



FOREVER 50 
Kings Care
FOUNDATION

2016-2017 COMMUNITY REPORT



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MESSAGE FROM LUC ROBITAILLE

The 2016-17 season was a banner year for our organization, both in the community and from a historical standpoint. Giving back is a fabric of this team's culture and remains our highest priority. So, to celebrate the LA Kings 50th Anniversary, we conceived the Forever 50 charitable campaign to leave a legacy of positive change in our city.

With support from our fans, sponsors, partners and players, Kings Care Foundation had a record-breaking year of giving. As an organization, we invested more money, time and resources than ever before. The depth of these efforts can be seen in the pages that follow.

On behalf of the entire LA Kings organization, thank you for your support both on and off the ice. We look forward to an exciting 2017-18 season.



Luc Robitaille
President



I SPEAK FOR THE ENTIRE TEAM WHEN I SAY THAT WE LOVE OUR FANS AND LOVE THE CITY OF LA. THOSE MOMENTS INTERACTING WITH FANS, WHETHER IT'S VISITING CHLA, TEACHING A YOUNG HOCKEY PLAYER OR SIGNING AN AUTOGRAPH AT TIP-A-KING, ARE ALWAYS HIGHLIGHTS OF OURS THROUGHOUT THE YEAR.



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 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 over \$11 Million in monetary and in-kind support to local organizations.

In celebration of the team's 50th Anniversary season, the LA Kings and Kings Care Foundation engaged the entire organization in 50 charitable acts throughout the city of Los Angeles. These acts, characterized by monetary and in-kind donations, awareness campaigns and volunteerism, are featured throughout this commemorative book.

\$3 MILLION
DONATED TO
LOCAL CHARITIES

50 CHARITABLE PARTNERS
RECEIVED SUPPORT

300,000
INDIVIDUALS
DIRECTLY IMPACTED

4,300+ SERVICE
HOURS
COMPLETED



Dustin and Nicole Brown sponsored a family in need during the holidays.



Tanner Pearson met with Sergeant First Class Cory Jacob Remsburg of the United States Army.



Drew Doughty gifted a young boy a Razor Scooter for Christmas.



Jeff Carter worked alongside YMCA patrons on STEM Education-based learning.

BY THE NUMBERS

Monetary Support

CATEGORY	MONEY DONATED
Health	\$1,750,000
Education	\$100,000
Recreation	\$120,000
Civic Enterprises	\$30,000
Underserved Communities	\$25,000
Diversity and Inclusion	\$1,000,000
Military	\$25,000
Sustainability	\$15,000
Animal Welfare	\$5,000
Total	\$3,070,000

In-Kind Support

ITEM	VALUE DONATED
Autographed Pucks	\$1,775
Autographed Player Cards	\$1,275
Team Signed Replica Sticks	\$6,000
Player Signed Sticks	\$1,350
Mini Sticks	\$850
Jerseys	\$1,800
Photo Canvases	\$4,700
Hats	\$510
Tickets to other charity fundraisers	\$33,900
Tickets given to community	\$167,640
Total	\$219,800



100 students from Cimarron Avenue Elementary School celebrated the new shoes they received from LA Kings wives and girlfriends.



LOMA LINDA RONALD MCDONALD HOUSE OPENING
 The LA Kings and Ontario Reign teamed up to donate \$1 million to the Loma Linda Ronald McDonald House to help expand the facility and create a new hockey-themed family and children's recreation center.

"BLOOD AND PUCKS" AT CHILDREN'S HOSPITAL LOS ANGELES
 The LA Kings supported blood donations at Children's Hospital Los Angeles with prizes and appearances from Alec Martinez, Bailey and Ice Crew every Wednesday over the summer before the 2016-17 season.



LA KINGS GOLF TOURNAMENT
 The LA Kings and Ontario Reign came together at Pacific Palms Resort on December 5th for the second time and raised over \$160,000 for Children's Hospital Los Angeles and Loma Linda Ronald McDonald House.





