



NHL FOUNDATION U.S. 2024 ANNUAL REPORT





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EIN Number 13-3498589

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NHL Foundation US grantee Playworks Junior Coach Training Session

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WELCOME

WELCOME FROM BOARD CHAIR AND PRESIDENT

NHL Foundation U.S. is committed to funding and supporting organizations and communities across North America, extending our reach far beyond the game on the ice.

Like the League, we remain steadfast in our values. Hard work, perseverance, and dedication is at the core of everything we do. During the 2023-2024 NHL season, we redefined the mission of NHL Foundation U.S. and seek to be intentional in our support of organizations and initiatives that make a positive social impact.

During the 2023-2024 NHL season, NHL Foundation U.S. was guided by four key pillars: youth development, health and well-being, social equity, and pathways to hockey. In addition, starting with the 2024-25 NHL season, NHL Foundation U.S. will also be guided by a new fifth pillar: service. These pillars will underpin everything the foundation does moving forward.

This annual report shares insights into the new direction we're moving in guided by our four pillars, detailing our philanthropic investments, and shining a spotlight on organizations that are bettering our communities across the country.




Bill Daly, Chair


Kim Davis, President

INTRODUCTION FROM THE EXECUTIVE DIRECTOR

REFLECTING ON AN IMPORTANT YEAR OF IMPACT AND INSIGHT

In 2023, the NHL Foundation U.S. Board of Directors approved a new direction that focused on the impact of investments to nonprofit partners displaying best-in-class programming that produces measurable results.

As a result, the NHL Foundation U.S. leadership team set about transforming what it means to be a foundation, how to engage communities by supporting grant recipients and investing with partners.

This report outlines how the NHL Foundation U.S. team and its four grantee partners worked together during the 2023-2024 NHL season to impact the social and emotional development of youth, increase food access, build fellowship and opportunity among Black women in hockey, and increase the possibility of more women and individuals of color pursuing sports management careers.



A handwritten signature in black ink, appearing to read 'R. Wooley'.

Robert J. Wooley

MISSION

The mission of NHL Foundation U.S. is to promote healthy and vibrant communities by leveraging the power of hockey. By doing so, the foundation aims to make a positive social impact and foster environments that are more diverse, inclusive, safe, and welcoming, where hockey can play a vital role. NHL Foundation U.S. supports organizations and initiatives that make a positive social impact. During the 2023-2024 NHL season, the strategic philanthropic efforts focused on four key pillars: youth development, health and well-being, social equity, and pathways to hockey.





YOUTH DEVELOPMENT

Supporting initiatives dedicated to the social and emotional development of youth under 18.



HEALTH AND WELL-BEING

Funding programs that tackle health challenges for those under 18, including nutrition education and mental health resources.

SOCIAL EQUITY

Advancing fairness and inclusion through efforts to combat racism, prevent bullying, and reconnect culturally disconnected communities.



PATHWAYS TO HOCKEY

Promoting access and exposure to hockey for underrepresented groups, including through educational and workforce development programs.



OUR IMPACT

PHILANTHROPY HAS EVOLVED

Foundation philanthropy has evolved significantly in recent years. Foundations are prioritizing measurable outcomes and effectiveness. There is also a need for transparency and accountability in how funds are used, leading to a rise in data-driven decision making.

The NHL Foundation U.S. strategic plan includes greater stewardship of its relationships with grantees. More than providing funding, NHL Foundation U.S. seeks to work very closely with organizations and supporting growth within their area of expertise.

NHL Foundation U.S. 2023-24 grantees demonstrated exceptional results that impacted the lives of their participants.



IMPACT BY THE NUMBERS: WHAT THE NHL FOUNDATION AND ITS PARTNERS ACHIEVED

PARTICIPATION

YOUTH
DEVELOPMENT
50,000

HEALTH AND
WELL BEING
68,000

SOCIAL EQUITY **250**

PATHWAY
TO HOCKEY
850



NHL Foundation grantee Partnership for a Healthier America
Good Food at Home program



MISSION

Playworks' mission is to improve the health and well-being of children by increasing opportunities for physical activity and safe, meaningful play. They believe that kids who play are resilient and empathetic, and that through play, kids learn to make friends, solve problems, and believe in themselves, even in hard times.

