



LA KINGS

COMMUNITY REPORT

20

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MESSAGE FROM LUC ROBITAILLE

As we reflect on the 2020-21 season, two things are clear.

1. LA Kings fans are the greatest.
2. The future is bright.

Certainly, this year presented challenges unlike anything we have faced before. The absence of fans at our games was felt deeply and we missed each opportunity to engage with our community at events like Kings Care Foundation fundraisers, watch parties and countless others. It is you who help drive our passion for achieving greatness.

But there is much to look forward to already. With the health of our community progressing in an increasingly positive direction, we are prepared to come back better than ever. We have tremendous young LA Kings talent coming up through our system and our organization is committed to positioning itself to contend for a championship run. The next few years are sure to be exciting as we get faster and more skilled on the ice.

Off the ice our charitable ambitions continue to evolve to meet the needs of our community. One area where I see great progress and potential for the future is in sports equity. Kings Care Foundation continues to eliminate barriers to the sport of Hockey through its community Ball Hockey programs and subsidized Ice Hockey opportunities. These initiatives, among several others currently being implemented throughout our LA Kings business operations, remind us of one very important point – We Are All Kings. LA Kings Hockey belongs to everyone.

That is why I am proud to announce on behalf of the entire organization the We Are All Kings campaign for greater inclusion, equity, and access. In the weeks that follow you will see multiple initiatives launched in and around these principles. We look forward to sharing in these endeavors with you.





MISSION STATEMENT

The mission of Kings Care Foundation (Federal Tax ID # 95-4443065) 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, sustainability, social advocacy, and inclusion.



Inclusivity is at the heart of the LA Kings community message “We Are All Kings”. Both on and off the ice, every individual is welcome in the Kings family, and we encourage every player and fan to ensure the message is carried out. We can all contribute to an inclusive youth sports community by embracing the mentality of “We Are All Kings.”

OUR STORY

Since its inception in 1996, Kings Care Foundation has provided over \$15M 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

FINANCIAL COMMITMENTS



Children's Hospital Los Angeles: Currently the Foundation is fulfilling a \$450,000 commitment to the hospital over three years in support of its departments of Pathology and Neurosurgery. The BloodMobile, which is wrapped with LA Kings imagery, is an important component to the partnership that is also visible in the community as it is used to conduct mobile blood drives. Behind-the-scenes, the team's contribution helps to fund research to improve the blood collection process and enhance diagnostic and treatment options for neurological conditions.



YMCA: Under the direction of the LA Kings Hockey Development department, Ball Hockey is a signature sports program offered within Los Angeles Y's at low or no-cost to families. This was made possible due to the Foundation's initial \$1,000,000 commitment, which was recently increased to \$1,600,000 over eight years.



Discovery Cube LA: The LA Kings Science of Hockey exhibit at Discovery Cube LA offers interactive learning focused on applying science and math concepts to the sport of hockey. To develop and maintain the exhibit, which debuted in 2015 and sees several hundred thousand visitors annually, the Foundation pledged \$2,500,000 over ten years to the museum.



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.



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'. This program is taught in schools throughout the country and soon it will 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.



The Alliance Los Angeles: Along with ten other professional sports franchises in Los Angeles, Kings Care Foundation made clear its intention to develop a more equitable youth sports landscape by signing on to a comprehensive, five-year \$500,000 commitment to drive investment and impact for social justice through sport. Through this initiative, the LA Kings will develop meaningful programs to pursue change in communities of color.

IN-KIND GIFTS



Kings Care Foundation donated over \$30,000 worth of memorabilia to help raise money for various organizations in the Greater Los Angeles area. To do so requires investment from LA Kings players whose autographs provide additional fundraising value on items such as jerseys, photo canvases, game-used equipment, pucks and more.

COMMUNITY EVENTS



COMMUNITY EVENTS



BLOOD DRIVES FOR CHILDREN'S HOSPITAL LOS ANGELES

To celebrate both National Blood Donor Month – a tradition each January spotlighting the lifesaving act of donating blood and platelets – and Make March Matter – an annual campaign that unites businesses and the community in support of children’s health and Children’s Hospital Los Angeles – the LA Kings hosted two outdoor and socially distant mobile blood drives with CHLA.

“

Thank you for organizing another great LA Kings blood drive! This collaboration helps provide our children with another chance at life. Our blood drive data reports indicate there was a strong donation ratio.

Rocio Hernandez
Blood Recruitment Coordinator at
Children’s Hospital Los Angeles



LA KINGS COMMUNITY REPORT

COMMUNITY EVENTS



FOOD & TOY DRIVES FOR THE SALVATION ARMY

The LA Kings and Blue Shield of California joined forces with Salvation Army to launch Red Kettle, a virtual initiative to raise financial support for critical Salvation Army programs and services year-round, with two drive-thru donation drives. As a result of these efforts, hundreds of toys and non-perishable food items were collected.