MAKE-A-WISH DAY AT TOYOTA SPORTS CENTER

50 children from the Make-A-Wish Foundation enjoyed a day out with the LA Kings at the team's practice facility, complete with ice skating, behind-the-scenes tours and player meet & greets.



MAKE-A-WISH FOUNDATION GALA

The LA Kings received the "Power of a Wish" award at the Make-A-Wish Foundation annual gala, which was attended by Tyler Toffoli and Tanner Pearson.



MAKE-A-WISH STAR OF THE MONTH

Families from the Make-A-Wish patient network enjoyed ancillary wish experiences, such as meeting Dustin Brown, at LA Kings home games through the Star of the Month program.



CHILDREN'S HOSPITAL LOS ANGELES GALA, PRESENTED BY THE LA KINGS

The LA Kings, who also served as the presenting sponsor of CHLA's biennial gala, received the "Courage to Care" Award. The event raised \$4 million for the hospital.





LA KINGS DAY AT CAMP RONALD MCDONALD FOR GOOD TIMES

Members of the LA Kings Ice Crew and Bailey engaged 600 children with cancer and their siblings in hockey themed games and activities at Camp Ronald McDonald for Good Times.

LA KINGS BLOOD DRIVES WITH CHILDREN'S HOSPITAL LOS ANGELES

Blood Drives were conducted by Children's Hospital Los Angeles outside STAPLES Center prior to the LA Kings games on January 7th, 9th and 12th as part of Blood Donor Awareness Month.



CHILDREN'S HOSPITAL LOS ANGELES BIRTHDAY SURPRISE

The LA Kings hosted a birthday party for a young CHLA patient and his brother, complete with special guest appearances from Jonathan Quick, Tanner Pearson and Tyler Toffoli.



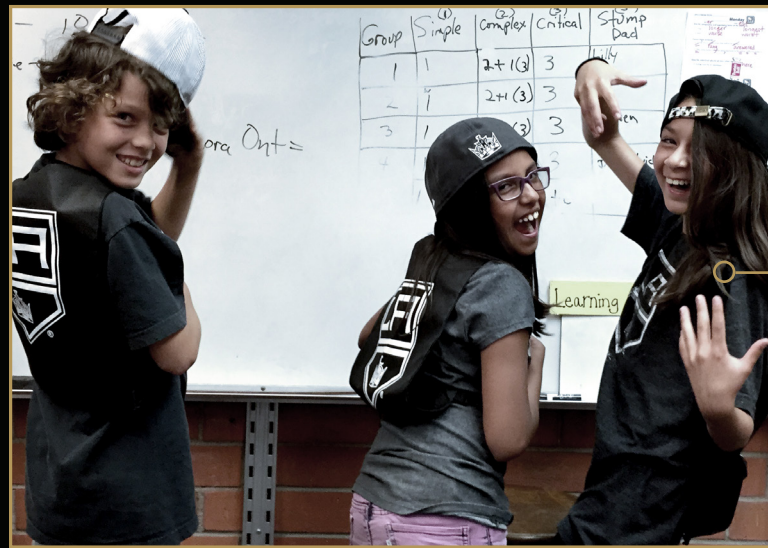
Dream On 3 Wish Fulfillment with Jonathan Quick

Dream Kid Noah met Jonathan Quick at the LA Kings practice facility and was later invited to watch the Kings vs Red Wings game on January 5th, complete with a locker room tour and ice seats.

HOCKEY FIGHTS CANCER NIGHT IN PARTNERSHIP WITH AMGEN BREAKAWAY FROM CANCER

As part of Hockey Fights Cancer, the LA Kings raised over \$55,000 for Amgen Breakaway from Cancer partners at STAPLES Center during October.