NHL FOUNDATION U.S. GRANT:

Funding supported students with play-based programming during, and after, school. The grant supported programming to engage students at recess, help with class-based action learning, offer youth leadership programs, and provide after school sports leagues at no cost to students or their families.

PLAYWORKS' IMPACT

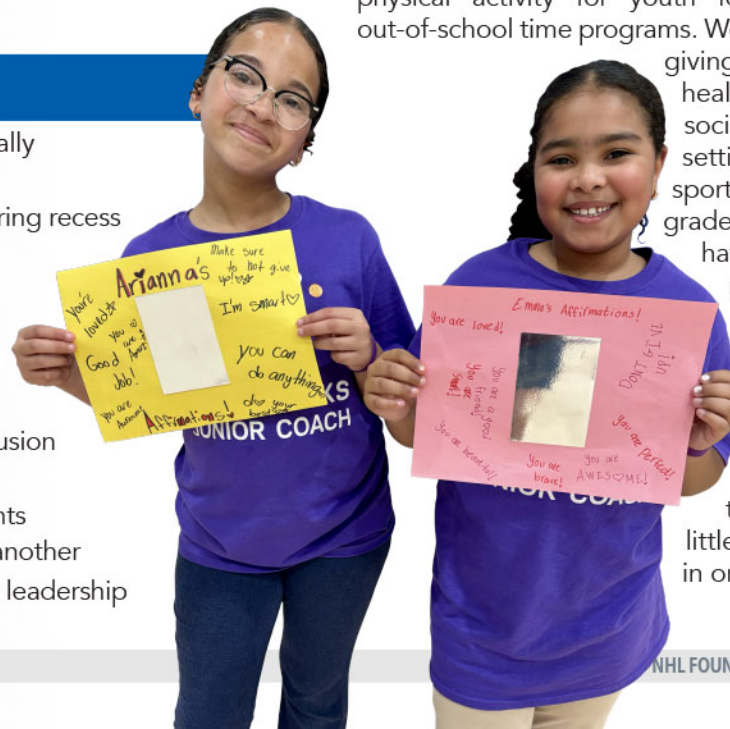
- **98%** report that more students are physically active at recess
- **78%** reported fewer bullying incidents during recess
- **91%** reported students are better able to focus during class
- **94%** reported an increase in the level of cooperation among students on the playground
- **95%** reported more opportunities for inclusion of diverse groups of students
- **92%** reported that Playworks helps students demonstrate empathy towards one another
- **95%** report that Junior Coaches take on a leadership role during recess



ACCOMPLISHMENTS IN 2023-24

Playworks served approximately 50,000 children in the past school year and provided capacity building/professional development training to approximately 4,800 adults who serve children in schools and via youth serving organizations. Playworks continued to increase physical activity for youth focused on physical education and out-of-school time programs. Weekly in-class game time for each class,

giving students an opportunity to practice healthy play, get active and develop social-emotional skills in a more focused setting. Through their interscholastic sports leagues and jamborees, 4th and 5th grade students who would not otherwise have access to organized sports participate at no cost to their families. Leagues provide students with the benefits of playing on a team, such as increased cooperation, teamwork, and physical activity, as well as helping to improve their skills in a given sport. Leagues are unique in that they identify students that have little to no prior experience participating in organized team sports.





MISSION

Partnership for a Healthier America (PHA) is the premier national organization leading the charge to transform the food landscape in pursuit of health equity. They believe every family, in every zip code in America should have access to food that is affordable, healthy, sustainable, high-quality and culturally connected. Food equity drives health equity, and good food is a chief component of good health.

NHL FOUNDATION U.S. GRANT:

Supported healthy food initiatives for families across the U.S., ensuring access to affordable, nutritious food for people in need, in partnership with several community organizations.



ACCOMPLISHMENTS IN 2023-24

- PHA's signature nutrition security program, Good Food at Home, has connected **28,000 families** across **30 cities**. Good Food at Home, infuses healthier eating habits and food access into communities with limited resources by providing produce credits or produce boxes. 78% said that produce credits helped them build a healthy habit of eating produce, 78% said that it helped them stretch their food budget, and 79% planned to continue eating produce after the program ended.
- The Veggies Early and Often program brought together a coalition of diverse experts to develop resources and solutions to promote better nutrition information for toddlers and infants): **40,000 children ate healthy foods through this program.**
- PHA partnered with the NHL at its annual "Produce For All" conference where hundreds of food security stakeholders spent a day learning and hearing from subsistent communities across the United States.
- The majority of those participating in these programs are women and children from low-income households where access to healthy foods is limited.



