



# KINGS CARE FOUNDATION

IN REVIEW  
2017-2018





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IN LOVING MEMORY OF

# CHRISTIANA DUARTE

AUGUST 7, 1995 - OCTOBER 1, 2017



# MESSAGE FROM LUC ROBITAILLE

The 2017-2018 season brought about a lot of change within the LA Kings organization, but one thing that did not change was the unwavering support of LA Kings fans and partners when it came to the community. Through your continued support, Kings Care Foundation had a record breaking year of giving.

Continuing off the giving spirit set by the Forever 50 charitable campaign, new partnerships and programs were created, while current partnerships and programs were extended and fundraising events were made better than ever.

This season more than ever we were reminded what the phrase "We Are All Kings" really means. On October 1, 2017, we lost a member of the LA Kings family, Christiana Duarte, at the Route 91 Festival in Las Vegas. The outpouring of support that followed was a special reminder that LA Kings fans are truly the greatest in the NHL. The following pages were put together to demonstrate the appreciation our organization has for our great city and you, our fans.

Our commitment to the community that we all call home will only grow from season to season and we look forward to you joining us for an exciting 2018-19 season!



**Luc Robitaille**  
*President*



# OUR MISSION





The LA Kings are proud to be an integral part of the Los Angeles community both on and off the ice. With the help of players, alumni and staff, the organization is committed to creating opportunities, raising funds and driving awareness for educational, recreational and health-related causes. 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.

A cornerstone of the team's outreach to the community is the Kings Care Foundation (Federal Tax ID #95-4443065), the award winning, non-profit children's charity of the LA Kings. Formed in 1996, the Kings Care Foundation has donated more than \$13 million in monetary and in-kind support to local organizations.

