



2021 - 22  
COMMUNITY REPORT



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**MESSAGE FROM ANZE KOPITAR**  
2021-22 RECIPIENT OF MARK MESSIER NHL AWARD

Dear LA Kings Fans and Kings Care Foundation Supporters:

**IT FELT INCREDIBLE TO BE BACK THIS YEAR, THANKS TO YOU, OUR GREAT LA KINGS FAMILY.**

Having fans back in the stands brought energy back into games, and it served as a poignant reminder of the power of this family. We felt your support on the ice and the results speak for themselves. After a few difficult years, exciting times are finally ahead.

The same is true off the ice. Kings Care Foundation rebounded with an impressive year of fundraising and giving. This year, we gladly welcomed back the fan-favorite LA Kings 5K in Redondo Beach and a new-take on an old favorite with the LA Kings Golf Par-Tee. We have you all to thank for the successful return of these signature fundraising events and we look forward to enjoying even more events together in the future.

As you supported us, we were able to support you. It was an honor to share the game we love with as many Angelenos as possible this year, and an even greater joy to watch children from across this city take the ice for the first time, hold their first stick and shoot their first puck. From inclusive off-ice programming to equipment donations to learn to skate sessions, we are proud to stand by the fact that We Are All Kings.

None of this would be possible without your support. Like a family, you unconditionally supported our events, answered the call to donate and found ways to come together. On behalf of all of us at the LA Kings, I can't thank you enough.

# THE MISSION OF THE KINGS CARE FOUNDATION

IS TO SUPPORT FAMILIES IN LOS ANGELES BY DEDICATING FINANCIAL AND IN-KIND RESOURCES TO SERVICES AND PROGRAMS.

TO THAT END, THE LA KINGS HOCKEY CLUB REINVESTS IN LA-BASED NON-PROFITS WITH THE FOLLOWING SHARED GOALS:

#### WELLNESS

Support institutions and programs that ensure the mental and physical development of youth in Los Angeles.

#### SUSTAINABILITY

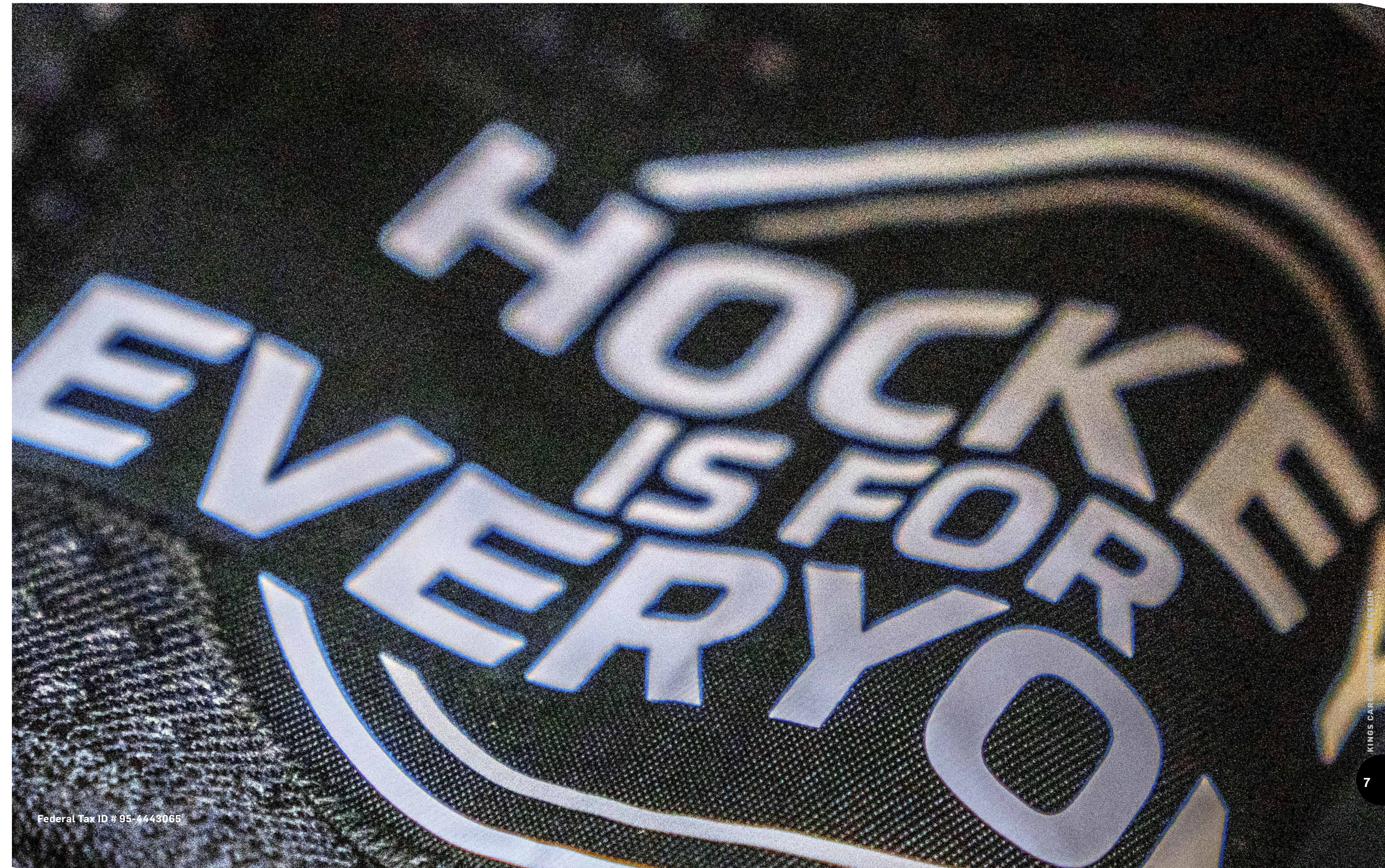
Prioritize sustainable business practices in our facilities and mobilize the entire LA Kings community to act responsibly.

