

**LA KINGS
COMMUNITY
REPORT**

2022-23

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A MESSAGE FROM KEVIN FIALA

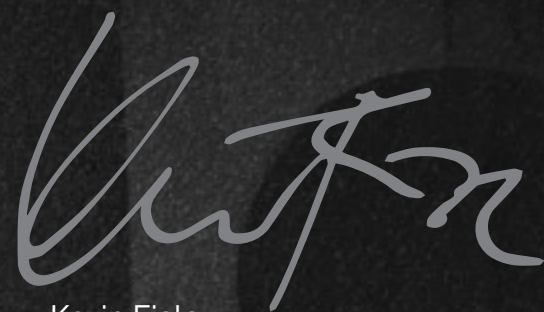
Thank you, LA Kings Fans and Kings Care Foundation Supporters, for welcoming me with open arms into the Kings family. I could not be more excited to build on the foundation we set this past season towards the ultimate goal of winning the Stanley Cup. However, off the ice, I am thrilled to say that the Kings' support of the Los Angeles community this season was an unequivocal win.

The Kings are introducing more Angelenos to hockey than ever before – bringing new fans out to games, hosting learn to skates at local rinks and spreading ball hockey to schools across the city. As we continue to grow our game through these exciting play expansion programs, LA will truly become Hockeywood.

None of this would be possible without all of you, our dedicated fans and supporters. From fundraising events like the LA Kings 5K and Golf Par-Tee, to silent auctions and seasonal specialty items, you answered the call to give back. These funds also benefitted the important work of Children's Hospital Los Angeles and Ronald McDonald House Charities supporting the wellness of children and families in the area.

I had the pleasure of learning about the incredible work these organizations do directly from the families they support. With the help of the Kings Care Foundation, I was able to bring a family from one of our partner organizations out to every home game and meet with them after the game. It was such a joy to see how attending a Kings game uplifted families and I am excited to meet many more of you all this year.

Here's to looking forward to a great 23-24 season and Go Kings Go!



Kevin Fiala



ABOUT KINGS CARE FOUNDATION



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

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.



ABOUT KINGS CARE FOUNDATION

Since its inception in 1996, Kings Care Foundation has provided over \$19.5M 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.

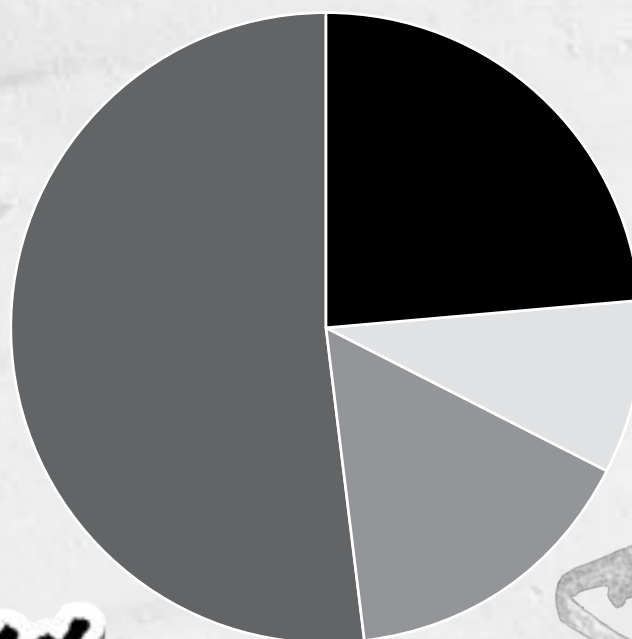
For more information, visit lakings.com/kingscare or contact KingsCare@lakings.com.



SUMMARY OF SUPPORT

\$1,980,333

IN FINANCIAL AND IN-KIND SUPPORT



HEY!
HEY!
HEY!

- RECREATION: \$185,000
- ADVOCACY: \$70,000
- PLAY EQUITY: \$122,790
- WELLNESS: \$405,000



PARTNERSHIPS

KINGS CARE FOUNDATION *FOUNDING CHARITABLE PARTNERSHIPS*



CHILDREN'S HOSPITAL LOS ANGELES:

This year, the Foundation completed its 3-year, \$450,000 commitment to support the Pathology and Neurosurgery departments in providing best-in-class care to youth and families in Los Angeles. Since its formation Kings Care Foundation has contributed over **\$3,000,000** in financial support to the hospital.