# BY THE NUMBERS

## IN-KIND

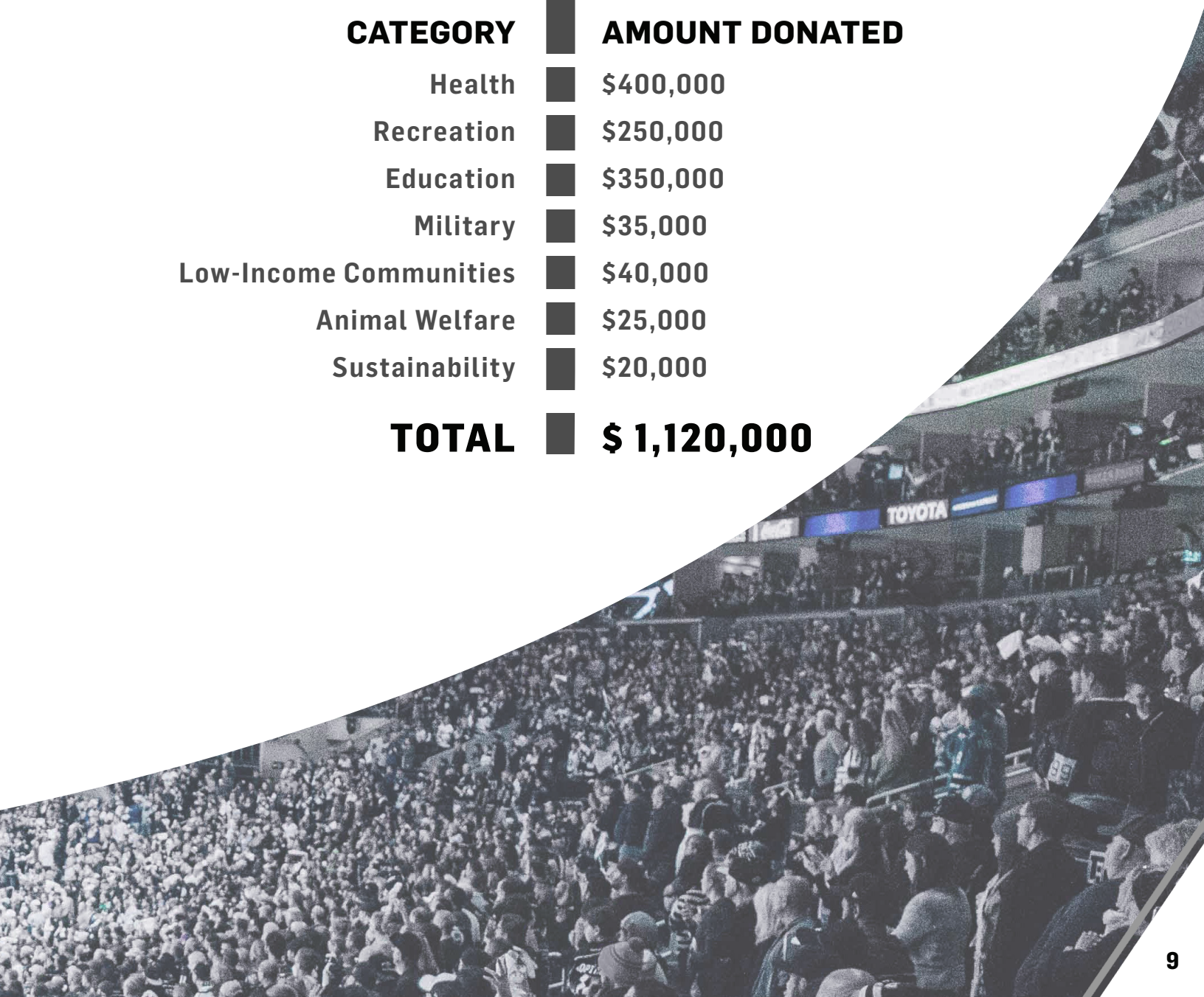
ITEM	VALUE
Autographed Puck	\$ 4,000
Autographed Player Card	\$ 3,500
Team-Signed Replica Stick	\$ 750
Player-Signed Stick	\$ 1,250
Team-Signed Jersey	\$ 500
Player-Signed Jersey	\$ 3,000
Photo Canvas	\$ 8,000
Hat	\$ 500
Pre-Game Dinner	\$ 7,250
Zamboni Ride	\$ 12,000
Penalty Box Experience	\$ 10,000
Meet and Greet	\$ 7,000
Ticket Donations	\$ 975,000
<b>TOTAL</b>	<b>\$ 1,032,750</b>





# MONETARY

<b>CATEGORY</b>	<b>AMOUNT DONATED</b>
Health	\$400,000
Recreation	\$250,000
Education	\$350,000
Military	\$35,000
Low-Income Communities	\$40,000
Animal Welfare	\$25,000
Sustainability	\$20,000
<b>TOTAL</b>	<b>\$ 1,120,000</b>



# EVENTS



## SUMMER STORY TIME SERIES FEATURING "B IS FOR BAILEY"

Patrons at 30 Los Angeles libraries enjoyed a reading of "B is for Bailey," the LA Kings new children's book, over a three-month span.



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**01 | TIP-A-KING** benefitting Loma Linda Ronald McDonald House

Tip-A-King 2018, the LA Kings largest annual event which took place at Microsoft Square at L.A. Live, raised over \$350,000 to benefit Ronald McDonald House Charities.

**02 | BEACH CITIES 5K/10K** benefitting Hydrocephalus Association

The LA Kings Beach Cities 5K/10K raised \$200,000 for Hydrocephalus Association, totaling nearly \$1,000,000 overall in support of research since 2014.

**03 | #PLAYOFFITFORWARD** with Bikes for Kids

To kick off the #PlayoffitForward campaign, the LA Kings partnered with Bikes for Kids to gift seventy-five third graders with a brand-new bike and helmet after participating in an essay competition on what it means to be a leader in their community.