#### SOCIAL ADVOCACY

Address the challenges threatening our community that increase homelessness and violence.

#### INCLUSION

Foster environments that welcome individuals of all races, genders, socio-economic backgrounds and abilities.





# HISTORY OF KINGS CARE FOUNDATION

Since its inception in 1996, Kings Care Foundation has provided over \$16.5 M in monetary and in-kind support to the local Los Angeles community.

By forging partnerships with local non-profits, Kings Care Foundation works to ensure the mental and physical development of youth, implement sustainable business practices in our facilities and community, address the challenges that increase homelessness and violence, and foster environments that welcome individuals of all races, genders, socio-economic backgrounds and abilities within the sport of hockey locally.

The foundation is generously supported by LA Kings players, alumni, fans, and the local community. In all, the team's efforts are estimated to make a direct impact on the lives of nearly one million children and their families annually.

# SUMMARY OF SUPPORT

RECREATION  
**\$130,000**

+

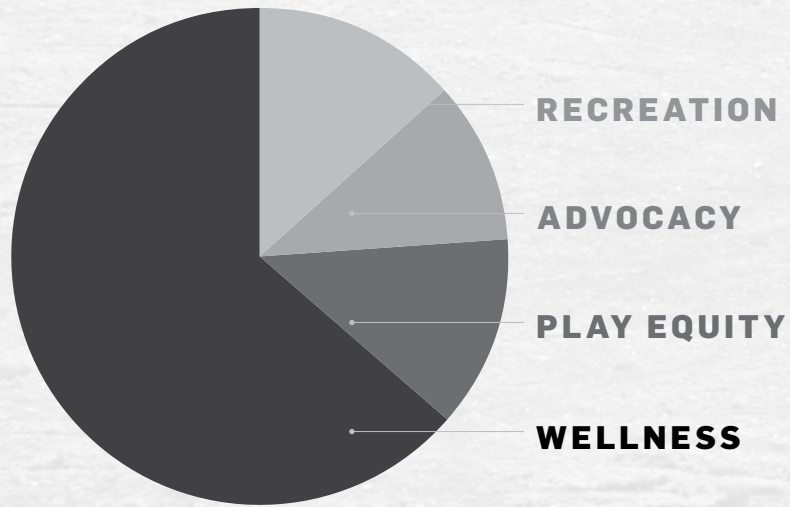
ADVOCACY  
**\$100,000**

+

PLAY EQUITY  
**\$120,000**

+

WELLNESS  
**\$618,440**

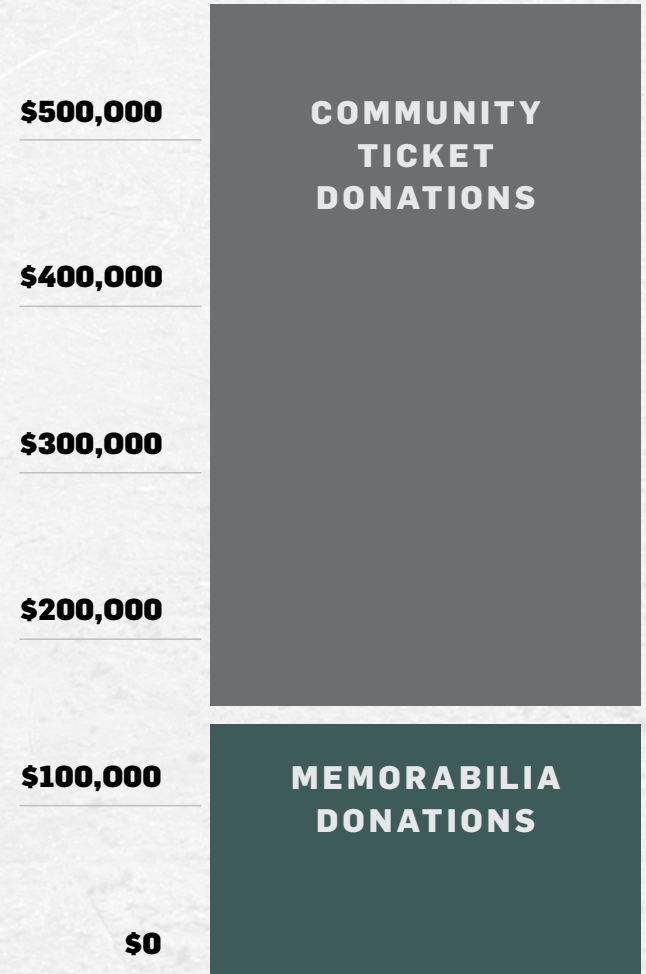


**\$968,440**  
 IN FINANCIAL SUPPORT

COMMUNITY TICKET DONATIONS  
**\$436,800**

+

MEMORABILIA DONATIONS  
**\$114,850**



**\$551,650**  
 OF IN-KIND SUPPORT





# PARTNERSHIPS

# KINGS CARE FOUNDATION FOUNDING CHARITABLE PARTNERSHIPS

## \$3,000,000

IN FINANCIAL CONTRIBUTIONS TO SUPPORT  
CHILDREN'S HOSPITAL LOS ANGELES



As the foundation concludes year 2 of a 3-year \$450,000 commitment, the impact of this charitable relationship is evident. Since its formation, Kings Care Foundation has contributed over \$3,000,000 in financial support to the hospital, with the most recent gifts made in support of the departments of Pathology and Neurosurgery.