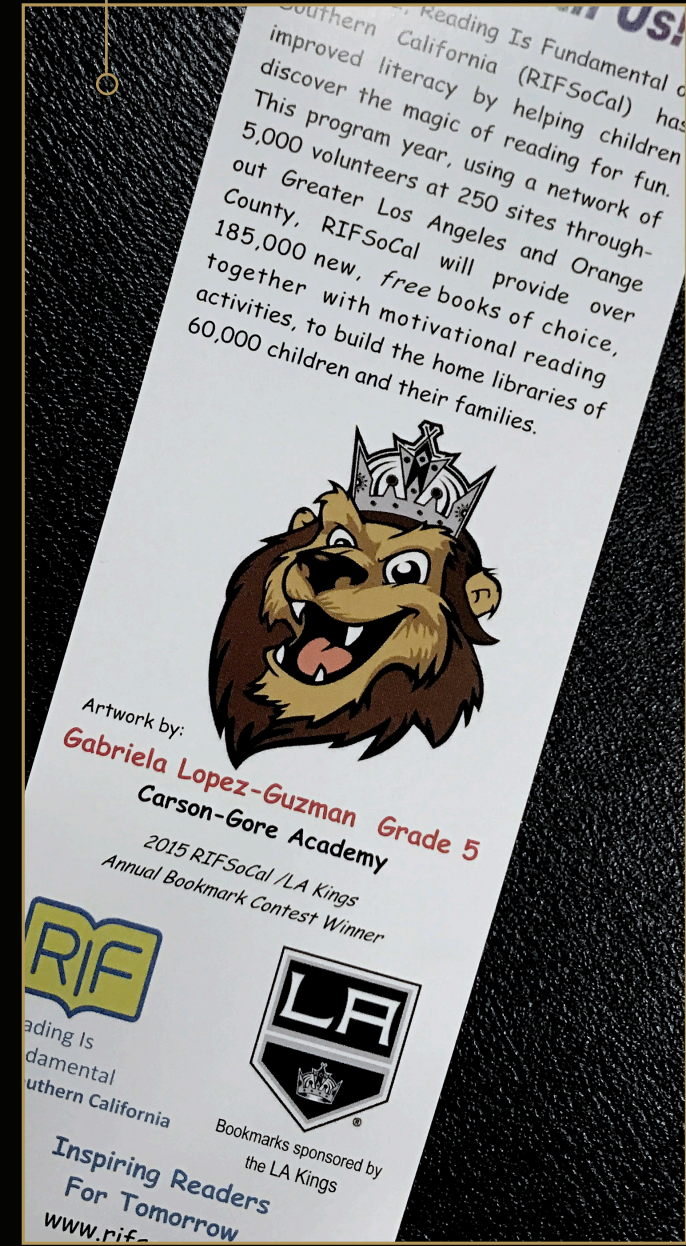
LA KINGS ROYAL READERS
 Royal Readers students read nearly 10 million minutes during a 3-month incentivized reading program in partnership with Pepperdine University.

LA KINGS KIDPRESS PROGRAM WITH LA'S BEST
 40 aspiring young reporters in LA's Best KidPress Program were given behind-the-scenes access to the LA Kings to author their first professional sports pieces featuring Nic Dowd, Sean O'Donnell, Alex Curry and other key team personnel.



READING IS FUNDAMENTAL SPORTS BOOK SECTION
 In an effort to improve literacy and access to educational resources, the LA Kings teamed up with Reading Is Fundamental to give 5,000 students a new sports book of their very own.

READING IS FUNDAMENTAL BOOKMARKS AND BOOKPLATES
 The LA Kings provided bookmarks and bookplates for nearly 300,000 students who received reading materials from Reading Is Fundamental of Southern California.





AEG SERVICE DAY WITH CITY YEAR

LA Kings staff joined local AEG employees to beautify 49th Street Elementary in Los Angeles with the help of City Year.



LA KINGS SCIENCE SUNDAYS AT DISCOVERY CUBE LA

Families were welcomed to enjoy all the interactive math and science exhibits at Discovery Cube LA and to also take advantage of special opportunities to play street hockey, meet LA Kings celebrities and take home giveaways.



