



2023-2024

MINNESOTA WILD

# COMMUNITY REPORT



## TO OUR FANS AND PARTNERS IN THE STATE OF HOCKEY:

Once again, this past season our generous community and corporate partners, along with fans from across the region, stepped up to join in the efforts of our organization to Create a Greater State of Hockey. It was an incredible year for our Minnesota Wild Foundation and Community outreach programs! You'll see the details as you read through this annual report, but some of the highlights include...

- › A record \$465,000 raised at the annual Wild Foundation Gala to benefit Children's Minnesota
- › Participation in the "Little Wild" Learn to Play program grew to nearly 1,300 boys and girls at 21 venues across Minnesota
- › \$592,500 in direct grants to local non-profits
- › Our staff volunteered a total of 1,675 hours, a 17% increase from the previous year, to support 20 community partners and initiatives like Earth Day clean up, mentoring at Saint Paul public schools, Habitat for Humanity, ALS Association, Special Olympics and many more
- › Many local nonprofit organizations and worthy causes received donations, including in-kind donations, suite donations and ticket donations via Ticket Assist, totaling nearly \$800,000 in value
- › Over 1,200 elementary classrooms from across Minnesota and beyond participated in our Wild About Reading program, an increase of 75% from the previous year

I'm proud of the many team members on our staff who work behind the scenes to create these initiatives and ensure that our organization is about so much more than the games on the ice. For this important aspect of what we do, there is no "off-season."

We're so grateful to all of you who partner with us to achieve this kind of impact for our community. Let's keep it growing!

Thank You!



Craig Leipold



## TABLE OF CONTENTS

<b>4</b>	Diversity, Equity and Inclusion
<b>16</b>	Tom Kurvers Humanitarian Award
<b>18</b>	Heart of the Wild
<b>20</b>	One Fan at a Time
<b>26</b>	Serving our Community
<b>34</b>	Education
<b>38</b>	Honoring our Heroes
<b>42</b>	Hockey Partnerships
<b>50</b>	Minnesota Wild Foundation



# DIVERSITY, EQUITY AND INCLUSION

## MISSION AND BELIEFS

Our organization's mission is to create a Greater State of Hockey. The Minnesota Wild have pledged to use our powerful platform to create a greater sense of community. By using that platform throughout our community, we strive to create a State of Hockey that is more diverse, equitable and inclusive. Specifically, we seek to drive social change and foster inclusivity by providing a safe, positive and welcoming environment for all community members and employees regardless of ethnicity, sexual orientation, background or experience.

### WE BELIEVE:

- › **Hockey is for Everyone.**  
We will continue to break down barriers and provide broader access to our great game.
- › **In unifying and building our community.**  
We will partner with like-minded organizations to do so.
- › **We can positively impact children in under-represented communities.**  
We will strengthen our efforts in this realm.
- › **Our organization will be improved when it more closely reflects the community in which we live and work.**  
We will prioritize and measure that outcome.

In support of our mission, we are proud to partner with and support five local, like-minded nonprofits to help us create a more diverse, equitable and inclusive State of Hockey. As an organization, our goal is to engage our staff with these community partners through volunteer work and service. Each of the five organizations listed below align with one or more of our stated beliefs, and all fight racism and promote social justice:



**BOYS & GIRLS CLUBS OF THE TWIN CITIES**  
**Mission:** Enable all young people to reach their full potential as productive, caring and responsible citizens



**DINOMIGHTS**  
**Mission:** To equip our urban youth to develop physical, academic, social and spiritual excellence.



**HENDRICKSON FOUNDATION**  
**Mission:** Enrich the lives of individuals with intellectual, emotional, cognitive and physical disabilities through the game of hockey.



**TWIN CITIES HABITAT FOR HUMANITY**  
**Mission:** Bring people together to create, preserve, and promote affordable homeownership and advance racial equity in housing.