# \$1,600,000

IN FINANCIAL COMMITMENTS TO FUND THE YMCA

# \$2,500,000

IN FINANCIAL PLEDGES TO DISCOVERY CUBE LOS ANGELES



With a total of \$1,600,000 committed through the 2025-26 season to fund Ball Hockey league play, the LA Kings will soon have a significant presence in community recreation centers across Los Angeles. Adapted from traditional Ice Hockey for sport courts, Ball Hockey invites kids to learn new skills and fall in love with the game. Furthermore, this partnership advances Kings Care Foundation's goal to achieve greater play equity in hockey by eliminating financial and accessibility barriers to enter the sport.



The LA Kings Science of Hockey exhibit at Discovery Cube Los Angeles opened in 2015 and continues to be a popular attraction offering interactive learning focused on applying science and math concepts to the sport of hockey. To develop and maintain the exhibit, which provides another entry point to the sport for kids who have not yet attended or played the game, the Foundation pledged \$2,500,000 over ten years to the museum.

# \$1,000,000

IN FINANCIAL SUPPORT FOR RONALD MCDONALD HOUSE CHARITIES



The Foundation supports Ronald McDonald House Charities in several ways throughout the year. That support is demonstrated monetarily through a \$1,000,000 commitment over five years shared with the Hope Reigns Foundation and with holiday celebrations, ball hockey clinics and in-kind donations hosted and provided by the Foundation.

# \$360,000

TO SUPPORT THE PARTNERSHIP WITH SANDY HOOK PROMISE



The partnership with Sandy Hook Promise was developed as part of the Foundation's commitment to advocacy and inclusion. It intends to reduce violence in the community through numerous programs including 'Start With Hello', which will soon be applied in youth hockey locker rooms with the goal to build more inclusive and welcoming spaces in and around the sport of hockey. To deliver on this vision, the Foundation committed \$360,000 over three years to Sandy Hook Promise.



# FUNDRAISING

# EVENTS



**\$72,739**

RAISED FOR KINGS CARE FOUNDATION

Back in person for the first time since September 2019, the LA Kings 5K brought together current players, fans and fitness enthusiasts to raise funds for Kings Care Foundation while promoting healthy activity and celebrating the start of the upcoming NHL season.

**4,340 MILES COMPLETED BY 1,400 PARTICIPANTS**



**\$43,071**

RAISED FOR KINGS CARE FOUNDATION

The LA Kings, along with BeachLife Festival, kicked off the summer with the first-ever LA Kings Golf Par-Tee. Kings fans, alumni and supporters enjoyed a fun-filled nine-holes at The Links at Terranea with all funds raised benefitting Redondo Beach Police Foundation, Redondo Beach Education Fund and Heal the Bay.



# GARAGE SALES

Kings Care Foundation hosted two "garage sales" where fans had the chance to score discounted Kings memorabilia while supporting the foundation. Together, the Season Kick Off sale and the Paint the Ice sale raised \$47,918.