“ *I can't thank the LA Kings enough for all your amazing support the last two months. With your help we are able to serve more families in need with food and gifts for the holidays! You made it a very special holiday for our families.*

Irene De Anda Lewis
Program Development Director at The Salvation Army California South Division



COMMUNITY EVENTS



HOUSEHOLD ESSENTIALS DRIVE FOR LA DREAM CENTER



With support from LA Kings Wives & Girlfriends and Blue Shield of California, the Kings celebrated National Random Acts of Kindness Day by encouraging and collecting household essentials for the Dream Center, an organization that supports those experiencing homelessness, hunger and lack of education. The LA Kings also made a large clothing donation to assist families facing housing insecurity that are currently receiving assistance from the Dream Center.

“ Thank you so much for the awesome event yesterday! We are so grateful for everyone involved in making it happen and can't express our gratitude enough! On behalf of the Dream Center, thank you for partnering with us to help serve our communities in need, especially during a time that's been so challenging for so many.

June Kim
Content & Creative Specialist at Dream Center



LA KINGS COMMUNITY REPORT

COMMUNITY EVENTS



WELCOME KITS ASSEMBLY FOR LOS ANGELES HOMELESS SERVICES AUTHORITY'S PROJECT ROOMKEY INITIATIVE

The LA Kings rallied behind the efforts of the Die Hard Fans group, who assembled “Welcome Kits” containing basic necessities for the homeless. Over 150 kits were distributed through Project Roomkey, a collaborative effort by the State, County and the Los Angeles Homeless Services Authority (LAHSA) to secure hotel and motel rooms for individuals facing housing insecurity.



COMMUNITY EVENTS



MEAL DISTRIBUTION AT ST. ANNE'S FAMILY SERVICES

For Women's History Month and International Women's Day, LA Kings player's wives and girlfriends served meals to families receiving support from St. Anne's Family Services. The LA Kings also donated multiple pallets of clothing to assist not only the women and children residing at their main facility, but the hundreds of families they serve across the city. The event was proudly supported by Blue Shield of California and SuperFd.

“ *The LA Kings have become such an amazing partner of St. Anne's Family Services over the last few years and we are so grateful for the continued support. Thank you for your most generous partnership last evening with Superfd catering and some of the wives and girlfriends to help distribute dinner to our Transitional Housing Program clients and their babies. We are so grateful for your generosity, from sharing your Ice Crew for our previous Mothers Events, to the amazing Adopt-A-Family Christmas spectacular in 2019, you've helped create memories that will last a lifetime.*

Dana Valenzuela Marez
Chief Development Officer at St. Anne's Family Services





LA KINGS COMMUNITY REPORT

COMMUNITY EVENTS



BALL & STICK DISTRIBUTION AT THE BATTLESHIP IOWA

The LA Kings in partnership with the Bob Hope USO and BELFOR Property Restoration gave away balls and hockey sticks to children of military families. The drive-through giveaway took place at the Battleship Iowa in San Pedro. In addition to receiving a ball and stick, families were provided with dinner to-go and access to virtual resources including the Skills Video Series, Learn at Home, YMCA Ball Hockey and more.



“ Thank you SO much for partnering with us for the drive-through stick giveaway. It was such a hit, and I think it went incredibly well.

Allison Anderson
Programs Manager at USO

We just wanted to pass along our sincere thanks to the USO and the Kings organization. My daughter is a huge hockey fan and was ecstatic with the Kings goodies and the pizza was fantastic, especially on a Monday when no one wants to cook!

Rupp Family



LA KINGS COMMUNITY REPORT

COMMUNITY EVENTS



TEAM UP FOR TECH TECHNOLOGY DISTRIBUTION

The LA Kings and Wells Fargo joined forces to bridge the digital divide while distance learning was in effect across Los Angeles. Through this initiative \$50,000 was donated to SoLA I Can Foundation and Partnership for Los Angeles Schools to supply kids in Los Angeles with the equipment necessary to be successful in a virtual schooling environment including internet access, computers, and headphones.