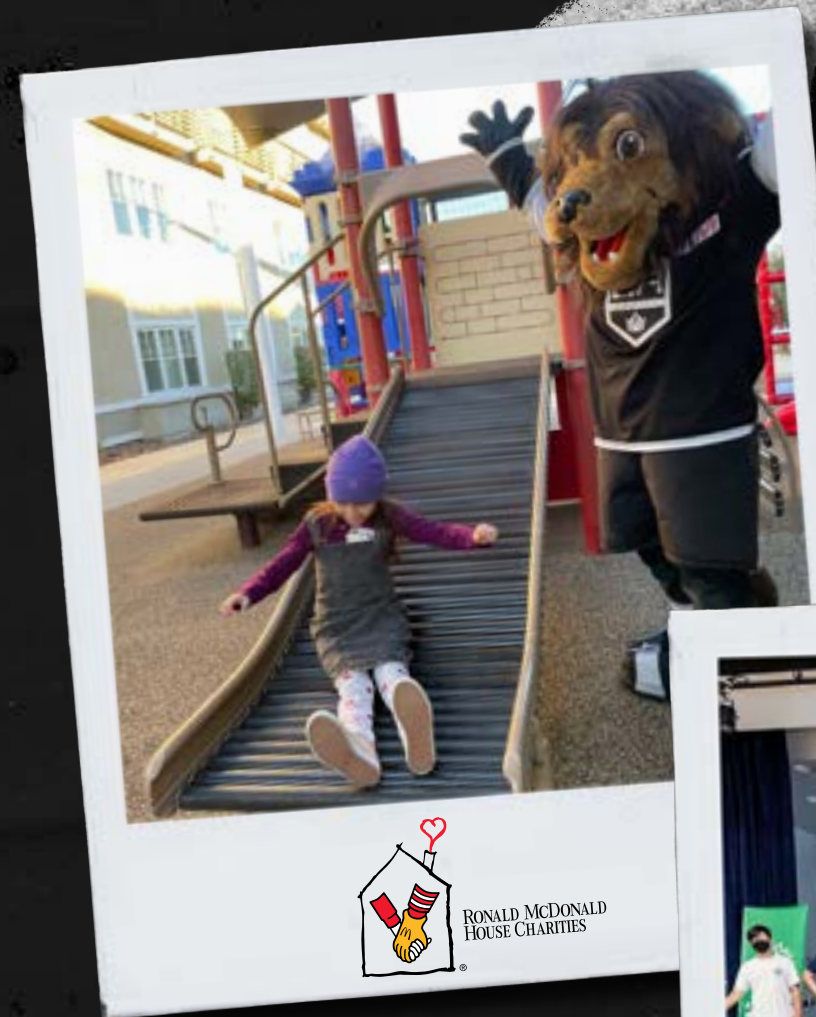
YMCA:

The Foundation has pledged a total of **\$1,600,000** to fund Ball Hockey league play in community YMCAs across Los Angeles. This play expansion partnership 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.



DISCOVERY CUBE LOS ANGELES:

The LA Kings Science of Hockey exhibit at Discovery Cube Los Angeles opened in 2015 as a fun and interactive application of science and math concepts to the sport of hockey. The Foundation pledged **\$2,500,000 over ten years** 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.



RONALD MCDONALD HOUSE CHARITIES:

The Foundation supports Ronald McDonald House Charities in a variety of 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', 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.

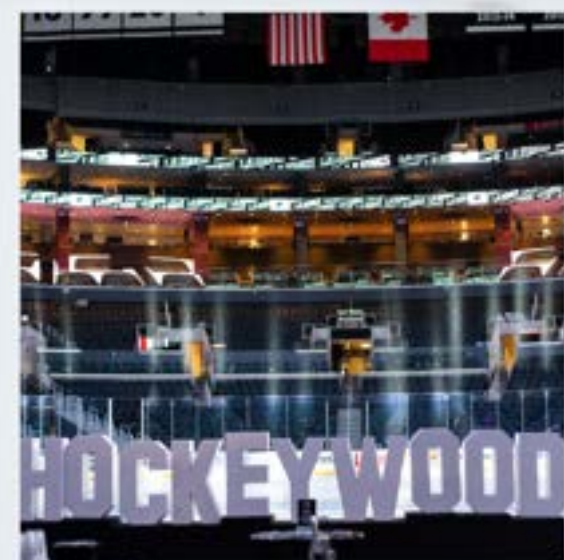


The ALLIANCE: Los Angeles:

In a collaboration to pursue change in communities of color and develop meaningful programs, the 11 professional sports organizations in greater Los Angeles joined together in 2020 to launch The ALLIANCE: Los Angeles, a comprehensive five-year commitment to drive investment and impact for social justice through sport. Kings Care Foundation committed \$500,000 to support the Play Equity Fund's mission to bring the transformative power of sport and structured play to youth – regardless of their race, socioeconomic status, or gender – who have been left behind by the current system.