**TWIN CITIES PRIDE**  
**Mission:** To empower every LGBTQ+ person to live as their true self.



## HOCKEY IS FOR ME

In partnership with TRIA, the NHL, NHLPA and the Minnesota Wild Foundation, the Minnesota Wild were proud to support the 3<sup>rd</sup> Annual Hockey Is For Me program in July 2023. With a goal of introducing the game of hockey to children of different ethnicities, the free program offered 60 kids of color four Learn to Skate sessions, four Learn to Play sessions and \$500 grants for participants who wished to continue to play and register with their local youth hockey association.



## LEARN TO SKATE WITH HALLIE Q. BROWN COMMUNITY CENTER

On August 15-16, 2023, the Minnesota Wild invited students from the Hallie Q. Brown Community Center in the Rondo neighborhood of St. Paul to TRIA Rink for Learn to Skate sessions. It marked the first time in skates for the students, all of whom were children of color.



## TWIN CITIES HABITAT FOR HUMANITY BUILD WEEK

For the fourth consecutive year, the Minnesota Wild were proud to sponsor Build Week in partnership with Twin Cities Habitat for Humanity. The week of September 11-15, 2023, 10-15 Wild employees, including members of the coaching staff, spent eight hours each day working on a home site in St. Paul. Our efforts helped a Minnesota family buy an affordable home which gave them access to the transformational power of homeownership.

## FREE WINTER BOOTS FOR LOCAL KIDS

In partnership with Tradehome Shoes, the Minnesota Wild invited children from the Boys & Girls Clubs and Hallie Q. Brown Community Center to the Wild-Calgary Flames game on January 2, 2024. The kids brought in the new year in style watching their favorite hockey team from the comfort of a catered suite. Additionally, each student received a free pair of winter boots courtesy of Tradehome Shoes and the Wild.



## LIGHTBULBS DONATED TO HABITAT FOR HUMANITY

On January 18, 2024, the Minnesota Wild and Xcel Energy donated 2,000 lightbulbs to Habitat for Humanity ReStore. ReStore is a nonprofit home improvement outlet open to the public. Sales generated from the stores support Twin Cities Habitat for Humanity.





## NATIVE AMERICAN HERITAGE DAY

*Presented by Treasure Island Resort & Casino*

On November 24, 2023, the Minnesota Wild partnered with the Prairie Island Indian Community to celebrate Native American Heritage Day. The Minnesota Wild and Minnesota Wild Foundation raised nearly \$70,000 that day via an auction of Native American jerseys and a goalie helmet. The one-of-a-kind helmet was made specifically for and autographed by Marc-Andre Fleury. Selling for over \$35,000, the helmet was designed by Cole Redhorse Taylor, a member of the Prairie Island Indian Community. A portion of the proceeds benefited the American Indian Family Center in St. Paul.



## AMERICAN INDIAN FAMILY CENTER COAT DELIVERY

The Minnesota Wild hosted Native American Heritage Day on November 24, 2023. On this day, Minnesota Wild fans generously donated winter coats to benefit the American Indian Family Center. Connor Dewar, Matt Boldy and Brandon Duhaime delivered the coats on December 13, 2023. The trio were welcome with a traditional hand drum song. Dewar is of Red River Metis descent.



## BLACK HISTORY MONTH

Presented by TRIA Orthopedics

The Minnesota Wild held its 5<sup>th</sup> Annual Black History Month celebration on February 17, 2024, at the Minnesota Wild-Buffalo Sabres game. The night featured Anthony Walsh, former state champion with the Edina Hornets and author of the children's book Hockey Is For Me, making the "Let's Play Hockey!" call; John Baker, co-founder of Be the Change MN, was recognized as the Community Hero of the Game; and 8-year-old Alexander Kirkland of Mosaic Hockey Collective skated the State of Hockey flag to center ice. Additionally, the Minnesota Wild Foundation auctioned Black History Month jerseys with proceeds benefiting the Minnesota Hockey's Diversity in Hockey programming.