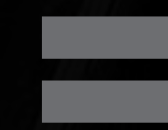
**\$26,153**

SEASON KICK OFF



**\$21,765**

PAINT THE ICE



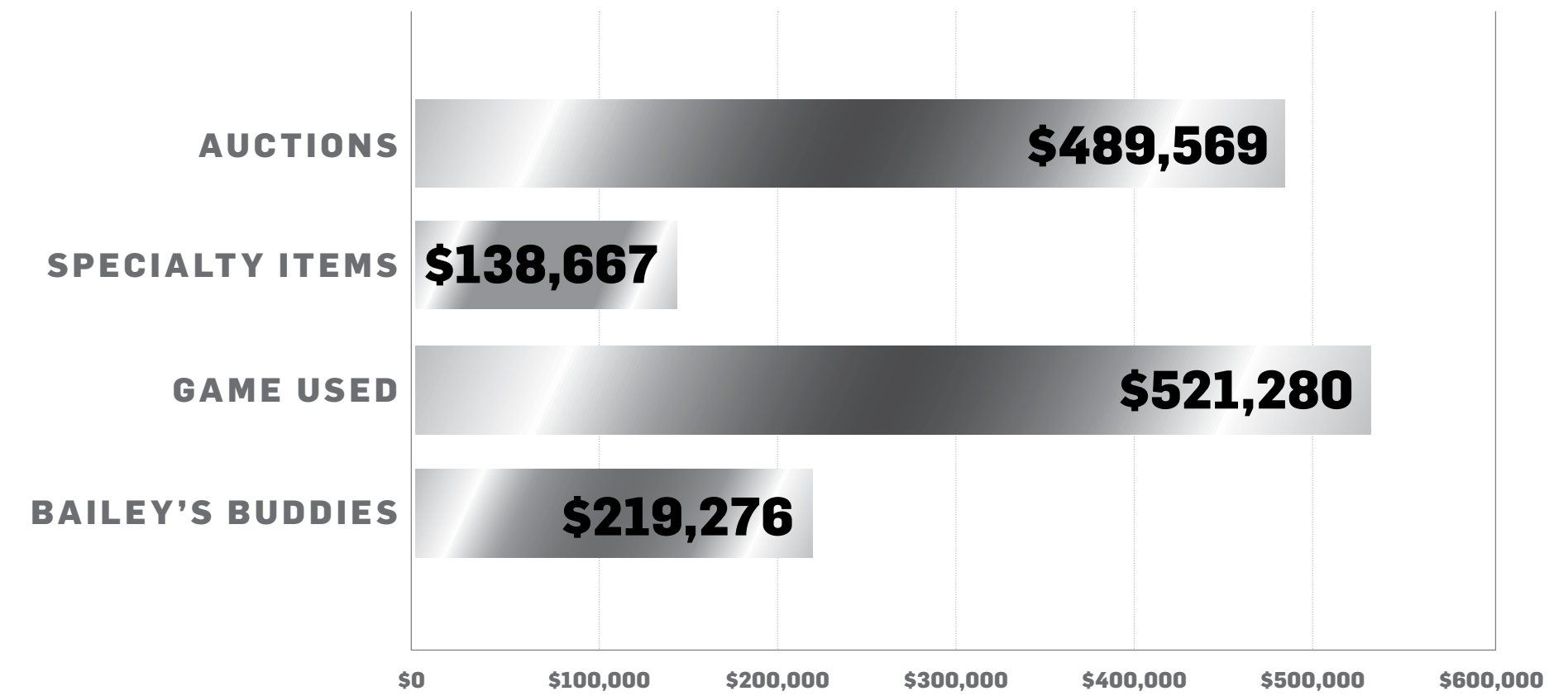
**\$47,918**

TOTAL RAISED FOR KINGS CARE FOUNDATION



# GAME NIGHT, SEASONAL ITEMS & GAME USED

Kings Care Foundation ran a variety of fundraising programs throughout the year to reinvest in wellness, sustainability, social advocacy and inclusion in Los Angeles. Through silent auctions, seasonal specialty items, game-used merchandise, and much more, Kings Care was able to raise over \$1.3 million for the local community.



**OVER \$1,368,792 RAISED FOR THE LOCAL COMMUNITY**



46 SILENT AUCTIONS



HOLIDAY ORNAMENTS



MYSTERY PUCKS



GAME-USED



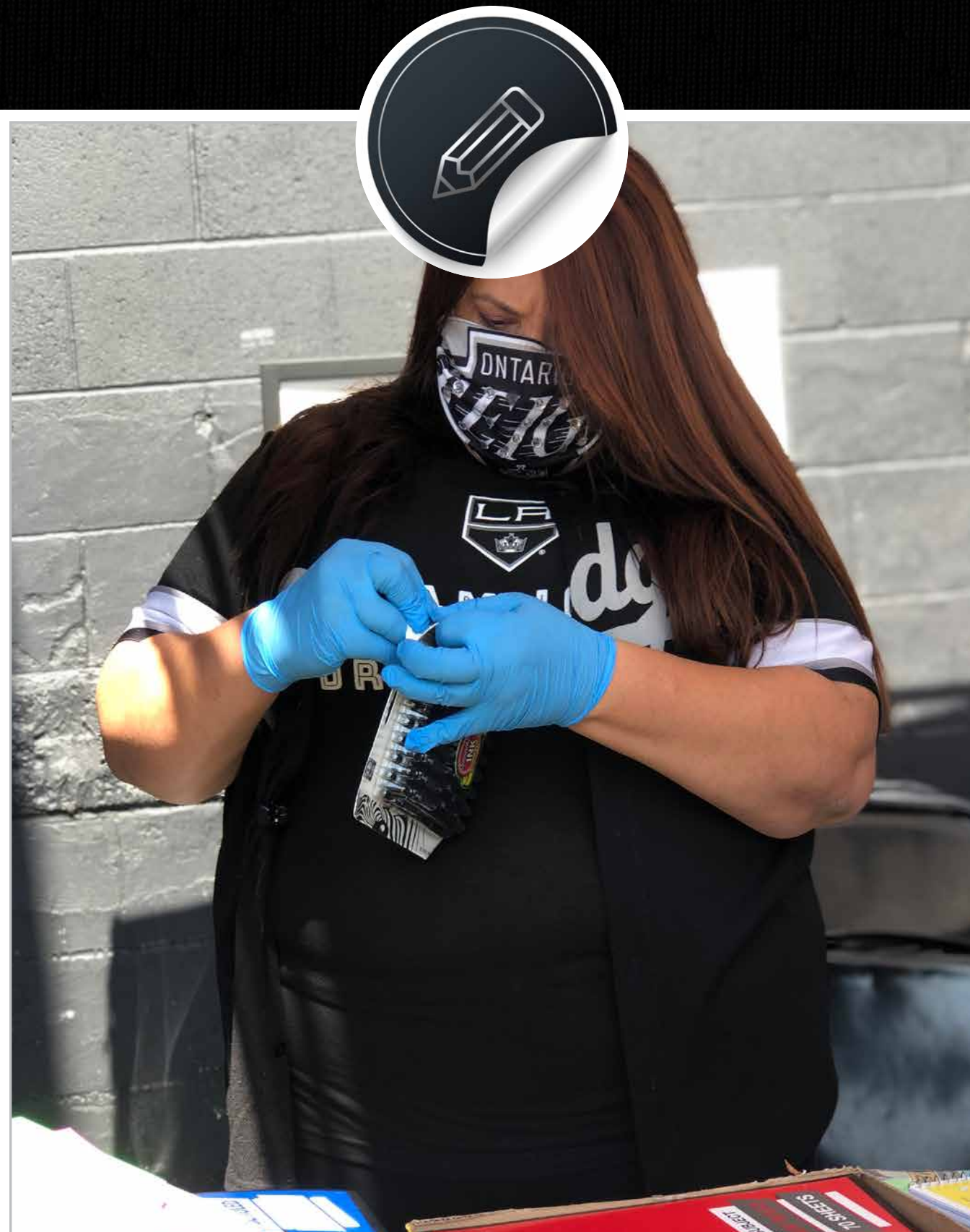
BAILEY'S BUDDIES  
7,500 Members



WE ARE ALL K-9S  
CALENDAR

# DONATION DRIVES

To meet the diverse needs of our partners, Kings Care Foundation rallied LA Kings fans to provide in-kind donations to help ease specific burdens within the community. Donation drives are an additional layer of support for partners with needs beyond traditional financial, programmatic or awareness resources.