**04 | ADOPT-A-FAMILY** with Child Abuse Prevention Center

With the help of Child Abuse Prevention Center, nearly 25 families in need were "adopted" by LA Kings players and their families for the holidays and were invited to enjoy an LA Kings game from a decorated and catered suite before opening presents with the team.

**05 | GOLF TOURNAMENT** benefitting Children's Hospital Los Angeles

The LA Kings annual charity golf tournament raised over \$175,000 for Children's Hospital Los Angeles' Blood Donor Center, and came just one day after the mass shooting at the Route 91 Festival. With the help of the LA Kings, CHLA's department of Pathology is self-sufficient in blood products and prepared to help their patients in need.



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## 01 | HOLIDAY SHOE GIFTING with Shoes That Fit

100 students were gifted a new pair of shoes to better prepare them to learn and play at school.

## 02 | MOBILE PET ADOPTION with Sunny Saints

With the help of Courtney Muzzin, wife of Jake, the LA Kings partnered with Sunny Saints on a mobile adoption at Toyota Sports Center.



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## 03 | MILITARY BABY SHOWER with March of Dimes

As part of Military Appreciation Night, the LA Kings teamed up with March of Dimes to surprise 15 expectant military couples with an in-game baby shower



## 04 | GARDEN BUILDS in partnership with Blue Shield of California and Enrich LA

Along with Blue Shield of California and Enrich LA, the LA Kings built four edible gardens at local YMCA locations.

## 05 | MARY'S MERCY CENTER SERVICE EVENT with San Manuel Indian Bingo & Casino

Along with San Manuel Indian Bingo & Casino and Feeding America, the LA Kings distributed packaged food and served hot meals to the homeless community of San Bernardino at Mary's Mercy Center.

# COMMUNITY ENGAGEMENT

## BLOOD AND PUCKS

with Children's Hospital Los Angeles

In response to Children's Hospital Los Angeles' critical need for blood products, the LA Kings once again promoted weekly blood donations and provided incentives for donors.





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## 01 | CHRISTIANA DUARTE REMEMBERED

The LA Kings were personally affected by the loss of our colleague and friend, Christiana Duarte at the Route 91 Festival in Las Vegas. The team, staff and community came together to remember Christiana and the other victims of this senseless tragedy on Opening Night.

## 02 | HUMBOLDT BRONCOS RELIEF

Following the Humboldt Broncos tragic bus crash, the LA Kings donated \$48,890 to the families based on the Fan Appreciation Night 50/50 raffle. Also, fans wrote letters with their well wishes which were delivered along with LA Kings merchandise to the survivors and their families at Royal University Hospital by LA Kings alumni and current Player Development personnel Jarret Stoll, a native of Saskatoon.

## 03 | FOOD DRIVES in partnership with Blue Shield of California benefitting Friends and Helpers

Fans generously supported four LA Kings Food Drives, presented by Blue Shield of California, by donating non-perishable food items benefitting Friends & Helpers.



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## 04 | TOY DRIVES benefitting local children's charities

Before four home games in December, LA Kings fans brought toys to donate to various children's organizations for the holidays.



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**01 | G.O.A.L.S.** in partnership with Blue Shield of California

G.O.A.L.S., an umbrella program encompassing all LA Kings and Blue Shield of California sponsored character building and wellness activities, was launched during the 2017-18 season. 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

**02 | FIT TO BE KING RUN CLUB**

The Fit To Be King Run Club invited fans to get active on Sundays in the South Bay through weekly runs and walks. Daryl Evans led the club through heart healthy activities and built camaraderie.

**03 | EARTH MONTH RECYCLING** with Coca-Cola

When combined with monetary contributions, LA Kings fans with the help of Coca-Cola, recycled the equivalent of nearly 10,000 bottles and cans in three games. Additionally, 1,000,000 gallons of water was restored in the Sacramento River Wetlands.





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## 04 | LA KINGS GREEN

All season long, the team participated in garden builds, beach clean-ups, solar panel installations and more local environmental projects while also providing opportunities for students to learn more about sustainability and become eco-leaders in their community.