## CELEBRATING JUNETEENTH

The Minnesota Wild, along with the Vikings, Twins, Timberwolves, Lynx and United, celebrated Juneteenth at an all-team event hosted by the United at Allianz Field on June 24, 2024. Though the celebration did not fall on June 19, the local sports teams embraced the rich history of Freedom Day throughout the month of June.



## HOCKEY WITHOUT LIMITS CAMP

On February 18, 2024, the Minnesota Wild and Minnesota Wild Foundation hosted the 4th Annual Hockey Without Limits Camp at the Guidant John Rose Minnesota Oval in Roseville. The camp was the brainchild of former Wild defenseman, Matt Dumba. Dumba's goal was to help diversify the game of hockey. When Dumba was traded to Arizona, he passed the reins to Connor Dewar and Brandon Duhaime. Nearly 300 players participated in the camp and many had the pleasure of meeting Dewar and Duhaime.



## SOUL ON ICE

The Minnesota Wild hosted a private screening of Soul on Ice at the historic Capri Theater in North Minneapolis on March 21, 2024. Soul on Ice is a documentary about the history and contributions of Black athletes in the great sport of hockey. Students from two North Minneapolis elementary schools, Nellie Stone Johnson and Cityview, attended the screening which also included a roundtable discussion with Kwame Mason, the film's writer and director, and local Black leaders.



## ICE QUEENS

On March 20, 2024, the Minnesota Wild and TRIA hosted a private screening of Ice Queens, a film about resilience, perseverance, jubilation and the continued efforts and valuable contributions of Black women to the game of hockey. Female hockey players from Mosaic Hockey Collective enjoyed the film followed by a Q&A with the film's director, Kwame Mason, and Sophie Jaques of PWWL Minnesota, among others.

## UNITED BY HOCKEY MOBILE MUSEUM TOUR

On April 13-14, 2024, the Minnesota Wild hosted the NHL's United by Hockey Mobile Museum Tour. During the 2024 NCAA Frozen Four, the tour visited St. Paul on April 13 and also made a stop at CUB on April 14 in Stillwater, MN. The museum celebrates hockey's trailblazers, changemakers and business leaders spanning multiple under-represented and multicultural demographics. By raising the awareness and education of diverse individuals within the game of hockey, the museum highlighted the fact that Hockey is for Everyone.



## PRIDE NIGHT

Presented by HealthPartners

The Minnesota Wild hosted Pride Night on March 12, 2024. The game featured Twin Cities Pride Executive Director, Andi Otto, making the "Let's Play Hockey!" call; Otto's daughter Emma was the BMO flag bearer; a special ticket pack with proceeds benefiting Twin Cities Pride; and a post-game meet-and-greet with Wild defenseman Jon Merrill and members of the LGBTQ community. Additionally, several LGBTQ organizations had concourse tables to promote their programs, including Twin Cities Pride, TCQHA, Team Trans, OutFront Minnesota, QUEERSPACE collective, Rainbow Health and the Minnesota Wild Pride ERG.



## TWIN CITIES PRIDE ADOPT-A-FAMILY

The Minnesota Wild, along with Jon and Jessica Merrill, participated in Twin Cities Pride's Adopt-a-Family in December 2023. Together, we put smiles on the faces of several local families from the Pride community ensuring families and children in need received gifts under their tree during the holidays.



## PRIDE PARADE AND FESTIVAL

The Minnesota Wild were proud to support and participate in the Twin Cities Pride Festival and Parade on June 29-30, 2024. A large group of Wild staff, including Nordy and Wild defenseman, Jon Merrill, marched in the parade alongside members of the LGBTQ hockey community.