MISSION

The mission of Black Girl Hockey Club is to inspire and sustain passion for the game of hockey within the Black community, specifically with mothers, sisters, daughters and friends. To prevent exclusion in hockey based on race, gender, sexuality or ability in the face of institutional racism, financial gatekeeping and program access, the Black Girl Hockey Club provides education, scholarship opportunities and community spaces that will give Black women access to hockey.

NHL FOUNDATION U.S. GRANT:

Supported girls and women with equipment, mentoring and other programming based on their love of hockey.



ACCOMPLISHMENTS IN 2023-24

- Attended the 2024 **NHL Winter Classic** where BGHC members met up for the game and saw some of their scholarship winners featured on the day.
- Partnered with the **New York Rangers** in hosting a girls hockey day in New Jersey.
- BGHC spent a week in Toronto in Jan-Feb 2024 for the **Carnegie Initiative Conference** and the **NHL All-Star Week** events, while also attending events hosted by partners **MLSE LaunchPad**
- BGHC also attended the Black History Month games of the **LA Kings** and the **Seattle Kraken**.
- In February 2024 BGHC worked with the **Pittsburgh Penguins** on a community skate at Hunt Armory and a presence at the Penguins' annual Black History Month game. This event included networking with Black youth community organizations and "Divine Nine" fraternities and sororities.

SEO

*Sponsors for
Educational
Opportunity*

MISSION

SEO's mission is to create a more equitable society by closing the academic and career opportunity gaps for motivated young people from historically excluded communities. In 1963, SEO was founded as one of New York City's first high-school-to-college mentoring organizations.

NHL FOUNDATION U.S. GRANT:

Support for the SEO Career mentorship program, including the annual SEO Career Summit which brings together hundreds of interns and partners. The funding helped cover the cost of travel, lodging, and feeds for students to participate in this mentorship program.



2024 SEO Career Summit at New York Times Center.

ACCOMPLISHMENTS IN 2023-24

The SEO second-annual Career Summit brought together 850 diverse students from across the U.S. and provided students with an opportunity to network, listen to, and learn from, financial services industry experts. Over three days at the New York Times Center, students met with some of the country's top business leaders including Henry Kravis, co-founder and co-executive chairman of KKR; Raymond McGuire, president of Lazard; Sonny Kalsi, CEO of BentallGreenOak; Verdun Perry, Blackstone's head of strategic partners; and Carla Harris, senior client advisor at Morgan Stanley.



U.S. EMPOWERMENT GRANT PROGRAM FOR GIRLS HOCKEY

NHL Foundation U.S. Empowerment Grant Program for Girls Hockey is the foundation's signature initiative centered on the fostering youth development and increasing female participation in hockey. It focuses on funding initiatives that improve skills, academic achievements, and social-emotional development, specifically targeting young girls. The Program aims to enhance access to hockey for underrepresented groups, ensuring a more inclusive environment where girls from various backgrounds can engage with the sport. This approach underscores the Foundation's commitment to leveraging hockey as a tool for youth development and broadening the sport's reach among girls, aligning with its mission to catalyze positive community impact.



2024 Launch of the Professional Women's Hockey League



Gold Medal Winning 2018 U.S. Women's National Team

Potential nonprofit grantees will be determined with the guidance of **Haley Skarupa, NHL Foundation U.S. ambassador**, U.S. Olympic gold medalist and U.S. Women's National Team head scout, as well as Kim Davis, President of NHL Foundation U.S. and NHL Senior Executive Vice President of Social Impact, Growth Initiatives & Legislative Affairs.

Significant milestones, including the U.S. Women's National Team's gold medal win at the 2018 Olympics and the launch of the Professional Women's Hockey League (PWHL) in 2024, have greatly fueled the growing interest in girls' hockey in the United States. Since 2009, participation in girls' hockey has surged by 65%, underscoring its potential for further growth and the pressing need for better support and accessibility for all interested participants. Despite this expansion, especially in nontraditional markets, challenges persist, including barriers that restrict many young girls from participating in the sport.





