent Point Energy. Beginner skating instruction was provided by Avalanche players, coaches, RAM Trucks Ice Girls and mascot Bernie.
JR. NUGGETS PLAYER CLINICS

Denver Nuggets players and Community Ambassadors taught fundamental basketball skills to more than 10,000 youth players in metro Denver through the Jr Nuggets player clinics, presented by Western Union.

AVALANCHE INTERNATIONAL QUALIFIER

In November 2018, twelve 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 second season in a row, the Arvada Hockey Association clinched the Avalanche bid to play in the Quebec International Pee-Wee Hockey Tournament.
REACHING NEW HEIGHTS

The Denver Nuggets and Southwest Airlines teamed up to provide grants to two elementary Denver Public Schools. Students in grades 4 and 5 submitted grant improvement projects to help their school “Reach New Heights”. Sabin World School and Traylor Academy Elementary each received a $3,000 grant to implement a student-led project.

NBA MATH HOOPS

Nuggets Math Hoops, presented by UBS, 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 Gary Harris and Trey Lyles joined students to play Math Hoops Live, bringing the board game to life on the basketball court.
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 (STEM) skills using hockey as a learning vehicle. This season, 18,229 students from Colorado, Wyoming, Nebraska and Idaho completed the Future Goals Hockey Scholar curriculum.

MOST VALUABLE TEACHER

The Nuggets and Avalanche honored 12 teachers throughout the year as Most Valuable Teacher, presented by Papa John’s. Each teacher received a classroom pizza party, tickets to a game and dinner at Pepsi Center, as well as a $1,500 grant for classroom supplies or projects.

STEM ON ICE

The Colorado Avalanche hosted 100 eighth grade students in the inaugural STEM On Ice Clinic, presented by Crescent Point Energy. Students participated in a career panel focused on STEM Careers in the sport and entertainment industry, followed by an on-ice clinic that used hockey to test STEM concepts such as friction, speed and angles.
BASKETBALL

The Denver Nuggets hosted a Special Olympics Colorado (SOCO) Day on January 18, 2019. The annual event included job shadowing experience for athletes in the Athlete Leadership Program, a luncheon for KSC and SOCO supporters, and basketball and dance clinics at Pepsi Center. The clinic featured 150 athletes learning fundamental basketball and dance skills from Denver Nuggets players, coaches, management and dancers. After the clinic, Rangeview and Smoky Hill high schools’ unified basketball teams played a game on the Nuggets court.

FLOOR HOCKEY

On January 23, 2019, Avalanche players Mikko Rantanen and Matt Nieto joined 100 Special Olympics athletes at Pepsi Center for a floor hockey clinic. 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 DAY

Kroenke Sports Charities hosted a four-sport clinic for Special Olympics Young Athletes, ages 2-8, on July 13, 2019. Athletes rotated through stations and learned how to play basketball, hockey, lacrosse, soccer and dance from team mascots and community ambassadors.
COLORADO RAPIDS SPECIAL OLYMPICS UNIFIED TEAM

The Colorado Rapids Unified Team is comprised of players both with and without intellectual disabilities between the ages of 16 and 35. With training from the Colorado Rapids players and coaches, the unified team won its first game against the Minnesota United FC Unified Team on June 8, 2019 at DICK’S Sporting Goods Park. In addition to providing top-level training for Special Olympics athletes, the exchange offered MLS fans an opportunity to witness the talents and abilities of Special Olympics athletes first-hand.

GAMEDAY PROGRAM SALES

The Denver Nuggets and Colorado Avalanche offer youth associations 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 2018-19 Avalanche and Nuggets seasons, $60,330 was raised to support youth associations in Colorado.
BLIND HOCKEY

The Colorado Avalanche and Hockey Is For Everyone ambassador Colin Wilson hosted the 2nd annual Blind Hockey Clinic with support from USA Hockey. Fifty visually impaired adults and children skated at Pepsi Center with instruction from Avalanche staff as well as the Blind USA Hockey Team.

GIVE SPORTS EQUIPMENT DRIVE

In partnership with A Precious Child (APC), Kroenke Sports Charities hosted the giveSPORTS Equipment Drive on Saturday, September 8, 2018 at Pepsi Center. With the help of Gabe Landeskog, Nuggets and Avalanche Community Ambassadors, and Altitude TV Celebrities, 27,381 pieces of equipment were collected. Thanks to Brannan Sand & Gravel, who matched up to $5,000 in donations, $9,100 in scholarship funding were raised at this year’s event.
COMMUNITY ASSISTS

KSC executed a variety of programs and community partnerships to fulfill our mission statement.
DO ALL YOU CAN
FOOD DRIVES

With support from
King Soopers, the annual
DO ALL YOU CAN FOOD DRIVE
raised $17,245 and collected
7,400 pounds of food to benefit
Denver Rescue Mission. As part
of the Avs ongoing partnership
with Denver Rescue Mission,
Colin Wilson and Matt Nieto
visited The Crossing in
November to serve dinner
and visit with families.