## DIVERSIFIED HOCKEY DAY

Presented by Gillette Children's Hospital

On March 10, 2024, the Minnesota Wild hosted Diversified Hockey Day, which supported all Minnesota Diversified Hockey programs, including Minnesota Wild Special Hockey, Minnesota Wild Sled Hockey, Minnesota Warriors Hockey, Minnesota Wild Blind Hockey and Minnesota Wild Deaf and Hard of Hearing Hockey program. All groups were represented at the game and participated in various in-game activities, including the "Let's Play Hockey!" call, Zamboni rides, BMO flag bearer, program sales, Bench Buddies, and two intermission scrimmages featuring players from the blind and special hockey teams.



## WILD UNIVERSITY

Presented by US Bank



Introduced in 2021, Wild University is a high school level curriculum created exclusively for students of the Boys & Girls Clubs of the Twin Cities. Wild U showcases the various business components of live sports and entertainment. Presented by employees of the Minnesota Wild, students learn about the variety of occupations and skills needed for a career in the sports and entertainment industry. Leaders representing different departments from throughout the organization discuss their respective areas of expertise, share their career path, offer career advice and answer questions from the students. Six sessions of Wild University were held in 2023-2024, including a visit to the team's medical facilities at TRIA Rink on February 6, 2024, hosted by Dr. Joel Boyd and Dr. David Hamlar.



## I AM A HOCKEY PLAYER

Each month during the 2023-2024 season, the Minnesota Wild and Hendrickson Foundation were proud to celebrate and recognize everybody who plays the great game of hockey, regardless of their abilities or physical and cognitive challenges. Spotlight Players from the 2023-2024 season included players from Minnesota Wild Sled Hockey, Minnesota Wild Special Hockey, Minnesota Wild Blind Hockey, Minnesota Wild Deaf and Hard of Hearing Hockey and the Minnesota Warriors.



## BE THE CHANGE MN

The Minnesota Wild are proud to support Be the Change MN, a nonprofit whose mission is to connect underserved children, teens and families with quality resources, curated experiences and equitable access to community support systems. For the fourth consecutive year, the Minnesota Wild sponsored the Be the Change MN Golf Tournament at Theodore Wirth Park in Minneapolis on September 10, 2023. We were also happy to support and participate in Be the Change MN's Follow Your Dreams Career & College Fair for Minneapolis Public High School students at Orchestra Hall on April 23, 2024.



## HENDRICKSON FOUNDATION NATIONAL HOCKEY FESTIVAL

As part of our commitment to help make the game of hockey more inclusive, the Minnesota Wild sponsored the Hendrickson Foundation National Hockey Festival on May 29 – June 1, 2024 at the National Sports Center in Blaine. Over 1,400 athletes from Minnesota and beyond represented teams from Blind Hockey, Special Hockey, Sled Hockey, Warrior Hockey and Deaf/Hard of Hearing Hockey.



On April 18, 2024, Marc-Andre Fleury was named the recipient of the Tom Kurvers Humanitarian Award. The Tom Kurvers Humanitarian Award was created to honor the Minnesota Wild player who best exemplifies leadership qualities on and off the ice while making a significant humanitarian contribution to his community. The Wild present the award annually in memory of the late Tom Kurvers, the Wild assistant general manager and Minnesota hockey legend who passed away in 2021 following a courageous battle with lung cancer.

Fleury has shown exemplary humanitarian efforts throughout his 20-year NHL career. Over the course of the 2023-2024 season, Fleury accompanied his Minnesota Wild teammates to hospital visits and participated in Make-A-Wish initiatives and other community events throughout the Twin Cities. He helped raise over \$55,000 for Children's Minnesota through personal donations and fundraising efforts and provided support for other community partners including: Minnesota Diversified Hockey, DinoMights, Mosaic Hockey Collective and Ronald McDonald House.