EMPOWERING THE NEXT GENERATION OF FEMALE HOCKEY PLAYERS

HALEY SKARUPA



Growing up in Maryland, my journey in hockey began in my driveway playing with my brother Dylan and his friends. I was the only girl but I loved the game so much that I didn't mind. Those early experiences, playing street hockey with the boys, taught me resilience and ignited a lifelong passion for the sport. This passion became the cornerstone of my life, shaping my path and guiding my efforts to empower the next generation of female hockey players.

As a gold medal Olympian and NHL Foundation U.S. ambassador, I am deeply honored to play a role in advocating for the growth of girls' hockey and serving as an advisor to the NHL Foundation's empowerment grant for girls' hockey. My advocacy is rooted in the belief that every girl deserves the chance to experience the joys and challenges of hockey. By promoting girls' hockey, we are not just nurturing future athletes but also empowering young women to grow into strong, confident leaders.

The NHL Foundation's empowerment grant focuses on identifying and supporting programs that provide access, resources, and mentorship to young girls eager to play hockey.

Whether they aspire to play for Team USA, the PWHL, or simply enjoy the game at their local community rink, every girl deserves a chance to dream big, work hard, and achieve greatness. I am proud to be part of a movement that is paving the way for future generations of female hockey players.

NHL FOUNDATION U.S. SCREENING OF DISNEY PIXAR'S INSIDE OUT 2

On June 20, 2024, NHL Foundation U.S., in partnership with the National Hockey League and the Professional Women's Hockey League (PWHL), hosted an exclusive screening of Disney and Pixar's 'Inside Out 2.' More than 100 youth hockey players, primarily young girls, from five different New York hockey organizations and Learn to Play programs, came together at the Paley Center for Media in Midtown Manhattan to watch the highly anticipated blockbuster movie.

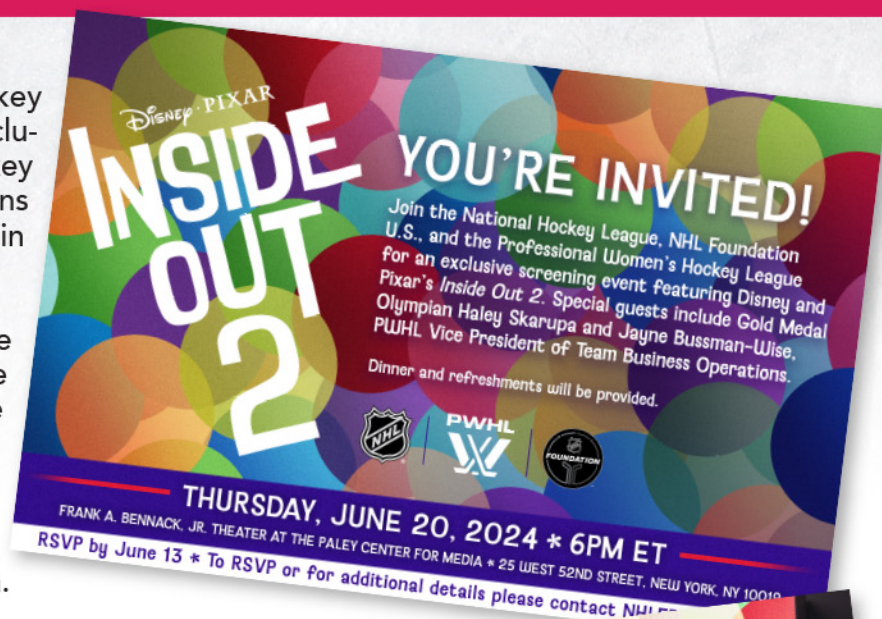
Inside Out 2 follows Riley, now a teenager and a hockey player, navigating the complexities of growing up and her experiences as a girl playing hockey. The young hockey players in the audience watched the new movie alongside special guests, PWHL hockey player Madison Packer and NHL Foundation Ambassador and Olympic gold medalist Haley Skarupa. The event was also attended by NHL Foundation U.S. Board members Jeff Scott, Cory Blay and Rachel Segal. Scott moderated a panel discussion before the screening with PWHL Vice President of Operations Jayne Bussman-Wise, Packer, and Skarupa.

In addition to enjoying the film, the evening featured a significant moment when Co-Founder and President Nick Lewis presented a **\$75,000 check from the Congressional Hockey Challenge to the NHL Foundation's Empowerment Grant Program for Girls Hockey**. The Congressional Hockey Challenge is an annual charity game that brings together lawmakers, congressional staff, government relations executives, and the hockey community to support various hockey-related causes.