## 05 | AMERICA RECYCLES DAY with Global Inheritance

In celebration of America Recycles Day, LA Kings fans were encouraged to recycle gently-used clothing and all textile donations were met with a 20% off coupon towards Renew, a clothing line made entirely from upcycled plastic bottles, which is sold at Team LA.

# GAME NIGHTS

## HOCKEY FIGHTS CANCER

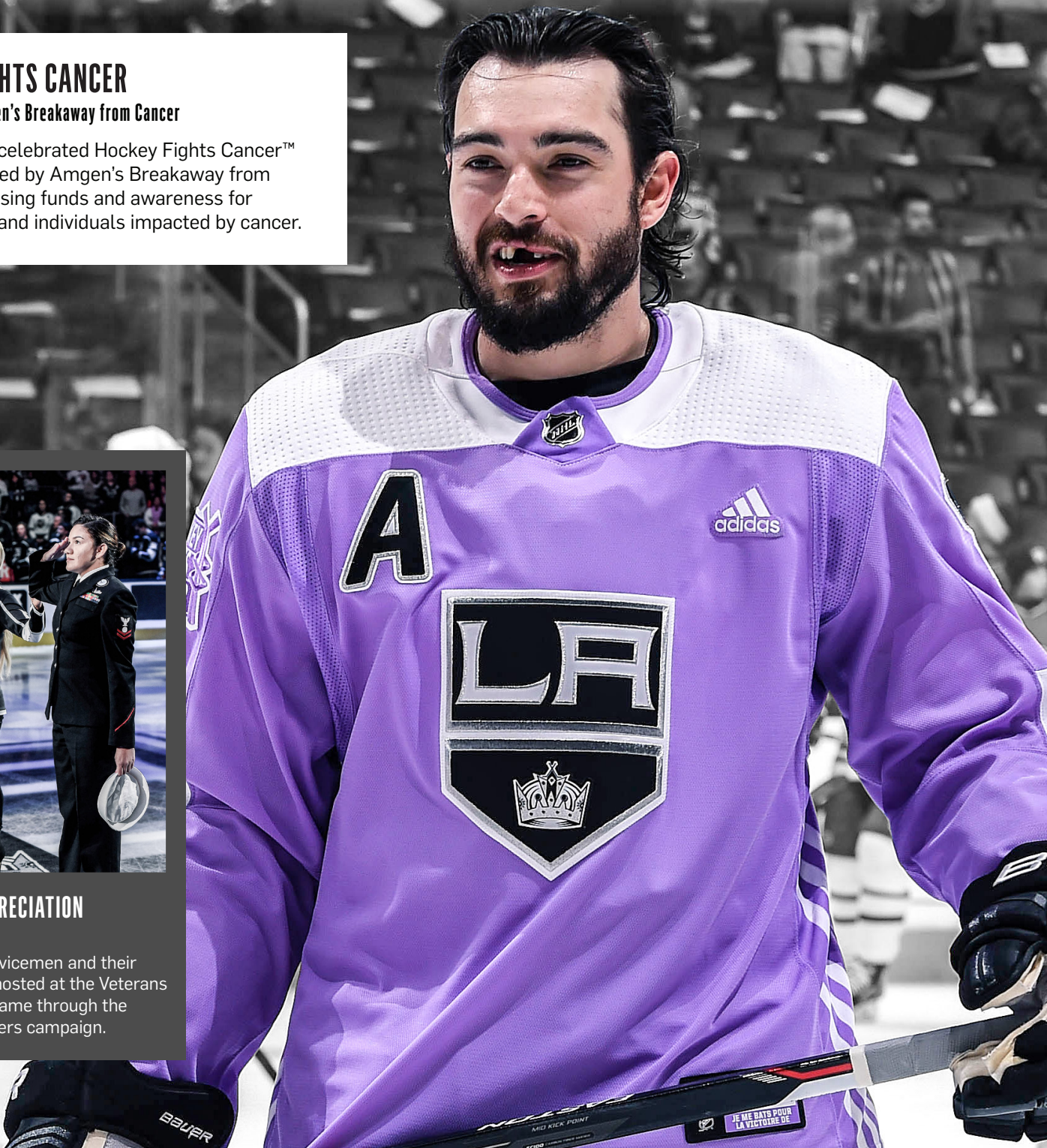
presented by Amgen's Breakaway from Cancer