His biggest initiative this past season benefited the American Indian Family Center located in St. Paul. Fleury and his family made a personal donation of \$10,000 to the American Indian Family Center, with the Minnesota Wild Foundation also donating another \$5,000 on Fleury's behalf. In a game on November 28, 2023 against the Colorado Avalanche, Fleury donned a custom-made Native American themed mask during warm-ups that raised over \$35,000 at auction for the American Indian Family Center and the Minnesota Wild Foundation. In total, \$65,000 was raised to benefit the Minnesota Wild Foundation and the American Indian Family Center.

Fleury was chosen for the Tom Kurvers Humanitarian Award by a vote among his teammates. In recognition of the honor, the Minnesota Wild Foundation made a \$5,000 donation to Ronald McDonald House on behalf of Fleury.

# TOM KURVERS HUMANITARIAN AWARD





During the 2023-2024 season, the Minnesota Wild celebrated the fifth year of its employee volunteer program called Heart of the Wild. To help create a Greater State of Hockey and in alignment with our Service First philosophy, all eligible employees were offered various volunteer opportunities throughout the year. Volunteer opportunities aligned with the company's community initiatives include youth hockey, medical, military, education, underserved children/families, environmental, animal rescue, and diversity and inclusion.

# HEART OF THE WILD



## OUR IMPACT:

162 EMPLOYEES have volunteered

1674.75 HOURS were completed

20 ORGANIZATIONS impacted





## BRASEL FAMILY

Michael Brasel, a long-time youth hockey coach from Roseville, was tragically killed in his own front yard in May 2023. To celebrate Michael's life and the significant impact he had on the Minnesota hockey community, the Minnesota Wild invited the Brasel family, including Mike's wife and two sons, to a Wild game on October 19, 2023. His two sons, Oliver and Miles, each received autographed jerseys from their favorite players. And both had a chance to meet members of the team in a post-game meet-and-greet that night.



## MIKE

Mike is originally from Ortonville, a small town in West Central Minnesota. He served ten years in the Navy, including two tours in the Gulf War. In the Spring of 2023, he was diagnosed with a rare form of pancreatic cancer. He endured multiple surgeries, blood transfusions, chemo treatments and more. He is currently cancer free but still undergoing preventative treatment. We invited Mike and his family to a Wild game on November 28, 2023, where he had the pleasure of meeting Marcus Foligno in a post-game meet-and-greet.



## SAMSON

Samson, a former Mahtomedi Junior Gold 16 hockey player, was involved in a fatal car accident in November 2023. Known by his hockey coach as "a truly great kid," the Minnesota Wild honored his legacy by inviting his family and high school teammates to a game on January 4, 2024. Samson's brother, Gabe, was presented with an autographed jersey.



## MIKAYLA

Mikayla, a senior hockey player at Shakopee High School who brought "a smile and positive attitude" to the rink every day, tragically lost her life due to an auto accident in December 2023. The Wild extended an invitation to Mikayla's teammates and coaches to attend the Wild game on March 23, 2024. The Wild team dog, Hatty, paid a visit to the suite.



## ANDREW

Andrew is a lifelong Minnesotan and avid hockey fan. While playing hockey at Doug Woog Arena in South St. Paul, he suffered a sudden cardiac arrest nine days after his 66th birthday. His life was saved by two of his teammates who performed life-saving CPR. Andrew is still alive today because he was playing hockey when his heart stopped. Hockey, in many ways, saved his life. So, we wanted to show our support for Andrew and the men who saved his life by inviting them to a game and introducing them as our Community Heroes of the Game.



## JORI

Jori, a former Roseville High School hockey player and Gustavus goalie, was tragically killed in a car accident in August 2023. Remembered as a bright light with a constant smile, the Minnesota Wild honored her legacy by inviting her college teammates to a game on January 2, 2024.