"We were proud to be represented at the Inside Out 2 screening and to present the \$75,000 check to the NHL Foundation U.S. in support of their girls hockey grant. Supporting young female athletes is crucial to the future of the sport, and we are thrilled to contribute to such a meaningful cause."

– Nick Lewis, Co-Founder and President.

NHL Foundation U.S. continues to support and uplift young female hockey players through initiatives like this, fostering a love for the game and empowering them to achieve their dreams. The success of this event underscores our commitment to growing and diversifying hockey.



NHL FOUNDATION U.S. BOARD OF DIRECTORS

The 2023-2024 NHL Foundation U.S. is overseen by a distinguished Board of Directors that represent a broad cross section of knowledge and expertise. All grants from the Foundation are approved by the Board, which also sets the policy and guides the Foundation as it fulfills its mission.

OFFICERS: Bill Daly, Chair; Kim Davis, President; Joseph DeSousa, Treasurer; Jeff Scott, Secretary



BILL DALY
DEPUTY COMMISSIONER'S OFFICE -
DEPUTY COMMISSIONER



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SENIOR EXECUTIVE VICE PRESIDENT,
SOCIAL IMPACT, GROWTH
INITIATIVES & LEGISLATIVE AFFAIRS



JOSEPH DESOUSA
SENIOR EXECUTIVE VICE PRESIDENT,
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JEFF SCOTT
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DEVELOPMENT AND INDUSTRY
GROWTH



COREY BLAY (OUTSIDE DIRECTOR)
SENIOR DIRECTOR FOR PATHWAYS
STRATEGY, IMPLEMENTATION, AND
OUTREACH - NEW YORK UNIVERSITY



DAVID ZIMMERMAN
SENIOR EXECUTIVE VICE PRESIDENT,
CHIEF LEGAL OFFICER & GENERAL
COUNSEL, NHL



RACHEL SEGAL
VICE PRESIDENT, SOCIAL IMPACT &
STRATEGIC INTEGRATION

“There weren’t a lot of hockey players that looked like me when I was young, but whenever I see those kids I think about how fortunate they are to play hockey together.”

COREY BLAY

MEET NHL FOUNDATION U.S. OUTSIDE DIRECTOR:



COREY BLAY

Corey Blay serves as the independent director of the NHL Foundation U.S. Board. As a kid Corey often dreamed of joining the NHL, but he never could have imagined how that dream would

eventually turn into reality. Corey grew up on Long Island just minutes away from the Nassau Coliseum and was born in the middle of the New York Islanders’ dynasty run. “Hockey was my entire life as a kid. I’m part of the generation of hockey fans who watched the original Mighty Ducks movies in the theaters, played NHL 94 on Sega Genesis, and couldn’t wait to finish homework after school each day so I could shoot on the net in the backyard with my best friends.” A goalie from almost the first time he laced up his skates, Corey played street, roller, and ice hockey almost religiously through high school.

Since the University of Chicago didn’t have a men’s hockey team, Corey dedicated his time in college to another passion - education. His early experiences on the South Side of Chicago would launch a 20+ year career in educational leadership, community organizing, and program development. Corey’s been a middle school

Hardpass NYC
Hockey Social
Club

teacher, college professor, private school headmaster, consultant for Teach for America, nonprofit founder, and currently works at New York University. In all of these roles, Corey’s main focus consistently has been on building welcoming and inclusive communities that enable everyone to excel to their highest potential.

It’s the same sense of community and camaraderie that Corey still feels whenever he plays hockey. Corey plays ball, roller, and ice hockey throughout New York City - often several times a week - with a diverse collection of recreational, collegiate, Olympic, and professional players from every background and gender who all just love the game. A longtime resident of Harlem, Corey has long been inspired by the organization, Ice Hockey in Harlem. “There weren’t a lot of hockey players that looked like me when I was young, but whenever I see those kids I think about how fortunate they are to play hockey together.”

Corey’s desire to use his professional expertise in service of sport he’s passionate about brought him to the NHL Foundation U.S. Board. “When I think about the enormous privilege and honor I have to be on the Board of Directors, I still want to pinch myself. This is a dream come true. I’m so excited to help folks from every background possible fall in love and stay connected to the hockey community.”