FUNDRAISING EVENTS

LA KINGS 5K:
The LA Kings 5K brought together current players, fans, and South Bay locals to fundraise, promote healthy activity and celebrate the start of the NHL season. The event was sold out for the first time ever and raised almost \$100,000. 4,417.5 miles completed by 1,425 participants



\$169,550 RAISED

HOCKEYWOOD:
This year, the LA Kings hosted their inaugural Hockeywood to kick-off the 2022-23 season. VIP guests, celebrities and influencers were welcomed to the behind-the-scenes party at Crypto.com Arena to mix and mingle with LA Kings players and enjoy exclusive offerings from merchandise and culinary partners.



\$240,928 RAISED

LA KINGS FESTIVAL:
The LA Kings Festival was back for the first time since 2020 as the ONLY all-access event for fans to meet their favorite LA Kings players, alumni, and personalities! Plus, attendees heard from LA Kings Coaches and Development staff on the State of the Franchise AND a special "Hot Stove" discussion with Dustin Brown as he reminisced on his 18-year career with the LA Kings.



\$43,500 RAISED

LA KINGS AND BEACHLIFE FESTIVAL PAR-TEE:
The LA Kings, along with BeachLife Festival, hosted the 2nd annual LA Kings Golf Par-Tee to kick off the summer. Kings fans, alumni and supporters enjoyed a fun-filled nine-holes overlooking the ocean at The Links at Terranea with all funds raised benefitting Kings Care Foundation.

GARAGE SALES:
Kings Care Foundation hosted three "garage sales" where fans had the chance to score discounted Kings memorabilia while supporting the foundation.

Season Kick Off Summer Sale:
\$49,660 RAISED

LA Kings Festival:
\$37,780 RAISED

Paint The Ice:
\$28,196 RAISED

**\$586,926.50
FROM EVENTS**



FUNDRAISING

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 Foundation was able to raise over \$2.3 million for the local community.

OVER
\$2.3 MILLION
RAISED



AUCTIONS: \$659,188.00



SPECIALTY ITEMS & TICKET PACK ITEMS: \$159,881

Highest Grossing Items:

- Dustin Brown Retirement Night Items: \$29,864.00
- Player Autographed Holiday Ornaments: \$23,707.50
- Mystery Pucks & Warm Up Pucks: \$21,400.00

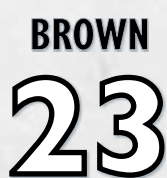


GAME-USED MERCHANDISE: \$611,431.75



BAILEY'S BUDDIES: \$152,761

This year's iteration of the fan-favorite program offered fans two options: a pack to honor the retirement of #23, or a pack showing off the 22-23 Reverse Retro look.



FOREVER A KING PACKAGES: \$90,267.00

In celebration of Dustin Brown's retirement, fans could purchase a variety of "Forever A King" packages granting them access to different events throughout the season and an inscription on a new Dustin Brown Panel on the LA Kings 50th Anniversary Monument outside of Crypto.com Arena.



FUNDRAISING

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 2022-23 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. **Fans donated over 1000 items** for this important cause.



FOOD DRIVES SPONSORED BY BLUE SHIELD OF CALIFORNIA:

The LA Kings hosted food drives at four home games this season that benefitted the Salvation Army and St. Anne's Family Services. **In total, over 500 items of food were collected.**



TOY DRIVES:

Fans donated new toys prior to four LA Kings homes benefitting Children's Hospital Los Angeles, Children's Burn Foundation, and various other organizations serving the LA community. **Altogether, over 400 toys were donated.**



BLOOD DRIVES IN PARTNERSHIP WITH CHILDREN'S HOSPITAL LOS ANGELES:

Fans enthusiastically answered the call to support Children's Hospital Los Angeles during National Blood Donor Month with **94 donors donating 81 units of blood** throughout four pre-game blood drives. During playoffs fans answered the call yet again, this time in support of Platelets for Playoffs, with over 50 Kings fans donating lifesaving platelets to CHLA patients in need.