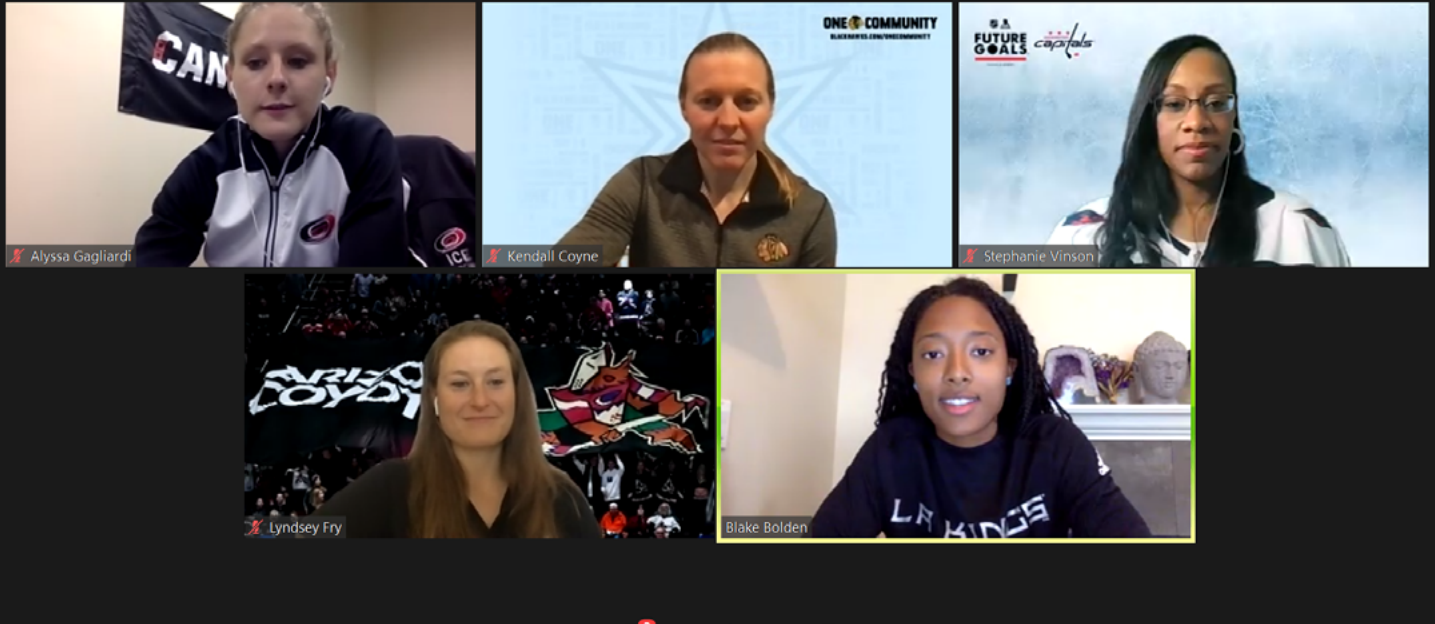
We did it! We're still hearing the positive feedback from the families who received the laptops. It was such a pleasure to work with your team and the fabulous players. I hope the testimonials from the families and their kids recounting their hardships and lack of reliable technological and internet access for distance learning drove home the importance of this initiative and your support.

Sherri Francois
Chief Impact Officer at SoLa Impact



LA KINGS COMMUNITY REPORT

COMMUNITY EVENTS



FUTURE GOALS STEM VIRTUAL CAREER PANEL



As part of the LA Kings G.O.A.L.S. programming with Blue Shield of California, the team participated in two virtual career panels for students in Los Angeles. The panelists, which included professionals from multiple LA Kings departments, explained to students how science, technology, engineering and math apply to careers within the sports industry.

“ WOW! Thank you all SO much for today. Everyone on this panel had the most amazing responses to all the questions and I know this was super impactful for those students listening in today

Olivia (Twiddy) Zehner
Senior Director, Enterprise
Account Management at Sports &
Entertainment Group



LA KINGS COMMUNITY REPORT

COMMUNITY EVENTS



READ ACROSS AMERICA EVENT WITH DARYL EVANS

In honor of National Read Across America Day, LA Kings Alumnus and Radio Analyst Daryl Evans joined Ms. Smith's virtual classroom to read them a few books and share some hockey stories.

“What a great treat! Thanks for working with us to make this happen. Daryl did an amazing job with the kids and it was so great to see them so engaged after a very tough year!!!

Kim Smith
Teacher at Hermosa Valley School



LA KINGS COMMUNITY REPORT

COMMUNITY EVENTS



Children's Hospital
LOS ANGELES 

CHILDREN'S HOSPITAL LOS ANGELES PLAYER VISIT

LA Kings players had the opportunity to interact with patients at Children's Hospital Los Angeles over video chat for the team's annual visit. During the event, players and patients had one-on-one conversations while doing arts & crafts, playing games and more. All patients who participated in the event, as well as 300 other children receiving treatment at CHLA that day, received a pair of Kings-branded fuzzy Lavender grip socks.

“ *THANK YOU to the LA Kings and to the players. So glad we were able to make this happen for the patients!*

Annie Cornforth
Director, Corporate Partnerships at
Children's Hospital Los Angeles