FIT TO BE KING RUN CLUB

LA Kings fans trained all season long to be "Fit To Be King" alongside Daryl Evans with the Run Club.

LA KINGS 5K RUN/WALK BENEFITING HYDROCEPHALUS ASSOCIATION

Held in conjunction with the Hydrocephalus Association, the annual LA Kings 5K Run/Walk, hosted by Daryl Evans, raised a combined \$250,000 for research and programs benefiting individuals with Hydrocephalus.





GIRLS ON THE RUN LA KINGS TEAM

15 girls, ages 8-13 from 9th Street Elementary, were empowered to learn life skills through dynamic, conversation-based lessons over a 15-week, 5k training program through Girls on the Run.



VARIETY'S MOBILITY PROGRAM BIKE DONATION

The LA Kings presented a bike adapted to fit the needs of a six-year-old boy with Muscular Dystrophy on September 28th at STAPLES Center with the help of Variety's Mobility Program.



REDONDO BEACH POLICE FOUNDATION SCHOOL SAFETY KITS

Through a partnership with Redondo Beach Police Foundation, the LA Kings committed to purchasing Emergency Safety Kits to be installed in all Redondo Beach schools.

AMERICAN RED CROSS HOME FIRE CAMPAIGN INSTALLATION

The LA Kings sponsored efforts to canvas and install smoke detectors in five hundred (500) homes in Long Beach and Hawthorne with the American Red Cross.





LA FAMILY HOUSING

LA Family Housing received funding for much needed improvements to their facilities to help further their mission of serving individuals transitioning out of homelessness and poverty by providing a continuum of housing enriched with supportive services.

LA KINGS HEROES AMONG US

50 Heroes in various fields - healthcare, the US Armed Forces, city workers and members of the local community - were welcomed to STAPLES Center for an LA Kings game and were celebrated through the We Are All Heroes program.



AEG SERVICE DAY AT THE LAS VEGAS FOOD BANK

During the annual AEG Connect Summit, staff from around the country participated in a service day at the Las Vegas Food Bank.

TREATS-N-SUITES

The LA Kings decorated an LA Kings-themed suite as a part of StubHub Center's Treats-N-Suites, where 1,500 children Trick-or-Treated throughout various suites as an ancillary or replacement activity to typical Halloween night festivities.





LA KINGS FOOD DRIVES BENEFITING LA REGIONAL FOOD BANK

Over 500lbs of non-perishable food items were collected at LA Kings home games in November to benefit Los Angeles Regional Food Bank.

LA KINGS TOY DRIVES BENEFITING LOCAL CHILDREN'S CHARITIES

Over 500 toys were collected at LA Kings home games in December to benefit local children's charities.



ADOPT-A-FAMILY WITH CHILD ABUSE PREVENTION CENTER

All LA Kings players and their families sponsored a family in need from Child Abuse Prevention Center's Families Helping Families Program during the holidays.

SHOES THAT FIT SHOE DISTRIBUTION BANK

In partnership with Shoes That Fit, LA Kings wives and girlfriends gifted new athletic shoes to 100 students in need at Cimarron Avenue Elementary.





LA KINGS SLED HOCKEY

The LA Kings invested \$50,000 in the LA Kings Sled Hockey team to provide steady, experienced leadership and to manage training and tournament logistics.



MARTIN LUTHER KING JR. DAY WITH YMCA

500 local YMCA patrons attended a free pre-game screening of Soul on Ice with Willie O'Ree, followed by the LA Kings vs Tampa Bay Lightning game on January 16th.



LA KINGS BALL HOCKEY PROGRAM WITH THE YMCA AND DELTA AIRLINES

The LA Kings committed \$1 million to develop a Ball Hockey program that will be offered at 26 YMCA LA locations in partnership with Delta Airlines.





TIP-A-KING

The team's signature fundraising event where all players, along with several coaches and alumni, met fans took place on January 7th and raised over \$350,000.

