COMMUNITY REPORT











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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,

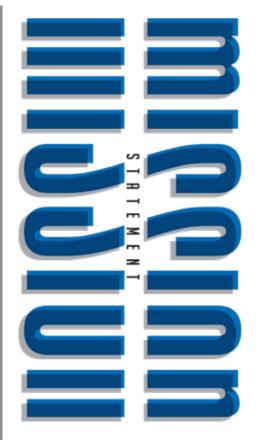
Kroenke Sports Charities is proud to present our 2020-21 Report to the Community. This review is a compilation of our community efforts during the past season. We, as everyone, made adjustments during the pandemic and we are humbled by the efforts of so many who work to serve our community whenever there is a need. This season, it has been our privilege and honor to positively impact 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 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

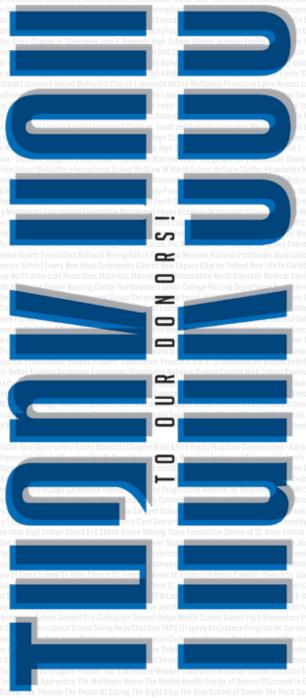






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impacted by participating in KSC Signature Community Partner Program



KSC DONOR LOVELS:

Gold Sponsor \$50,000-99,999

• Delta Dental

Silver Sponsors \$20,000-49,999

- Ball Corporation
- Cigna
- Pepsi Zero Sugar
- Rocky Mountain Hospital for Children
- Western Union

Bronze Sponsors \$10,000-19,999

- Anheuser-Busch
- Crescent Point Energy
- Brannan Sand & Gravel
- Colorado Honda
- Mittera Colorado
- PBJ Reece Charitable Foundation
- PointsBet Sportsbook
- UCHealth



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

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.





COLOORADO 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. in 17 sports throughout the school year and summer.







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.





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.

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YOUNG AMERICANS CENTER FOR FINANCIAL EDUCATION

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 Charities sponsors the Sports Venue kiosk at Young Ameritowne to help students budget their expenses in a fun and hands-on way.



SIGNATURE FUNDRAISERS

In typical years, Kroenke Sports Charities 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. While many of our events were put on hold this year due to the COVID-19 pandemic, Kroenke Sports Charities was still able to fundraise through select opportunities.



ONLINE AUCTIONS

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





SIBUATORA FICANZA brata

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





50-50 Raffle

Fans can purchase a 50-50 raffle ticket at each game played at Ball Arena (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.



COLORADO AVALANCHE CHARITY 90LF CLASSIC

On Oct. 1, 2020, fans and sponsor joined
Avalanche Alumni and Friends in a round of golf
at the 24th 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.





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.



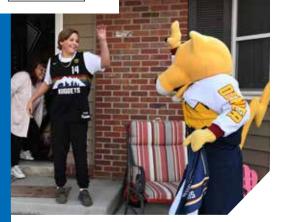
NU99et for a day

With support from Rocky Mountain Hospital for Children, the Nuggets honored six children as Nugget for a Day this season. The program is designed to recognize well-rounded students for their positive attitude, good citizenship and commitment

to community. Selected participants received a once-in-a-lifetime experience with visits from Nuggets celebrities and personalized gifts.

"I just wanted to say thanks to the Nuggets for hosting this event for my nephew, Jack...thank you for your organization's commitment to youth and fans!"

-Nugget for a Day Family Member



av for a day

Av 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 received home

visits from Avalanche celebrities and gift bags to celebrate.

"It meant so much to Gavin to have [the Avalanche] come out!...We really appreciate everything you guys do for the community because the kids really look up to these athletes and to be acknowledged by the organization means a lot to the kids!"

-Av for a Day Parent



Rocky Mountain Hospital for Children





NUGGETS

ANALANCHE 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.





Throughout the year, Denver Nuggets Community Ambassadors interact with more than 20,000 people. Appearances include basketball skills clinics, school talks and home visits. In 2020-21, the Nuggets Community

> Ambassadors included Walter Davis, Ervin Johnson, Nicholas Owens and Mark Randall.