Supporting





LA KINGS COMMUNITY REPORT

COMMUNITY EVENTS



VIRTUAL HALLOWEEN 5K



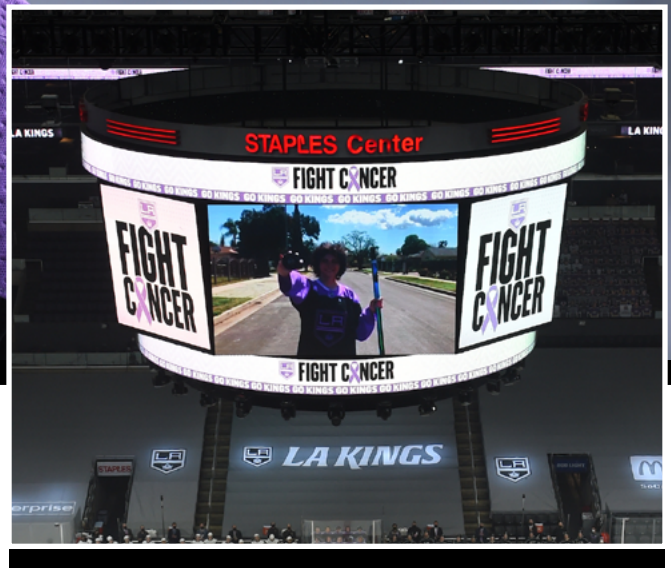
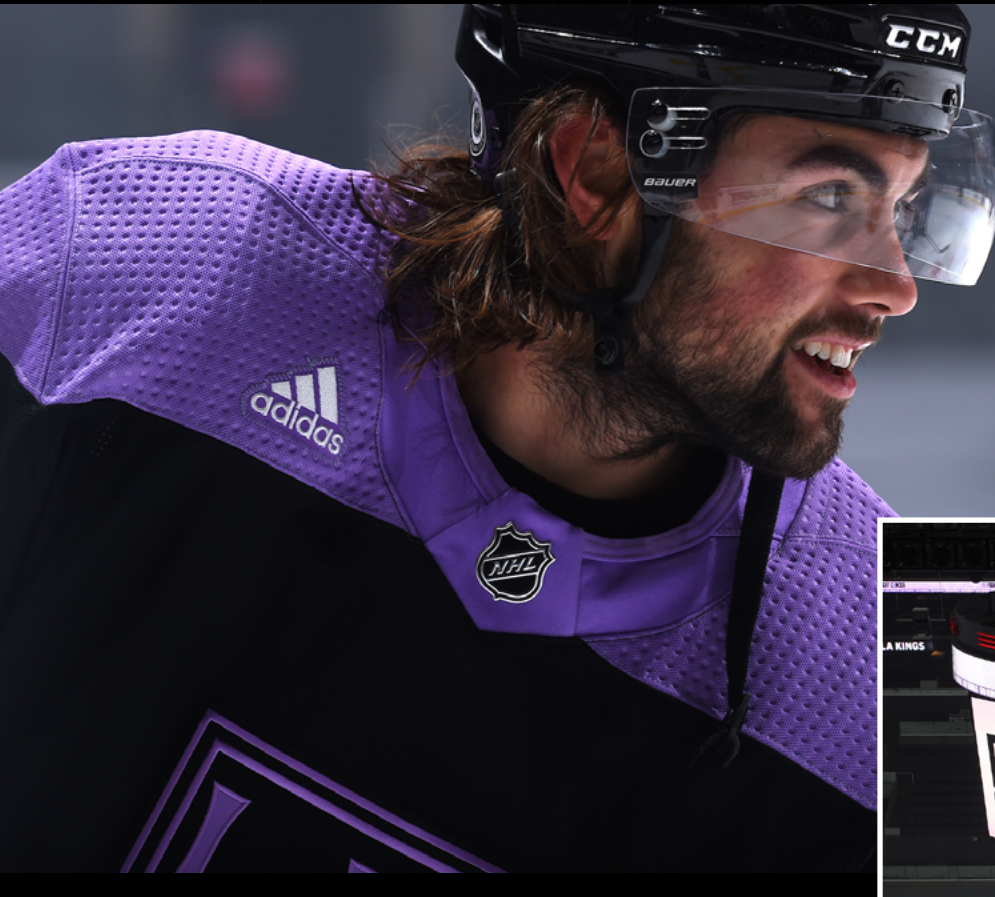
The first ever virtual iteration of the LA Kings 5K benefiting Children's Hospital Los Angeles allowed fans to enjoy many of the same perks of the usual race, including a race medal and t-shirt, while racing from home. This year's event embraced the spirit of Halloween by encouraging participants to dress up.

SPECIAL INITIATIVES



LA KINGS COMMUNITY REPORT

AWARENESS NIGHTS



HOCKEY FIGHTS CANCER

Hockey Fights Cancer is a staple within the LA Kings promotional game-night schedule which brings together fans, partners, and players in support of the entire Cancer community. While fans couldn't attend the game in-person this year due to COVID-19 restrictions, programming for HFC was integrated throughout the game on broadcast and social media.

“ Since her cancer journey and now being stuck at home again from quarantine, [my daughter] doesn't get a lot of joy. This truly brought a smile to her face. It was amazing. We can't wait to go to a Kings game again. We love that [the players] wore those purple Hockey Fights Cancer Jersey's to practice.

Heather Kayne
Sammie's Mom



SPECIAL INITIATIVES

AWARENESS NIGHTS



PRIDE



The LA Kings game celebrating Pride was among the first to take place with fans in the building during the 2020-21 season. During several key moments throughout the game, in-arena, and on broadcast and social media, the LA Kings promoted inclusivity within the game of hockey and support for the LGBTQ+ community.



AWARENESS NIGHTS



MILITARY APPRECIATION

During Military Appreciation Month the LA Kings hosted Salute to Service night to celebrate and honor active and retired members of the United States Armed Forces and their families. LA Kings players wore specially designed camouflage jerseys and hundreds of tickets were donated to local military to attend the game in person.