GEAR DRIVES PRESENTED BY PLAY IT AGAIN SPORTS, A WINMARK BRAND:

178 fans donated gear this season -- giving their sports equipment a second-life and another player the chance at affordable gear.



COMMUNITY

G.O.A.L.S.



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 SPONSORED BY ADIDAS:

Over 200 new pairs of Adidas shoes donated to children at Grand Elementary School.



SURPRISE BIKE GIVEAWAYS WITH BIKES FOR KIDS:

60 students from Annalee Elementary School in Carson gifted a new bike and helmet.



MEAL & BLANKET DISTRIBUTION WITH COVENANT HOUSE SPONSORED BY SUPERFD:

Meals and blankets were delivered to 100 youth experiencing housing insecurity.



DISCOVERY CUBE FIELD TRIP WITH PARA LOS NINOS:

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



SPONSORED BY BLUE SHIELD OF CALIFORNIA:



WE ARE ALL KINGS CAMP:
28 youth players from under resourced communities participated in a free 5-day Kings Camp led by former professional players and the Hockey Development Team.



STORYTIME LIBRARY VISITS:
200+ kids participated in free reading visits with Bailey and Ice Crew at libraries throughout Los Angeles.



ROYAL READERS INCENTIVIZED PROGRAM SPONSORED BY PEPPERDINE UNIVERSITY:
135 schools read over 22,000,000 minutes as part of the Royal Readers program, with almost 4,500 students reaching the reading goal of 500 minutes or more.



GARDEN BUILD:
LA Kings and Blue Shield of California volunteers came together with EnrichLA to build a brand-new edible garden at Bonita Elementary School in Carson.

COMMUNITY



PLAY EXPANSION & HOCKEY PATHWAY

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:

47 new skaters received eight weeks of free instruction from Hockey Development Staff and special guest coaches including LA Kings Alumni Daryl Evans, Derek Armstrong, LA Kings scout Blake Bolden and LA Kings Prospect Advisor Manon Rhéaume. 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.

MEXICO CITY CAMP:

The LA Kings traveled south for the 3rd annual Kings Camp Mexico City. Kings Alumni Derek Armstrong and Mike Weaver, alongside Blake Bolden and USA Women's National Team goaltender Molly Schaus, led a competitive camp for 80 local ice hockey players. 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.



SPECIAL OLYMPICS FLOOR HOCKEY:

The LA Kings and Special Olympics of Southern California hosted two clinics to introduce the sport to 100 athletes participating in the Special Olympics Floorball season.



IN-HOUSE HOCKEY DUES SPONSORSHIP:

The LA Kings sponsored 23 youth players to join the Legends In-House Youth League at the Toyota Sports Performance Center. These players started the sport under the We Are All Kings umbrella through the 24 Degrees of Color - ThruGUIDANCE Program.



BALL HOCKEY:

This season, the LA Kings brought the mobile ball hockey set up and Hockey Development Team to 25 schools, introducing the sport to approximately 9,000 students across L.A.



COMMUNITY

KINGS IN THE COMMUNITY

LA Kings players were thrilled to return to in-person community events for the first time since the pandemic.



COMMUNITY RINK TOUR:

LA Kings players and coaches visited rinks across Los Angeles with local hockey community partners to assist with practice and meet members of the community.



CHILDREN'S HOSPITAL LOS ANGELES VISIT:

Drew Doughty, Anze Kopitar, Alex Lafallo, Phillip Danault, Kevin Fiala and Gabe Vilardi spent the day thanking blood donors and handing out toys to patients at CHLA.



FIALA'S FRIENDS:

Every home game this season, Kevin Fiala welcomed a family from Ronald McDonald House Charities or Children's Hospital Los Angeles to an LA Kings game with tickets, dinner, swag bags and a post-game meet and greet.



ADOPT-A-FAMILY:

The team sponsored 30 families for the holidays and invited them out to attend the LA Kings vs. San Jose Sharks in a decorated suite. Players met the families they sponsored after the game and presented them with bundles of holiday gifts.



COMMUNITY GREEN



The LA Kings are committed to proactively reducing 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 infrastructure, fan engagement and community partnerships.



BEACH CLEAN UP:

Staff members and fans of the LA Kings teamed up with the Anaheim Ducks and Ryan's Recycling to collect 565 pounds of trash and 20 pounds of recyclables during a two-hour long clean-up of Granada Beach in Long Beach.



TREE PLANTING:

Ahead of CA Clean Air Day, the LA Kings and SoCalGas planted 30 trees on Franklin Street in Lynwood to enhance shade equity in low-income areas.