## SCHOOL SUPPLIES DRIVE

During the annual Pucknic to kick off the 2021-22 season, LA Kings Die Hards brought new school supplies for low-income LAUSD students supported by Partnership for Los Angeles Schools, a non-profit that helps to fill the gaps and accelerate achievement.



## FOOD DRIVE

Sponsored by Blue Shield of California. The LA Kings hosted food drives at four home games this season that benefitted the YMCA food pantry. In total, over 300 items of food were collected.



## TOY DRIVES

Fans donated new toys prior to three LA Kings homes benefitting The Salvation Army, Children's Hospital Los Angeles, and various other organizations serving the LA community. Altogether, over 200 toys were donated.



## BLOOD DRIVES WITH CHILDREN'S HOSPITAL LOS ANGELES

Fans enthusiastically answered the call to support Children's Hospital Los Angeles during National Blood Donor Month and Make March Matter by donating 104 units of blood, which benefited 210+ patients.



300+  
FOOD  
ITEMS  
COLLECTED



200+  
TOYS  
DONATED



104  
UNITS OF  
BLOOD  
DONATED



# COMMUNITY



G.O.A.L.S. is an umbrella program encompassing all LA Kings and Blue Shield of California sponsored character building and wellness activities. By championing Green solutions, Open outlooks, Active bodies, Local leaders, and Sharp minds, G.O.A.L.S. equips children in Los Angeles with the practical skills and tools they need to lead healthy lives.



**SHOE GIVEAWAY WITH SHOES THAT FIT**



**100 NEW PAIRS** of Adidas shoes donated to children of low-income families.



**SURPRISE BIKE GIVEAWAYS WITH BIKES FOR KIDS**



**65 STUDENTS** from low-income families gifted a bike and helmet.



**MEAL DISTRIBUTION WITH COVENANT HOUSE**



**100 MEALS** provided by SuperFD served to youth experiencing housing insecurity.



**FIELD TRIP FOR NATIONAL STEM DAY WITH LATINO HERITAGE LA**



**50 STUDENTS** hosted for a STEM day field trip to Discovery Cube LA.



**WE ARE ALL KINGS CAMP LOS ANGELES AND INLAND EMPIRE**



**47 YOUTH PLAYERS** invited to a free multi-day Kings Camp complete with new gear and professional instruction.



**STORYTIME LIBRARY VISITS**



**150+ KIDS** participated in a free Storytime program with Bailey at a local library.



**ROYAL READERS INCENTIVIZED PROGRAM**



**18,000 KIDS** from 91 schools read nearly 11,000,000 minutes as part of the Royal Readers program supported by Pepperdine University.

**“G.O.A.L.S. EQUIPS CHILDREN IN LOS ANGELES WITH THE PRACTICAL SKILLS AND TOOLS THEY NEED TO LEAD HEALTHY LIVES.”**



# WE ARE ALL KINGS



The goal of programming associated with the We Are All Kings platform is to create a culture in which every individual feels welcome in the LA Kings family. With support from Kings Care Foundation, the team is committed to investing resources to ensure every player, staff member and fan is embraced within the sport locally.



## LEARN TO SKATE SERIES

43 new skaters received 8 weeks of free instruction from Hockey Development Staff and special guest coaches including Cal Petersen, Quinton Byfield along with LA Kings Alumni Daryl Evans, Derek Armstrong and current LA Kings scout Blake Bolden. The Learn to Skate program is designed to teach the skating fundamentals to prepare kids for next step hockey instruction. Graduates of the program with an interest in continuing their hockey education are invited to participate in subsequent camps and clinics at no cost under a We Are All Kings sponsorship.



## CAREER IN SPORTS PANEL WITH THE ALLIANCE

40 students from The Alliance program attended a career panel of tenured LA Kings employees discussing the wide variety of opportunities they can pursue in sports.



## GENDER EQUALITY NIGHT HOCKEY PANEL

A group of 75 girls hockey players and their parents attended a panel with Blake Bolden, Megan Bozek, Carrlyn Bathe and Manon Rhéaume about their careers in hockey.



## HISPANIC HERITAGE MONTH LEARN TO SKATE SESSION WITH LATINO HERITAGE LA

40 kids participated in a free introductory skating session which concluded with a visit from LA Kings Spanish Radio Play-by-Play announcer Francisco X. Rivera.



## ASIAN AMERICAN AND PACIFIC ISLANDER MONTH BALL HOCKEY SERIES AT LITTLE TOKYO SERVICE CENTER

Before hosting 3 ball hockey clinics sponsored by Blue Shield of California at Little Tokyo Service Center in May, the LA Kings invited this group of 30 API youth and their families to the Fan Appreciation game at Crypto.com Arena.



## D.E.I. EQUIPMENT DONATIONS AND SCHOLARSHIPS

46 kids received new equipment at no cost plus the LA Kings funded a \$5,000 scholarship for a member of Black Girl Hockey Club.



## RINK REVITALIZATION

The LA Kings invested in or supported efforts to revitalize and reopen LA Kings Ice at Promenade on the Peninsular and the El Segundo Roller Rink.