The LA Kings celebrated Hockey Fights Cancer™ Night, presented by Amgen's Breakaway from Cancer® by raising funds and awareness for organizations and individuals impacted by cancer.



## MILITARY APPRECIATION

Over 1,000 servicemen and their families were hosted at the Veterans Appreciation Game through the Seats for Soldiers campaign.

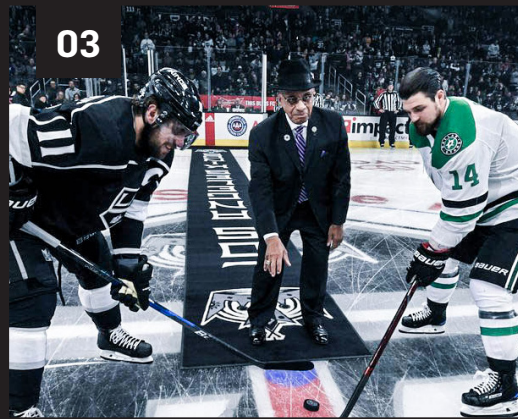




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## 01 | PRIDE

The LA Kings Annual Pride game invited LA Kings players, staff, fans and partners to show their support for the LGBT community throughout the night and reaffirm the team's commitment to inclusiveness.

## 02 | FIRST RESPONDERS APPRECIATION

Local victims of the Route 91 Music Festival shooting, as well as off-duty first responders that drew upon their emergency and tactical medical training to aid fellow concert-goers, were honored.

## 03 | HOCKEY IS FOR EVERYONE

To demonstrate the pervasiveness of hockey across all genders and abilities, the LA Kings hosted multiple adaptive, special needs and disadvantaged hockey teams to celebrate the league initiative, Hockey is For Everyone.

## 04 | STICK UP FOR ANIMALS

Stick Up For Animals Day took place as the team also celebrated Bailey's birthday. Funds, supplies and awareness for community partners including Wags and Walks, spcaLA and Sunny Saints were raised throughout the evening.

**LA MOBILE AUCTION**  
SIGN-UP TO RECEIVE UPDATES

VISIT  
[LAKINGS.COM/AUCTIONS](http://LAKINGS.COM/AUCTIONS)

TEXT  
"KINGS" TO 52182

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BENEFITTING  
Kings Care  
FOUNDATION

## 05 | MOBILE SILENT AUCTIONS

Kings Care Foundation's mobile silent auctions, which featured memorabilia signed by members of the team and distinguished alumni, raised more than \$500,000.