"Mr. Johnson, I just wanted to send a quick note to say thank you for your time yesterday in speaking with our students! We really enjoyed your presentation and appreciated your guidance and honesty Thank you or your service to the community and helping inspire kids to be their best selves!"



Family Fit

In partnership with Kroenke Sports Charities, Boys & Girls Club of Metro Denver, Cigna (Avalanche Family Fit), and Colorado Honda Dealers (Nuggets Family Fit), this program supported and educated kids & families on the importance

of healthy lifestyles and topics relating to fitness & nutrition. Over the course of the program, more than 1200 Family Fit kits containing sports and fitness equipment were distributed.





BREAK THE ICE

After a hiatus due to the COVID-19 pandemic, 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 the Avalanche practice facility and was provided by Avalanche staff,

Avalanche Ice Patrol and Mascot Bernie.





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GREEN ASSISTS

Kroenke Sports Charities, with support from Ball Corporation, launched a Green Assists Recycling Challenge that encouraged aluminum recycling across Metro Denver. All participants were invited to a drive thru at Ball Arena where guests received reusable tote bags full of recycling education, activities and more!







DHL FUTURE 908LS

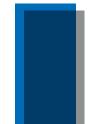
In partnership with the NHLPA and *powered by Everfi*, Future Goals is an education-based program designed to help students build Science, Technology, Engineering and Math skills using hockey as a learning vehicle. This season, 7,185 students from Colorado, Utah, Nebraska, Wyoming and Montana completed the Future Goals Hockey Scholar curriculum. Curriculum included a live trivia event hosted by Community Ambassador Kyle Quincey and Avalanche in-game host Rachel Richlinksi.





STEM ON ICE

The Colorado Avalanche hosted 250 middle-school students for a virtual STEM on Ice event, presented by Crescent Point Energy. Students learned from a career panel focused on STEM careers in the sport and entertainment industry and watched videos that used hockey to showcase STEM concepts such as friction, speed and angles.





AVALANCHE Most valuable Teacher

The Avalanche honored six teachers throughout the year as Most Valuable Teacher, presented by Pepsi Zero Sugar. Each teacher received a virtual classroom celebration with Avalanche celebrities, a gift card to a local restaurant, a grant for classroom supplies or projects, and more.



NU99ETS Most valuable Teacher

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NBA MATH HOOPS

Nuggets Math Hoops 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. In response to the COVID-19 pandemic, the program shifted to a digital model in 2020-21 and included a virtual incentive field trip with Young American Center for Financial Education, where 100 students were surprised with a \$100 certificate to open a savings account with Young Americans Bank.



COMMON 908LS

The Common Goals program, *presented by Western Union*, provided high school students with the information and skills necessary to create a respectful and welcoming environment for everyone. Over the course of the 2020-2021 academic year, the program provided students at six (6) Colorado high schools with the opportunity to learn about diversity and inclusion concepts through EVERFI's online Diversity Foundations for High School course. Topics of identity, bias, power, privilege, and oppression were all covered in the course. As part of the program students had the opportunity to view a panel in which team and Western Union representatives discussed topics ranging from the importance of education to social and racial issues and how to be an ally. Students also received a Common Goals prize pack.









NU990TS Special olympics Basketball clinic

The Denver Nuggets hosted a virtual basketball clinic for Special Olympics Colorado (SOCO) athletes. The clinic took place over a five week span in February and March 2021. SOCO athletes were able to access nine (9) at home drill videos led by Nuggets SuperMascot Rocky, Ambassador Ervin Johnson, and Youth Basketball Director, Kieon Arkwright. Athletes submitted scores based on drill performance, and were celebrated during a drive-thru awards ceremony on March 20th



AVALANCHE Special Olympics Clinic

On June 19, 2021, Avalanche team representatives including
Mascot Bernie & Avalanche Ice Patrol joined 100 Special Olympics athletes at the recently opened outdoor rink in Lowry for the annual Avalanche Special Olympics 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.