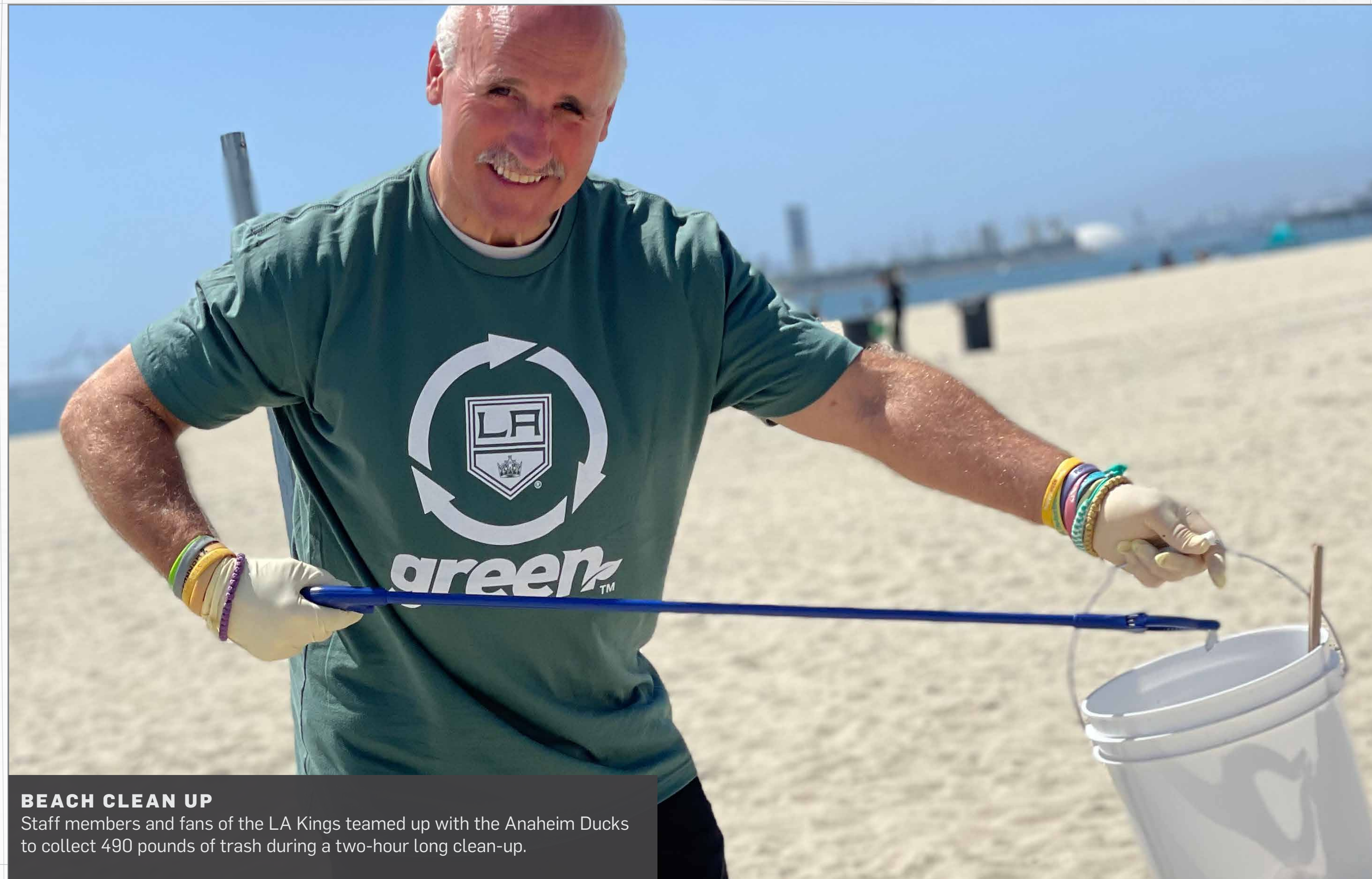


## MEXICO CITY CAMP

For the 2nd time, the LA Kings traveled south to Mexico City to host a competitive camp for 45 ice hockey players. The camp was led by LA Kings Alumni Derek Armstrong and Brad Smyth. The on and off-ice curriculum focused on skills, small area games and teamwork. To ensure participants in the camp continue to receive high-level instruction after camp, the LA Kings worked with the local coaching staff to assist them in securing their Level 1, 2, and 3 USA Hockey coaching certifications.

# GREEN

The LA Kings are committed to acting proactively to reduce our impact on the environment out of concern for the effects of climate change. The LA Kings Green program takes a three-fold approach, focusing on arena upgrades, fan engagement and community partnerships.



**BEACH CLEAN UP**  
Staff members and fans of the LA Kings teamed up with the Anaheim Ducks to collect 490 pounds of trash during a two-hour long clean-up.



**GAME-USED, PRO STOCK GEAR AND LOCKER ROOM MERCHANDISE**  
Old team gear enjoys a second life when it is sold second-hand to LA Kings fans and hockey players.