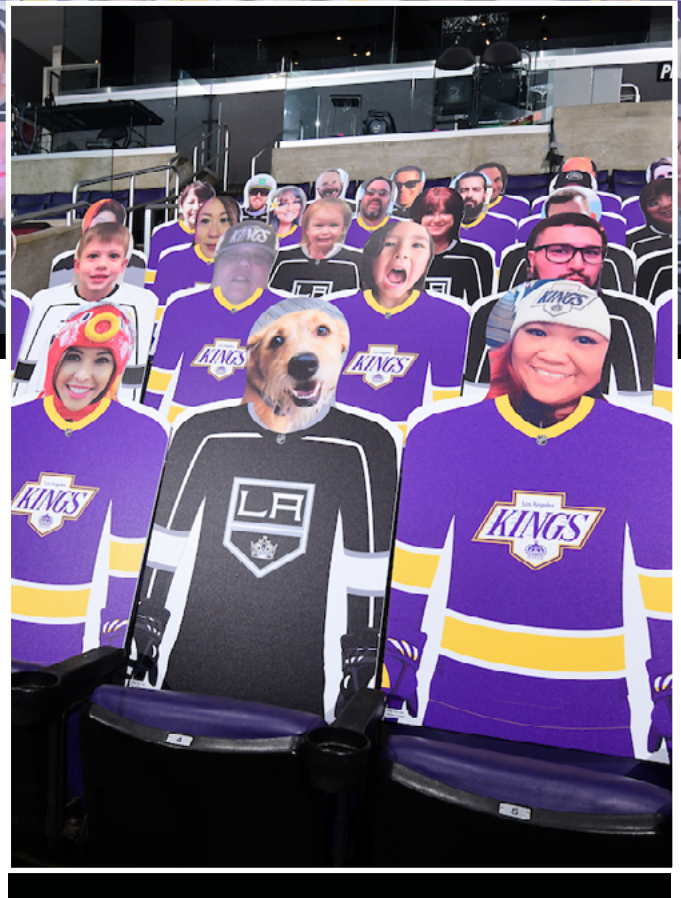
“ I want to offer my sincerest thanks for this opportunity to get free tickets! My husband and I really appreciate the thoughtful gesture by the LA Kings Hockey organization. Both my husband and I are service workers, and it is heartwarming to see the gratitude poured out to us from many people. Thank you on behalf of myself (public middle school teacher) and my husband (deputy sheriff/USMC veteran). We cannot wait to be back at the Staples Center, cheering for our beloved Kings!

Veronica Granandos
Salute to Service ticket recipient



LA KINGS COMMUNITY REPORT

FUNDRAISERS



CUTOUTS

LA Kings Fan Cutouts occupied nearly 600 seats within STAPLES Center throughout the season, serving as an opportunity for fans to show their support for the team while unable to attend in person. This unique fundraiser earned \$100,000 for Kings Care Foundation to support its charitable commitments across Los Angeles.



L A K I N G S C O M M U N I T Y R E P O R T

FUNDRAISERS



SILENT AUCTIONS

Mobile Auctions provided an opportunity for fans to remain close to the team by offering unique memorabilia, signed merchandise and jerseys and virtual experiences for purchase. This popular fundraiser for Kings Care Foundation was again a significant source of funding for the LA Kings charitable commitments, raising nearly \$250,000.



FUNDRAISERS



TEAMS FOR LA

Through Teams for LA, local sports teams came together to raise \$250,000 for the Mayor’s Fund for Los Angeles and to distribute clothing to individuals facing housing insecurity. During the 2020-21 season the LA Kings and Rank and Rally distributed several dozen pallets of clothing to organizations across Los Angeles aiding the homeless.

“ I wanted to thank [the LA Kings organization] for the donations of clothing and other items. We bless so many people in our organization. There were so many happy faces of joy. We all know there are families that don't have enough during this hard time and I'm glad that the Kings organization can help spread the love.