INCLUSIVE OPPORTUNITIES





ROLLING RAPIDS

In partnership with Colorado Adaptive Sports Foundation, the Rapids host the Rolling Rapids Power Soccer Team, the first full-time power wheelchair soccer program in Colorado. For Soccer for All in May, the Rolling Rapids received their new jerseys for the season and did an Instagram takeover with MLSWORKS.

giveSports equipment drive

In partnership with A Precious Child, Kroenke Sports Charities hosted the giveSPORTS Equipment Drive, presented by Brannan Companies, on Saturday, September 12, 2020 at Ball Arena. This program provided new and gently used sports equipment and participation fee scholarships to 12,000 children in need, giving them the opportunity to participate in sports. With the help of Avalanche player Joonas Donskoi, Nuggets and Avalanche Community Ambassadors, and Altitude TV Celebrities, more than 5,000 pounds of sports equipment were collected. Thanks to Brannan Sand & Gravel and PatchMyPC.com, who matched financial donations, more than \$19,000 in scholarship funding were raised.



COLORADO RAPIDS Special Olympics Unified team

The Colorado Rapids Unified Team features 17 players both with and without intellectual disabilities between the ages of 16 and 30 years old. The team has partnered with the Colorado Springs Switchbacks this season to do a traditional home and away series on September 15 and October 23. On July 14, the Rapids held their Special Olympics Signing Day.

INCLUSIVE OPPORTUNITIES



COMMUNITY ASSISTS

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





KSE C.A.R.E DAY OF SERVICE

Kroenke Sports and Entertainment encourages all employees to give back to the community by providing volunteer opportunities in the Denver community.

Due to the COVID-19 Pandemic, in-person Days of Service were put on hold until summer 2021. This August, KSE employees donated over 1,000 hours at 15 local organizations.

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 2020-21, Kroenke Sports Charities donated more than 400 items to support nonprofit organizations across the state.





LITTLE FREE LIBRARY Donations

In honor of World Kindness Day, Read Across America Day, Martin Luther King, Jr. Day, Earth Day, and Pride month, Kroenke Sports Charities donated books to local Little Free Library locations. Team mascots, dancers and ambassadors delivered nearly 1,000 books to Metro Denver library locations.



memorial day

Avalanche mascot Bernie, Avalanche Ice Patrol, and Nuggets Ambassador Ervin Johnson visited seniors living at Fitzsimons Veterans Community Living Center to distribute cookies and thank them for their service in recognition of Memorial Day.

MARTIN LUTHER KING JR DAY

To honor the legacy of community service exemplified by Dr. Martin Luther King, Kroenke Sports Charities provided t-shirts, activities and food supplies to Ellis Elementary (Title I school) and Clayton Early Learning, schools with diverse student populations.





Denver Dream Center FOOD DISTRIBUTION

Throughout the year, Ball Arena opened its parking lots to Denver Dream Center, a local non-profit,

to meet the growing hunger needs of the Denver community. Team mascots, community ambassadors and dancers joined volunteers to hand out food and dairy products.

Over 2.6 million pounds of food were donated, serving more than 200,000 people.



SPECIAL OLYMPICS HALLOWEEN Trunk or treat

As COVID-19 affected children's access to Trick or Treating this year, Kroenke Sports Charities hosted a drive-thru "Trunk or Treat" fundraiser at Ball Arena, with proceeds benefitting Special Olympics Colorado Young Athletes.

"Thank you for making what is a bummer Halloween, one of the best ever. The kids had so much fun throughout the event and just as much fun when they got home and were going through all of their amazing goods — a hockey stick and everything!!! They had so much fun, as I know everyone else who was lucky enough to attend did."

Ball arena voting

Ball Arena was proud to be a designated voting center for the 2020 General Election. Nearly 1,500 Denver adults voted at the arena this year.



RIUK BURKU

HAT TRICK DONATIONS

With limited fan attendance in arena due to COVID-19, Kroenke Sports Charities remained committed to the tradition of donating hats following hat tricks by Avalanche players. This year, KSC donated more than 1,500 hats to Denver Rescue Mission to support those experiencing homelessness.

Valentine's day

With support from Cigna, Avalanche Mascot Bernie, and Ice Patrol spread love on Valentine's Day and delivered Bernie plush dolls, cookies, blankets and scarves to nurses, staff and families at Rocky Mountain Hospital for Children.



Make-a-Wish

Taurean's wish to be a famous NBA player was granted in April. He and his family participated in a "Professional Tryout" clinic before he was signed to a one-day contract with the Nuggets. He was welcomed to the team with great fanfare as President of Basketball Operations Tim Connelly and General Manager Calvin Booth were present for the signing. Taurean received personalized Nuggets gear, autograph cards and phone calls from players Michael Porter Jr. and Monte Morris.