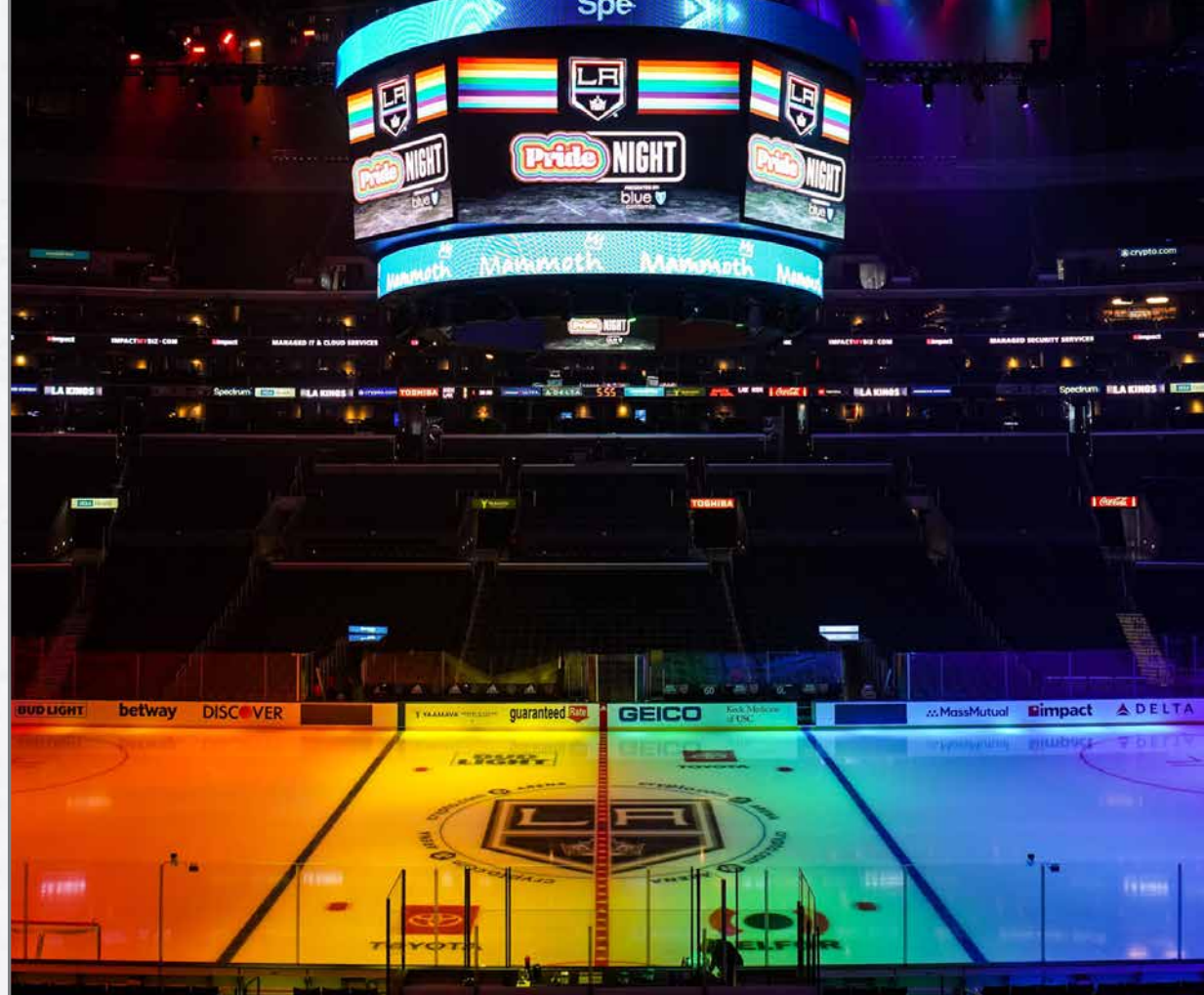
**GEAR DRIVE**  
The LA Kings partnered with Winmark, the team's Official Resale Partner, to encourage fans to reduce, reuse and recycle, resulting in the collection of 400 pieces of gently used sports gear.



**E-WASTE RECYCLING**  
The team responsibly recycles all old technology with Human I-T, who refurbishes and reuses components and entire systems, when possible.



**BLUECO AT THE LA KINGS 5K**  
Several hundred gallons of water collected from excess moisture in the air at the LA Kings training facility were used to fill water barricades along the course at the signature fitness-focused event.



**CHANGING THE GAME SCREENING**

LA Kings fans were invited to an exclusive screening of the documentary film "Changing The Game", which explores the experiences of three transgender youth athletes. The screening took place ahead of the annual Pride Game, during which players wore rainbow warm-up jerseys and the arena was transformed with rainbow lighting.



**PRIDE**



**LOS ANGELES PRIDE PARADE**

Along with the LA Galaxy and AEG, Kings employees walked in the annual Pride Parade.



**INCLUSIVE COACHES TRAINING**

Coaches within the LA Kings and Ontario Reign youth hockey network were invited to learn about the ways they can create an inclusive environment for all players by rooting out bias language and providing a safe space for kids to express their identity.

The LA Kings embrace a culture of inclusion both inside and outside the organization. With guidance from LGBTQ+ partners, the team consciously commits to being an ally by hosting and participating in events that promote inclusion.



# SALUTE TO SERVICE

All year long the LA Kings are committed to celebrating active and retired servicemen and women, sponsor special events and facilitate outings to LA Kings games. Through Salute To Service activities, the team honors the sacrifice of our Armed Forces.



#### VETERANS DAY TOUR

20 members of the military and their families were invited to Toyota Sports Performance Center to go on a behind the scenes tour of the LA Kings practice facility led by Alumni Jarret Stoll. They were also gifted tickets to an LA Kings home game as well as thank you cards written by Kings fans.



#### SALUTE TO SERVICE GAME

Sponsored by BELFOR Property Restoration. Players wore camo themed warm-up jerseys to raise money for Kings Care Foundation. Additionally, 20 future soldiers took part in an oath of enlistment on the ice. A Hero of the Game was honored from each branch of the military and there was a color guard to present the nation's colors during the National anthem.