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 DRIVES PRESENTED BY PLAY IT AGAIN SPORTS, A WINMARK BRAND:

178 fans donated gear this season at one of our drives throughout the city -- giving their gear a second-life and another player the chance at affordable 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.



COMMUNITY PRIDE



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 celebrate pride.



INCLUSIVE COACHING & WORKPLACE TRAINING:

You Can Play Project hosted an Inclusive Coaching & Workplace Training for local youth hockey coaches and staff members from the Kings and AEG. You Can Play works to ensure safety and inclusion for all who participate in sports, including LGBTQIA+ athletes, coaches and fans.



HOCKEY IS FOR EVERYONE

PRIDE WARM UP JERSEYS:

Before the Kings Pride Night Game, players donned warm up jerseys designed by Queer Swedish artist Mio. For the jersey design, Mio drew inspiration from the City of LA, the journey of the Kings and her own queer experience. Proceeds from the jerseys benefitted Kings Care Foundation and You Can Play. The Kings were thrilled to honor Mio with the honorary puck drop at their Pride Night where she got to see her jerseys modeled up close.



LOS ANGELES PRIDE PARADE:

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



COMMUNITY

SALUTE TO SERVICE

All year long, the LA Kings celebrated active and retired servicemen and women, sponsored special events and facilitated outings to LA Kings games. Through Salute To Service activities, the team honors the sacrifice of our Armed Forces.

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 3,500 tickets** were distributed to military members and their families as part of this program.



ARMED FORCES TOUR & SKATE:

25 members of the armed forces and their families were invited to Toyota Sports Performance Center to go on a behind-the-scenes tour of the LA Kings practice facility and a private skate lesson led by LA Kings Alum & Radio Analyst Daryl Evans. After the tour, they were invited to skate with LA Kings alumni Derek Armstrong and Jordan Nolan.



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, a member of the military performed the ceremonial puck drop, sang the national anthem before the game, and there was a color guard to present the nation's colors during the National anthem.



COMMUNITY

CELEBRATING OUR COMMUNITIES & ADVOCACY

The LA Kings aim for the Kings family to be truly representative of the diversity of our great city by creating spaces and programs where all Angelenos feel welcome.



AAPI MONTH CAREER IN SPORTS ROUNDTABLE:

Local AAPI youth and young adults enjoyed a free skate session at the Toyota Sports Performance Center followed by a roundtable discussion with LA Kings staff on a career in sports in the context of AAPI identity.



AAPI MENTAL HEALTH AWARENESS EVENT:

The Kings and the LA Galaxy teamed up for soccer and ball hockey clinics at Terasaki Budokan as well as an impactful conversation on mental health with Monterey Park hero Brandon Tsay.



VOTER REGISTRATION DRIVE:

The LA Kings hosted a voter registration drive at a home game ahead of the Nov. 8th election to remind fans to check their registration status or register to vote.



JUNETEENTH DOCUMENTARY SCREENING:

To celebrate Juneteenth, the Kings hosted a screening of "Brothers On Ice" for community partners and employees. "Brothers On Ice" follows the lives of two teenagers and one legendary coach in one of America's only predominantly Black hockey teams; the Fort Dupont Cannons of Washington DC, as they navigate the trials and tribulations of inner city living while striving to pursue their dreams on and off the ice.



WOMEN'S HISTORY NIGHT SPORTS PANEL:

Over 80 girls hockey players and women supporters attended a panel with Blake Bolden, Manon Rhéaume, Renee Hess (Black Girl Hockey Club), Bianca Henninger (ACFC) and Natalie White (LA Sparks) about their careers in the sports industry.



GIRLS HOCKEY WEEKEND:

To build awareness for girls hockey and in conjunction with USA Hockey's "Girls Hockey Weekend," the LA Kings hosted a pre-game panel discussion for 60 young girls from local hockey programs in Southern California at Crypto.com Arena on October 8th. The hour-long panel featured prominent current and former women's hockey players including Blake Bolden, Chelsey Goldberg, Keely Moy and Reagan Rust, who shared their stories and experiences with attendees.



RIVALRY SERIES & PWHPA GAMES:

This season, the LA Kings were proud to host both a Rivalry Series game between the US Women's National Team and Canada, as well as the Professional Women's Hockey Players Association (PWHPA) Championship Placement game in an effort to bring greater awareness and participation in the women's game.



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 2022-23 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 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.

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.

GO KINGS GO





FOLLOW US

kingscare@lakers.com



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