Teacher appreclation week

With the challenges of virtual school and the COVID-19 pandemic, supporting our teachers this year was more important than ever. For Teacher Appreciation Week, representatives from the Avalanche and Nuggets honored three outstanding educators with gift cards, team merchandise and school visits for their classrooms.

RJ Hampton

An advocate for education, RJ Hampton donated 50 laptops and catered lunch to Denver Children's Home (DCH), a residential and educational facility in Denver. As Hampton was unable to deliver in person due to COVID-19 restrictions, SuperMascot Rocky, Denver Nuggets Dancer and Community Ambassador Ervin Johnson brought the laptops to DCH on his behalf.





9ary Harris

During the holiday season, Gary Harris surprised 100 families of children enrolled at Clayton Early Learning with \$100 gift cards for gifts and essentials.



PIERRE-EDOUARD BELLEMARE AND TYSON JOST

As part of Black History Month and Hockey is for Everyone, Pierre-Edouard Bellemare and Tyson Jost spoke with youth from various Boys & Girls Clubs locations about growing up facing adversity at home and on the ice due to identity.



DILLON WARD

The Mammoth stay committed to growing the game of lacrosse. This summer, three youth box lacrosse camps were led by Mammoth All-Pro Dillon Ward to help young players take their game to the next level.





League initiatives

Each season, the NBA/NHL/NLL/MLS invite their respective teams to activate a variety of social responsibility platforms. In 2020-21, 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.





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.





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



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



Season of giving

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

DENVER DUBBETS DANCERS



THANKS9IVIN9 EXPRESS

In partnership with Denver Dream Center, Kroenke Sports Charities distributed Thanksgiving food and activities to nearly 25,000 people Participants drove through the Ball Arena parking lot to receive their meals and were greeted by team mascots, dancers and Community Ambassadors.



PEDIATRIC HOSPITAL PARADES

SuperMascot Rocky and Mascot Bernie visited local pediatric hospitals to bring holiday cheer to patients. The mascots travelled atop personal floats.



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 at a socially distanced drive thru.



CHRISTMAS In the city

Kroenke Sports Charities donated 650 street hockey sticks and balls at Denver Dream Center's Christmas in the City event.

ROCKING CHAIR Donation

In support of Denver Children's Home, Kroenke Sports Charities donated 10 new rocking chairs to their facility. The conversion team at Ball Arena assembled the chairs and team representatives delivered them just in time for the holidays.





Denver fire Foundation

In mid-December, Mascot Bernie delivered lunch to Denver firefighters to say thank you for all their hard work.



Denver rescue mission

SuperMascot Rocky and Mascot Bernie dropped off 500 care bags full of hats, gloves, toothbrushes, masks, and hand sanitizer to the Denver Rescue Mission.

TOY DRIVE

In support of Rocky Mountain
Hospital for Children, team mascots
led the effort to collect toys at the
hospital entrance. Thousands of
toys were dropped off to support
holiday efforts and provide gifts for
patients throughout the year.





adopt-a-family

This year, Kroenke Sports Charities "adopted" 30 families and individuals through Volunteers of America, fulfilling gift wish lists and providing team merchandise.

Meals on Mheels

Community Ambassador Ervin Johnson and KSE staff regularly deliver food to homebound seniors via Meals on Wheels.

During the holiday season, 20 seniors received blankets and hats in addition to their regular deliveries.





Mayor's office

In partnership with Denver Mayor's Community Affairs Office, Ball arena was the site of a Holiday Toy Drive. Donors dropped off toys which were then wrapped and distributed to hundreds of families.

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.

KRUBUKA SPORTS CHARITIAS PROGRAMS

Autographed Item Donation Request:

https://www.ksetix.com/Community/AuctionDonation/

Community Pride Ticket Program Application:

https://www.ksetix.com/community/ticketdonation/donationapplication/

Day of Service Application:

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

AUBBETS PROBRAMS

Nugget for a Day Nomination:

https://www.ksetix.com/community/nuggetforaday/

Most Valuable Teacher Nomination:

https://www.ksetix.com/nuggets/most-valuable-teacher/

Nuggets Ambassador Ervin Johnson Program Requests:

https://www.nba.com/nuggets/denver-nuggets-community-conversation-sign

: AVALANCHE PROGRAMS

Avalanche for a Day Nomination:

https://www.ksetix.com/Community/AvForADay/NominationForm

Most Valuable Teacher Nomination:

https://www.ksetix.com/avalanche/most-valuable-teacher/

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