Cesar Uolla
Re-Entry Coordinator at Homeboy Industries



SPECIAL PROJECTS



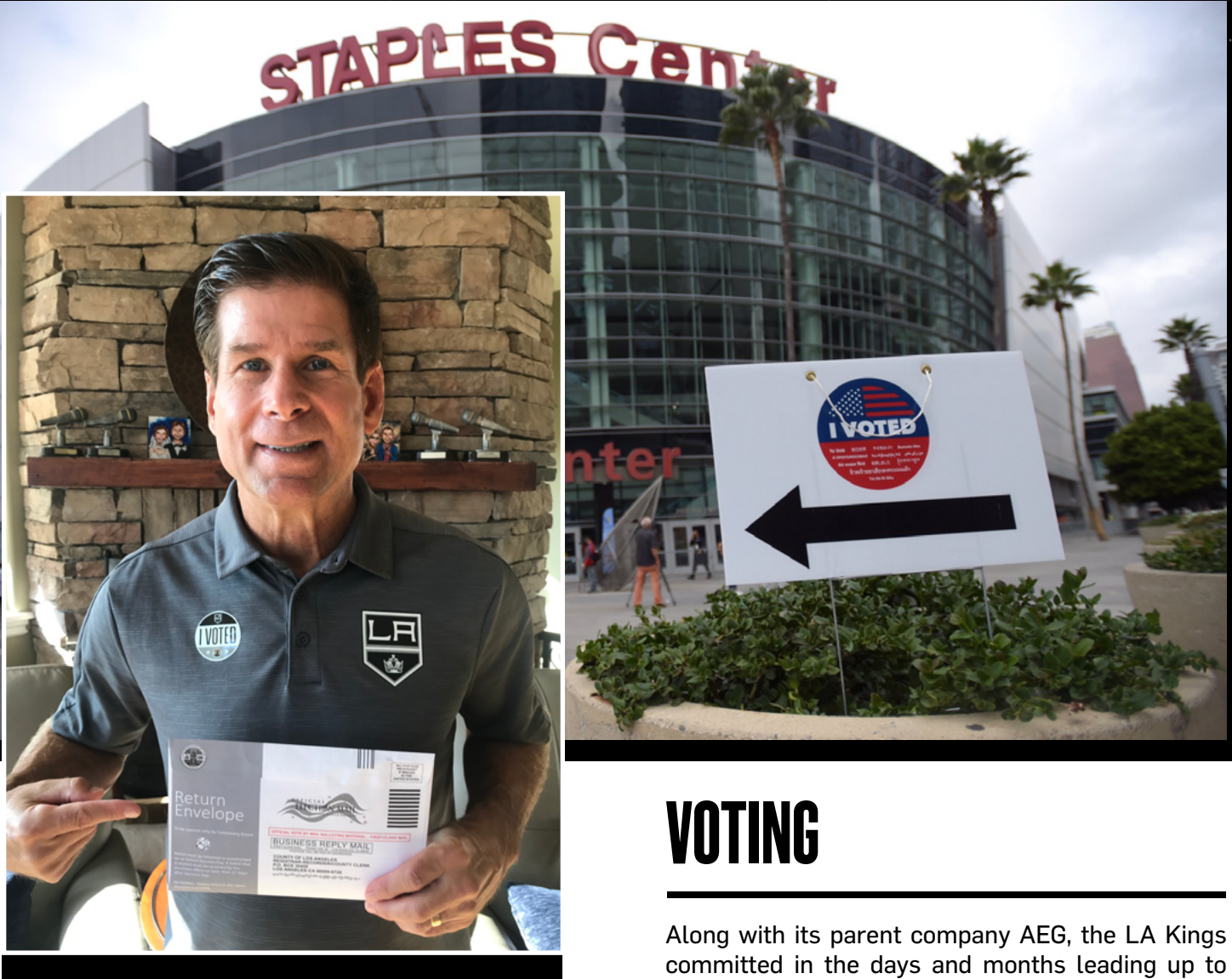
COVID-19 SAFETY

LA Kings face masks proved to be a popular accessory for fans, raising over \$60,000 through two design releases. To continue to encourage residents to “mask up”, current and former LA Kings goalies helped deliver the message to all Los Angeles to wear a mask for the safety of the community. And, later on in the progression of COVID-19 Pandemic, the LA Kings partnered with LA County to produce vaccine PSA's and to establish Dignity Health Sports Park as a large-scale COVID-19 vaccination drive-through site in February and March, resulting in the vaccination of 20,000 Angelenos.