*Thank you*  
**FANS**

**\$1,000,000 TOTAL RAISED**  
\$500,000 WENT TO YOU | \$500,000 DONATED TO THE COMMUNITY

06

**LA 50/50 RAFFLE**

## 06 | 50/50 RAFFLE

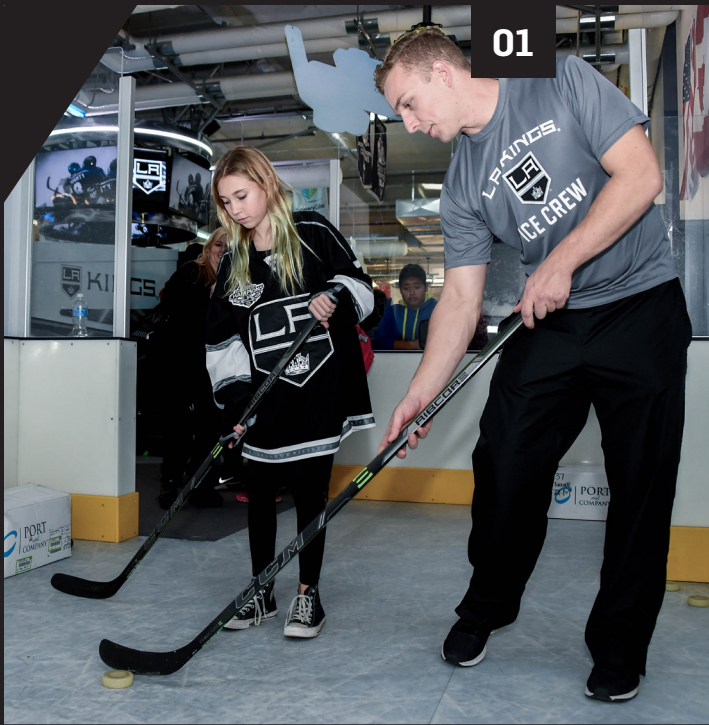
In the second year of Kings Care Foundation's 50/50 Raffle, LA Kings fans helped raise \$1,005,820 in total raffle revenue.

# PARTNERSHIPS



## RONALD MCDONALD HOUSE CHARITIES

Families aided by Loma Linda Ronald McDonald House enjoyed upgraded facilities, including a hockey-themed room for activities.



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## 01 | DISCOVERY CUBE LA

The "Science of Hockey" exhibit at Discovery Cube LA welcomed several hundred thousand visitors to learn about math and science concepts.

## 02 | YMCA BALL HOCKEY PROGRAM

in partnership with Blue Shield of California and Delta Air Lines

The LA Kings Ball Hockey Program, in partnership with Blue Shield of California and Delta Air Lines, served children and families at 11 local YMCA locations. Additionally 5000 kids in the LA area were gifted a ball and stick of their own.

## 03 | CHILDREN'S HOSPITAL LOS ANGELES

Children's Hospital Los Angeles' departments of Pathology and Neurosurgery received funding to study side effects that may develop because of receiving blood transfusions and continue research on brain tumors, Hydrocephalus and functional neurosurgery.

## 04 | STAR-OF-THE-MONTH PROGRAM

in partnership with Zebras Care and Make-A-Wish Foundation

Kings Care Foundation and Zebras Care welcomed wish kid alumni to STAPLES Center to enjoy an ancillary outing complete with behind-the-scenes experiences.

## 05 | WORKSITE MENTORSHIP PROGRAM

with Big Brothers Big Sisters

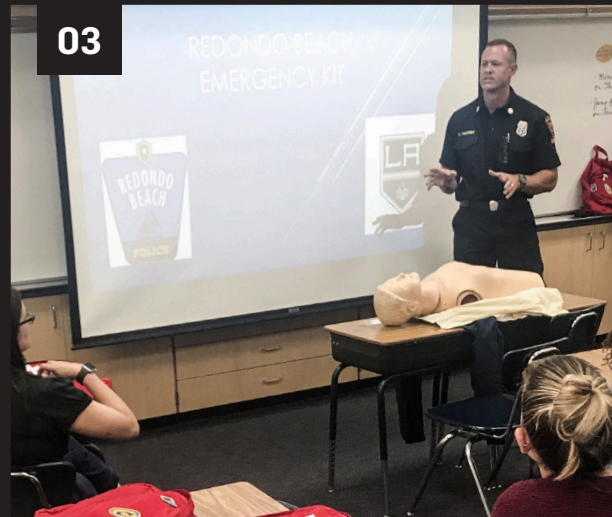
Twenty LA Kings staff members served as mentors to twenty high school students. The bigs and littles met once a month to discuss various topics on personal and professional development.



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**01 | TRASH FREE LUNCH CHALLENGE**  
with Grades of Green

Through the Trash Free Lunch Challenge, Grades of Green and the LA Kings supported students as they learned how to properly sort their waste and recyclables.