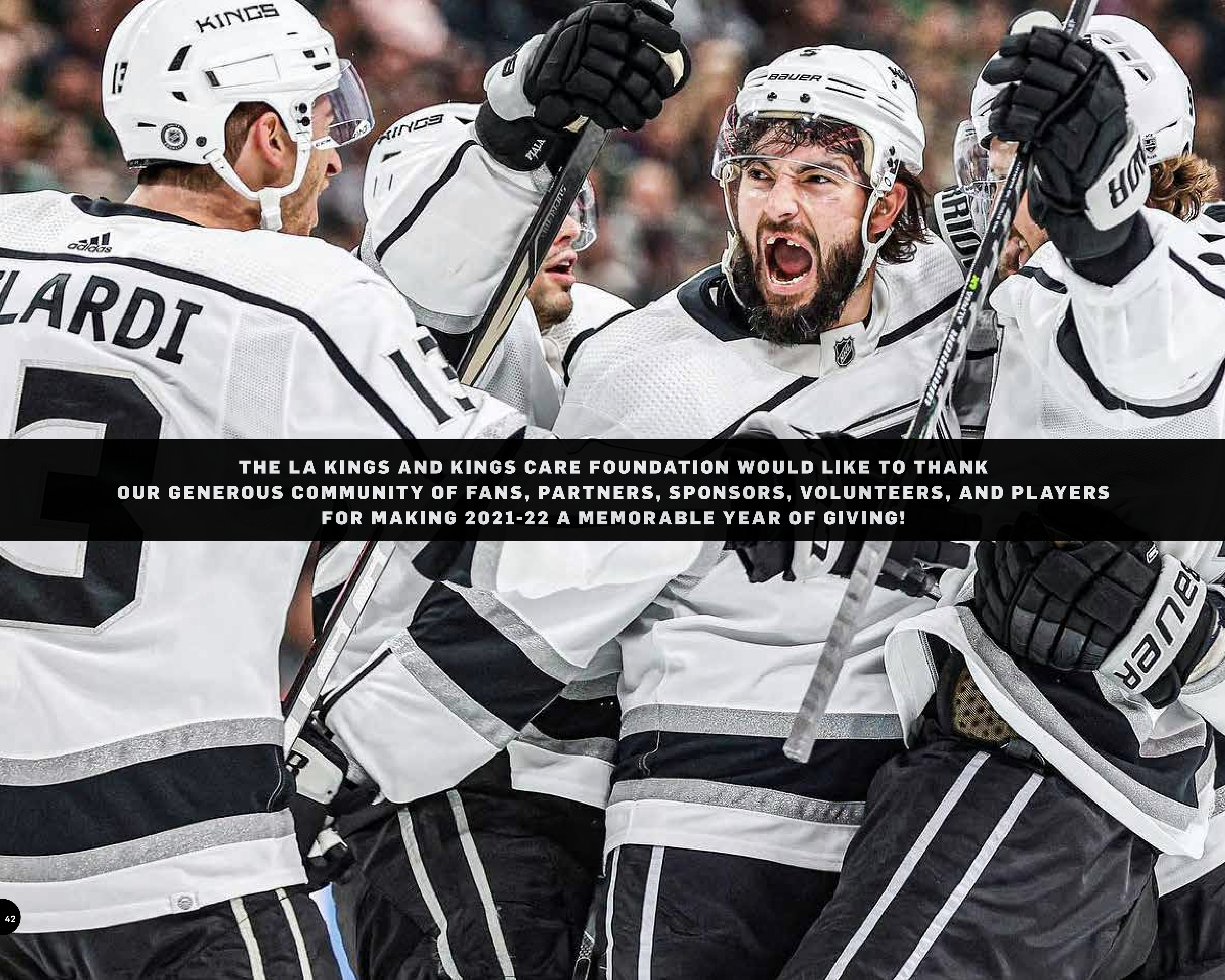
#### HOCKEY FOR HEROES

Sponsored by BELFOR Property Restoration. In celebration of Veteran's Day, LA Kings fans were invited to purchase tickets for active and retired members of the US Military through the Hockey for Heroes program. Over 3,000 tickets were distributed to military members and their families as part of this program.



# THANK YOU

FOR MAKING 2021 - 22 A MEMORABLE SEASON



**THE LA KINGS AND KINGS CARE FOUNDATION WOULD LIKE TO THANK  
OUR GENEROUS COMMUNITY OF FANS, PARTNERS, SPONSORS, VOLUNTEERS, AND PLAYERS  
FOR MAKING 2021-22 A MEMORABLE YEAR OF GIVING!**



#### **DONATE TO KINGS CARE FOUNDATION**

To make a monetary contribution to Kings Care Foundation, visit [www.lakings.com/donate](http://www.lakings.com/donate). If you would like to make an in-kind donation of goods or services from your business please contact [kingscare@lakings.com](mailto:kingscare@lakings.com).



#### **SPONSORSHIP OPPORTUNITIES**

If you are interested in sponsoring Kings Care Foundation, email [kingscare@lakings.com](mailto:kingscare@lakings.com).



#### **ATTEND A KINGS CARE FOUNDATION FUNDRAISER**

For up-to-date information on upcoming events, follow us on social media or subscribe to our Newsletter.



#### **AMAZON SMILE**

Consider selecting Kings Care Foundation as your non-profit beneficiary through AmazonSmile.



#### **ROUND UP**

Put your spare change to good use by registering to "RoundUp" debit or credit card purchases to benefit Kings Care Foundation.



#### **GIFT MATCHING PROGRAMS**

Many employers offer gift matching programs in which they will match charitable contributions made by their employees. To see if your company participates, please connect with a HR representative for the potential of doubling your contribution.

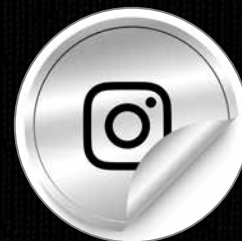
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