LA KINGS COMMUNITY REPORT

SPECIAL PROJECTS



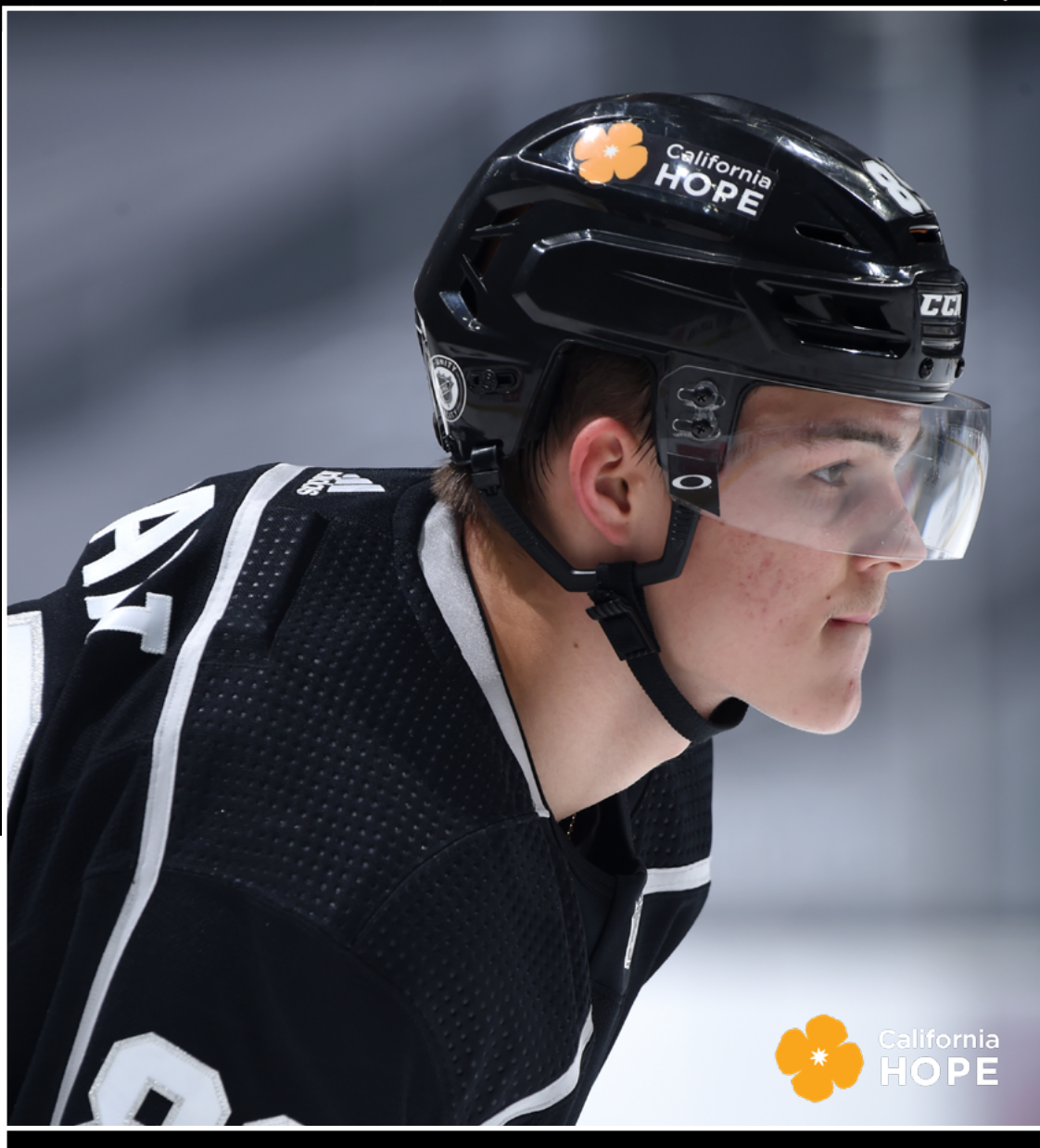
VOTING

Along with its parent company AEG, the LA Kings committed in the days and months leading up to the Presidential Election to empower Angelenos to participate in the voting process. STAPLES Center, the home of the LA Kings, served as a Vote Center in the recent Presidential General Election for 11 days.



LA KINGS COMMUNITY REPORT

SPECIAL PROJECTS



CALHOPE

In a historic move, the LA Kings launched a new partnership with the CalHOPE Crisis Counseling Program, a California-based mental health and wellness initiative, to be featured as the official helmet partner for the 2020-21 season. This new partnership underscores the LA Kings' commitment to promoting the overall mental health and emotional well-being of the team, its staff and fans across Southern California.

HOCKEY DEVELOPMENT



HOCKEY DEVELOPMENT



FREE GIRLS HOCKEY CLINICS

During the spring, the LA Kings hosted two free girls hockey clinics coached by Blake Bolden. 53 girls ages 8-18 participated in the clinics which included both on and off-ice sessions focused on player and skill development with all female players and coaching staff.

“ My daughter has been a huge fan of Blake for a while now. We watched her at the PWH-PA Dream Gap tours and met her there. When I heard Blake was leading the clinic, it was a no brainer.

Erikson Albrecht
Youth Hockey Parent





LA KINGS COMMUNITY REPORT

HOCKEY DEVELOPMENT



YMCA

The LA Kings marked the return of youth sports with several outdoor and socially distanced Ball Hockey clinics at local YMCAs and in the community. Among the first Ball Hockey clinics were those in partnership with the YMCA for Healthy Kids Week. During that time, the Hockey Development team visited the North Valley, Culver-Palms, Pasadena-Sierra Madre, and Wilmington branches to run ball hockey clinics. A total of 101 students participated in skill-building drills and games.

“ Just wanted to express our sincere gratitude for the amazing clinic you held here at our North Valley Y – it was awesome! Every child was so excited and focused on the activities. Your team was absolutely outstanding.

Dan Powell
S.V.P. of Branch Operations,
Interim Executive Director at North Valley
YMCA at Porter Ranch



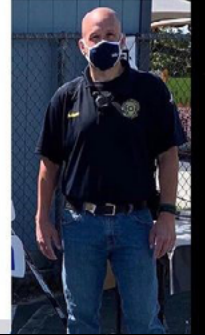


LA KINGS COMMUNITY REPORT

HOCKEY DEVELOPMENT



Thank you LA Kings and Officer Patterson from NLMUSD School Safety!
We are so grateful for our partnership with the LA Kings!! Thank you for blessing so many of our students with hockey sticks and balls yesterday!



NORWALK-LA MIRADA UNIFIED SCHOOL DISTRICT

The LA Kings committed to providing 1,500 balls and sticks to grow the game with students in the Norwalk La Mirada Unified School District. In the first phase of gifting, 350 students participated in the LA Kings Skills and Drills series both on-campus and at home and received a ball and stick of their own.