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 2018-19 season,
KSE donated over 2,200 hours
at 40 local organizations.

NUGGETS LADIES
DIAPER DRIVE

The Denver Nuggets Ladies
hosted a Diaper Drive before
the Nuggets vs. Chicago Bulls
game on January 17, 2019,
in response to a diaper
collection challenge from the
Memphis Grizzlies. The Nuggets
Ladies donated 37,732 diapers
and $2,674 to WeeCycle, a local
nonprofit that recycles essential
baby gear to match to Colorado
families in need.
COMMUNITY PRIDE TICKET PROGRAM

With support from Eddie’s Kids Foundation, Crown Family Foundation, Avalanche players Tyson Barrie and Matt Nieto, and Nuggets players Will Barton, Gary Harris, Paul Millsap and Mason Plumlee, KSC’s ticket donation program made it possible for more than 61,562 people from more than 500 Colorado nonprofit organizations and schools to attend sport and entertainment events.

AUTOGRAPHED MERCHANDISE DONATION PROGRAM

Colorado nonprofit organizations can apply online to receive autographed merchandise in support of fundraising efforts. In 2018-19, Kroenke Sports Charities donated 1,600 items in support of organizations across the state.
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.
Avalanche players Matt Nieto and Colin Wilson served a meal at The Crossing, a Denver Rescue Mission transitional housing center.

Mikko Rantanen visited with Vietnam Veterans in a suite at an Avalanche game as they were being recognized for National Vietnam War Veterans Day on March 29, 2019.

Gabriel Landeskog has been involved with Swedish-based nonprofit Friends, dedicated to the prevention of bullying. This season, Landeskog hosted Friends supporters in a suite at an Avalanche game.
Committed to supporting elementary education, Isaiah Thomas donated 500 backpacks filled with school supplies to three local Denver Public Schools.

Gary Harris hosted 100 youths from Boys & Girls Clubs Metro Denver at a premier showing of Spiderman. After the movie, he surprised local clubs with brand new video gaming systems and tickets to an upcoming Nuggets game.

Trey Lyles purchased 100 Thanksgiving dinners for families served by Servicios de la Raza.
Colorado Mammoth team captain Dan Coates debuted his anti-bullying initiative, Coates Corner at the beginning of the 2018-19 NLL season. Throughout his campaign, Coates recognized and encouraged students in Colorado schools who displayed leadership in their classrooms, clubs and teams and who embodied kindness in action by including and empowering their classmates, making their school a more positive, friendly place to be. Eight Coates Corner students, selected by Dan Coates, were honored during Mammoth games for embodying leadership and kindness.

For the second season, Rapids player Tim Howard hosted children diagnosed with Tourette Syndrome after each home Rapids game through the Howard’s Heroes program. Each Hero received game tickets, a Howard swag bag, and a post-game meet-n-greet with the goalkeeper.
LEAGUE INITIATIVES

Each season the NBA / NHL / NLL / MLS invite their respective teams to activate a variety of social responsibility platforms. In 2018-19, KSE partnered with each league to activate the following programs.
HOCKEY FIGHTS CANCER

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, the Avalanche hosted a bell ceremony during the Hockey Fights Cancer game for three cancer warriors that continue their fight against the disease.

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.

SEASON OF GIVING

During the holiday season, KSE teams worked with a variety of organizations to host collection drives for families in need and visit patients in the hospital.
**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. Nuggets players Tyler Lydon and Jarred Vanderbilt hosted a basketball clinic for children of military service members 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 2018-19 season, the Avalanche activated in partnership with Playworks Colorado and Denver Public Schools Prep League to host more than 700 students in street hockey leagues.

**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
- Community MVP
- Soccer for All
LACROSSE OUT CANCER

The Colorado Mammoth, along with Rocky Mountain Hospital for Children hosted their 10th annual Lacrosse Out Cancer game on April 6, 2019, at Pepsi Center. Before and during the game, the Mammoth honored those who are bravely battling cancer to raise awareness and funds to eradicate the disease.

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 throughout Colorado that support students with educational and personal challenges through natural conversation.

BUILDING BRIDGES THROUGH BASKETBALL

The NBA and the 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 & law enforcement. During the 2019 Playoffs, the Nuggets installed a sport court at Cope Boys & Girls Club, in support of their annual Hoops for Peace event, which brings together local law enforcement and youth in the community for a friendly game of basketball.
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