WORKSITE MENTORSHIP PROGRAM WITH CITY HONORS

LA Kings staff served as mentors to 20 high school juniors from City Honors College Preparatory in Inglewood, California, providing them with their first exposure to the working world.



HERO OF THE GAME PRESENTED BY BELFOUR

At each of the 41 regular season home games, active, reserve and retired servicemen were honored as the Hero of the Game and were treated to LA Kings tickets and a pregame dinner.

MILITARY BABY SHOWER IN PARTNERSHIP WITH THE USO, MARCH OF DIMES AND HONEST COMPANY

LA Kings players' wives, with the help of the USO, March of Dimes and Honest Company, hosted a baby shower for 50 expectant military families.





WE ARE ALL K-9S CALENDAR BENEFITING 4 PAWS 4 PATRIOTS SERVICE DOG PROGRAM

Proceeds of the LA Kings pet calendar, We Are All K-9s, supported training for 21 service dogs with 4 Paws 4 Patriots.

MILITARY OCEAN THERAPY WITH JIMMY MILLER FOUNDATION

Through a \$50,000 gift to the Jimmy Miller Foundation, the LA Kings funded 50 surf sessions across California, providing veterans suffering from mental and physical illness with healing through surfing and other ocean therapy activities.



GRID ALTERNATIVES
The LA Kings sponsored a single family home solar panel installation that is estimated to save the household more than \$20,000 in energy-related costs for a 20-year period, avoiding 44 tons of emissions.

HEAL THE BAY
The LA Kings hosted a tri-city beach clean-up that brought together 250+ volunteers who removed 700lbs of trash in just two hours.

GRADES OF GREEN
Kings Care Foundation and Grades of Green joined forces to bring personalized, one-on-one green activities to over 2,000 students in Los Angeles.

ENVIRONMENTAL HOLIDAYS
Earth Hour
AEG employees and facilities participated in this worldwide effort to raise awareness about climate change by turning off the lights for one hour.

Earth Day
Earth Day is an annual event for people and organizations to demonstrate their support for environmental sustainability.

ENRICH LA
With the help of Melissa's Produce, the LA Kings constructed a new edible and interactive garden at 20th St Elementary in South Los Angeles, and with it, food-based education.

LA KINGS GREEN

LA Kings Green, an umbrella program to encompass the team's sustainable initiatives, was created to bring more awareness to the most critical environmental issues and drive positive impact through arena operations as well as fan and community engagement.

GRID ALTERNATIVES SOLAR PANEL INSTALLATION

To provide financial relief to low income families and reduce energy consumption, the LA Kings partnered with GRID Alternatives to sponsor a solar panel installation thus reducing future greenhouse gas emission by 66 tons for a single home.



GRADES OF GREEN SCHOOL SPONSORSHIP

2,000 students across four Los Angeles schools received personalized "green" programming during the 2016-17 academic year.

2017 NHL ALL-STAR LEGACY PROJECTS

ENRICH LA GARDEN BUILD AT 20TH STREET ELEMENTARY WITH MELISSA'S PRODUCE

LA Kings staff and Ice Crew, along with Melissa's Produce, built an edible and interactive school garden for 600 students at 20th Street Elementary.



2017 NHL ALL-STAR LEGACY PROJECTS

HOCKEY DAY AT DISCOVERY CUBE LA

1,000 students were welcomed to Discovery Cube LA to learn the Science of Hockey and experience other science- and math-based educational exhibits.



TRI-CITY BEACH CLEAN-UP WITH HEAL THE BAY

250 LA Kings fans, staff and supporters gathered across three Southern California Beaches to clean up 750lbs of trash in two hours.

KIDS DAY AT NHL FAN FAIR

2,000 students from Future Goals-participating schools were invited to NHL Fan Fair leading into All-Star weekend.