HOCKEY DEVELOPMENT



PLAYWORKS BALL HOCKEY CLINICS



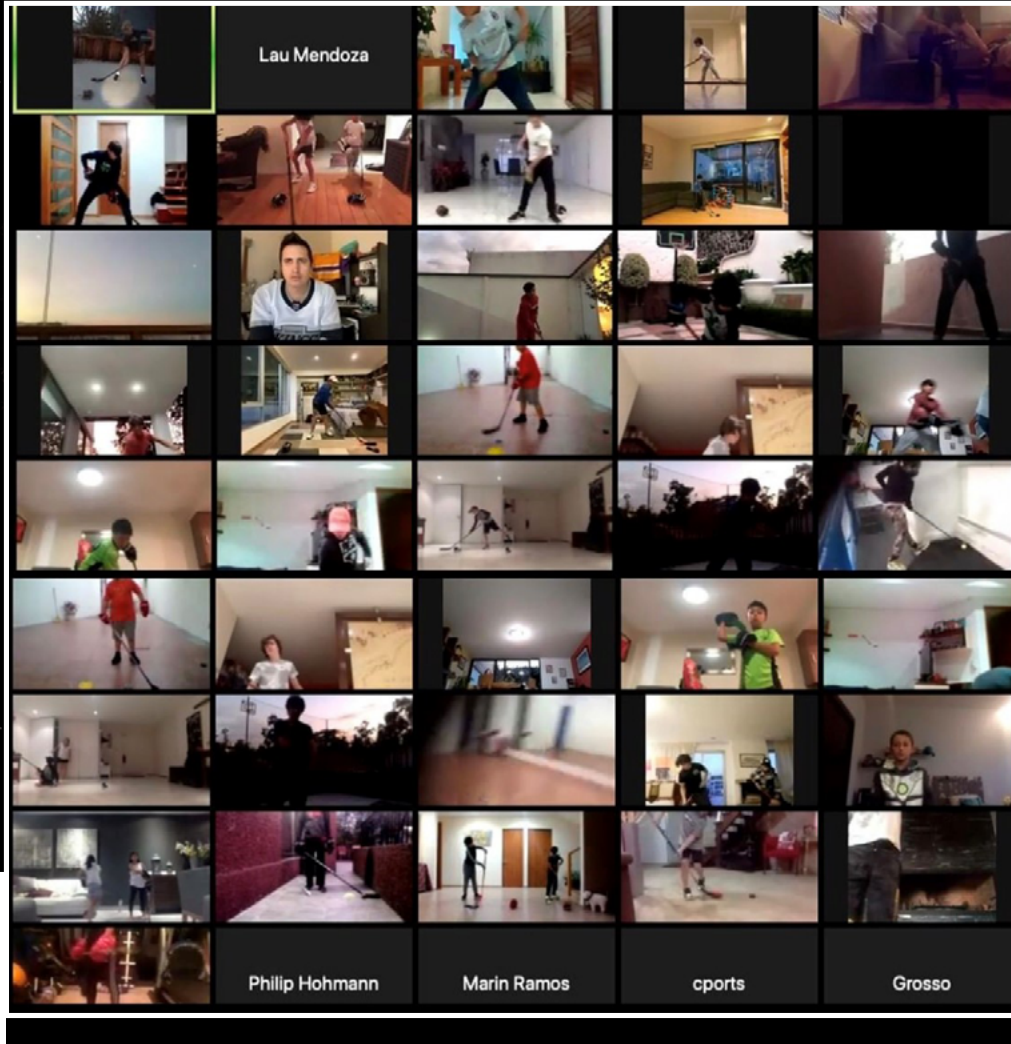
PLAYWORKS

Building off the success of Ball Hockey programs in community organizations, the LA Kings joined forces with Playworks to integrate similar programming during recess in schools. To help launch the program, Daryl Evans hosted a virtual training session for Playworks coaches who later implemented a four-week program for nearly 150 students.



LA KINGS COMMUNITY REPORT

HOCKEY DEVELOPMENT



MEXICO CITY JR. KINGS



In the spring of 2020, the LA Kings entered into an agreement with Ice World Santa Fe (Mexico) to form the Mexico City Jr. Kings, which is made up of seven teams and over 100 players. During the pandemic the Kings held seven virtual training sessions hosted by Kings Alumnus Derek Armstrong and Kings Spanish Radio Broadcaster Francisco X. Rivera.

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 2020-21 a memorable year of giving!

- + **Donate to Kings Care Foundation:** To make a monetary contribution to Kings Care Foundation, visit 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.
- + **Sponsorship Opportunities:** If you are interested in sponsoring Kings Care Foundation, email aapel@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.
- + **AmazonSmile:** Consider selecting Kings Care Foundation as your non-profit beneficiary through AmazonSmile.
- + **PledgeIt:** Visit LAKings.com/pledgeit to view active campaigns and pledge your support to a worthy cause.
- + **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.

KINGS CARE FOUNDATION BOARD



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