**02 | GIRLS ON THE RUN TEAM**

Fifteen teenage girls were taught life skills through dynamic, conversation-based lessons and running games over a 15-week program led by a Girls on the Run coach.

**03 | SCHOOL EMERGENCY SAFETY KITS**  
with Redondo Beach Police Foundation

In partnership with Redondo Beach Police Foundation, the LA Kings sponsored emergency safety trainings for district officials and teachers in local classrooms.



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## 04 | SUMMER LEADERSHIP PROGRAM with Peace Over Violence

Over forty young men and women that participated in the Youth Over Violence initiative at Peace Over Violence were empowered to lead healthy relationships and promote awareness of teen dating violence.

## 05 | WE ARE ALL K-9S CALENDAR benefitting Wags and Walks Adoption Center

Proceeds of the We Are All K-9s Dog Calendar were used to fund the new Wags and Walks Adoption Center, which includes the LA Kings Learning and Enrichment Center.

# MESSAGES FROM THE COMMUNITY

"To your team of superheroes: thank you for making yesterday so memorable and fun for the kids! Having Daryl Evans, Kyle Clifford and Bailey there made it so special; they were all awesome with the students."

- ALLIE BUSSJAEGER, GRADES OF GREEN

"I just wanted to thank you all for the incredible time we all had. Jonathan Quick was amazing as were the other players who came to talk to him. It was an experience he will never forget."

- TAMMY WALLACE, MOM

"On behalf of Big Brothers Big Sisters of Greater Los Angeles thank you for supporting a transformative year for youth in the LA Kings Workplace Mentoring Program through support of the Kings Care Foundation."

- BAHAR JELDI, BIG BROTHERS BIG SISTERS



"The Trevor Project truly values the Kings Care Foundation's commitment to our life-saving mission of LGBTQ youth. Trevor and I truly cannot convey how much we value this. Thank you again for your amazing support of our organization!"

- BRETT HARRISON, TREVOR PROJECT

"I wanted to reach out and thank you for the support that the LA Kings have shown us here at LA Air Force Base. I have only been here since June, but no sports team in Los Angeles has reached out more than the Kings."

- JASON M. FITTS, FIRST SERGEANT AT 61ST AIR BASE GROUP

"Our neighbors in San Bernardino and in many parts of the Inland Empire include the homeless, veterans, children, complete families, aspiring professionals, singles parents and seniors amongst others. I know that we think numbers are the keys to success but I think the memories, smiles, hope, and compassion shared are also worth applauding."

- SHARON RODRIQUEZ, FEEDING AMERICA



# KINGS CARE FOUNDATION BOARD MEMBERS

## PRESIDENT

Jennifer Pope



## BOARD OF DIRECTORS

Luc Robitaille



Kelly Cheeseman



Michael Altieri



Amanda Ellis



## SECRETARY

Shaunna Dandoy



## BOARD MEMBERS

Mason Donley



Joe Leibfried



Jim Fox



Nam McGrail



Chris Crotty



Jonathan Anderson

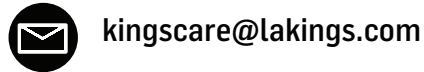
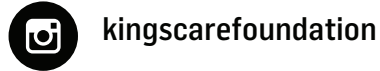


# THANK YOU



**The LA Kings and Kings Care Foundation would like to thank our generous community of fans, partners, sponsors, volunteers and players for making 2017-2018 a memorable year of giving!**

## FOLLOW US



## SUBMIT A REQUEST FOR THE LA KINGS TO SUPPORT YOUR UPCOMING EVENT

Visit [lakings.com/donations](https://lakings.com/donations)

## SUPPORT KINGS CARE FOUNDATION



Find out about opportunities to sponsor Kings Care Foundation – email [aellis@lakings.com](mailto:aellis@lakings.com)