HABITAT FOR HUMANITY HOUSE AND PLAYHOUSE BUILD

Nearly 100 LA Kings staff and fans worked together to frame walls of a single family home and build limited-edition LA Kings playhouses to benefit families in need through Habitat for Humanity outside of STAPLES Center.



CRENSHAW FAMILY YMCA RENOVATION

The LA Kings and NHL teamed up to renovate key areas in the Crenshaw Family YMCA, such as the STEAM Lab, Playground and Picnic Area, Teen Resource Center, Second Floor Multipurpose Room, and Child Center, allowing this Y location to significantly expand its programs.



2017 NHL ALL-STAR LEGACY PROJECTS

"Well, we finished our "Blood and Pucks" campaign with Alec! What a wonderful ambassador for the Kings!.... He was such a hit that I personally received calls from people who found his CHLA schedule on your website and they wanted my assurance that it was true that he would really be here. Alec has a true understanding of the need for the blood donations and their life-saving ability; he conveyed that to donors along with his appreciation for their time spent helping our patients. He was very engaging with the public.... I would see him in the lobby with the Ice Crew and Bailey talking with all kinds of people – the more the merrier. He also came into the center – after he filled it up with donors – to talk to everyone in the act of donating. He did all this before being the last donor of the day for the Kings time here at CHLA. We will have to use this as a blueprint for the future."

- **Aileen Jenkins**, Blood Donor Center Supervisor, Children's Hospital Los Angeles

"THANK YOU for ALL that you did for Dream Kid Noah this past weekend! Wow, you guys know how to roll out the red carpet! It was an opportunity of a lifetime and one that has changed his life already. Thank you for showing him that no matter what he is faced with, he can continue to dream and see that they do come true."

- **Elizabeth Lindsey**, Executive Director, Dream on 3

"One of our camp families is staying at the Ronald McDonald House this week as their little one gets surgery to remove tumors and his 4-year-old sister is, as you can imagine, feeling a little unsettled and scared. She came into my office this morning and saw the sparkly pink and black witch costume, asked if she could have it, to which I of course said yes. She wrapped her arms around it and said – this made me so happy! Her mom was thrilled that it's one less costume she has to buy and sends her thank you to you too! A new costume is a small distraction for what will be a stressful time for Savannah as she's worried about her brother but even a small distraction is helpful so thank you so much!

Thank you for our incredible seats to the exciting game! We're so grateful for all you do for Camp Ronald McDonald for Good Times and so many other deserving charities in our community."

- **Nicole Ring**, Events Manager, Camp Ronald McDonald For Good Times

KINGS CARE FOUNDATION BOARD MEMBERS

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Jennifer Pope

BOARD OF DIRECTORS

Luc Robitaille

Kelly Cheeseman

Mike Altieri

Amanda Ellis

BOARD MEMBERS

Mason Donley

Joe Leibfried

Jim Fox

Nam McGrail

Chris Crotty

Jonathan Anderson



Board members Jennifer Pope, Kelly Cheeseman, Mike Alteri, and Amanda Ellis with Daryl Evans, Tyler Toffoli and Tanner Pearson at the Make-A-Wish Gala.

Board members Jennifer Pope, Kelly Cheeseman, and Amanda Ellis with the Jimmy Miller Foundation's Nancy Miller, partners from Yoga Glow and other LA Kings employees at a Jimmy Miller Ocean Therapy session.



Board Member Jonathan Anderson helps build a garden at 20th Street Elementary.



Board members Nam McGrail and Luc Robitaille with other LA Kings employees at the LA All-Star Habitat for Humanity build that took place outside of STAPLES Center during LA All-Star week.



The LA Kings and Kings Care Foundation would like to thank our generous community of fans, partners, sponsors, volunteers and players for making 2016-2017 a record-breaking year of giving!

CONTACT US






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-  Register for LA Kings mobile auctions – text KINGS to 52182
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-  Sign up for Kings Care Foundation's email newsletter – visit www.lakings.com/enews
-  Find out about opportunities to sponsor Kings Care Foundation – email aellis@lakings.com





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