# ONE FAN AT A TIME

Over the course of each season, the Minnesota Wild have the opportunity to positively impact the lives of many fans, young and old alike. It's a responsibility we take very seriously. Each fan we meet has a story. These are just a few of the fans we had the pleasure of meeting during the 2023-2024 season:



## OFFICER EGGUM

While on duty in the south metro, Officer Eggum, a “huge Wild fan”, was struck by a semitruck in March 2022, causing numerous injuries. The Wild donated a suite for the March 3, 2024 home game to Officer Eggum and his family. In an effort to lift his spirits, Wild forward Pat Maroon visited the suite and gave Officer Eggum a signed jersey.



## MATT AND THE MUD DUCKS

Matt, a young adult with special needs, often played hockey alone at the Cottage Grove Ice Arena. Then he met a group of men in their 60s and 70s known as the Mud Ducks. Now Matt skates five mornings a week with the senior men. We were so taken by this story that we invited Matt, aka “Moose,” and the Mud Ducks to a Wild game on March 3, 2024. And following the game, “Moose” got to meet his favorite player, Marcus “Moose” Foligno.



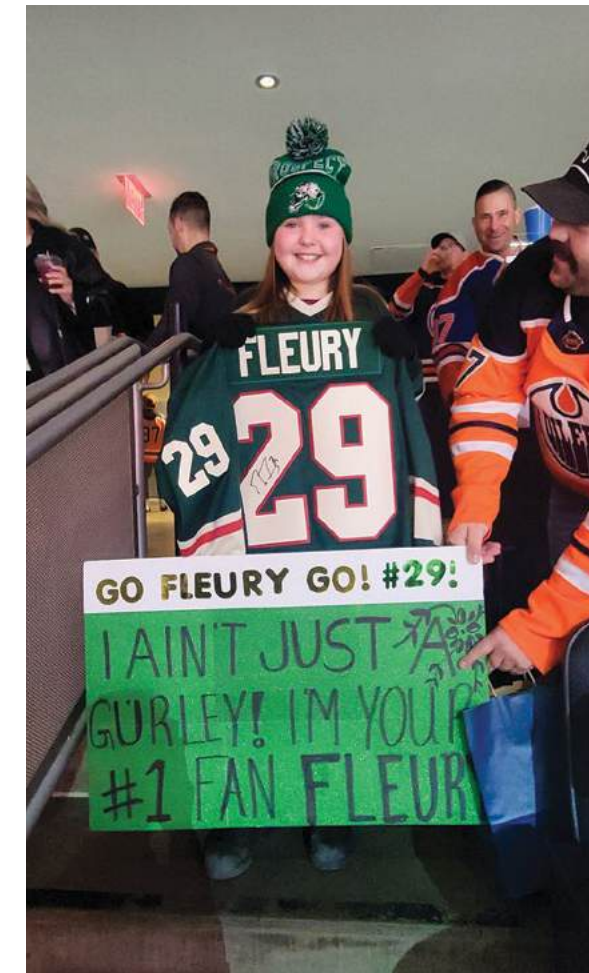
## MASON

Mason, a Holy Angels hockey player, was the guest of honor at the Wild game on December 23, 2023. In November, Mason suffered a traumatic brain injury in a hockey scrimmage. Getting “a little better every day” since his injury, the senior captain and his family and friends were given a suite for the game. Mason was also given a signed jersey from his favorite player, Brock Faber, and was invited to the locker room for a post-game meet-and-greet with Faber and several of his teammates.



## HUDSON

As a 10-year-old from Grand Rapids, MN, Hudson first expressed interest in hockey at the age of nine, which is a little later in life than most youth players in his hockey-loving hometown. A shy and introverted boy, Hudson had never shown any interest in playing team sports. Hudson’s parents signed him up for the Minnesota Wild/Minnesota Hockey “Never Too Late” program. The family made numerous 6-hour round trips to the Twin Cities so that Hudson could skate with other kids ages 9-13. Now, he’s a goalie for his Squirt B team. Hockey has become more than just a sport for the family; it’s a source of community, confidence and joy. Hudson now has the skills and confidence to pursue his dream of playing between the pipes. Since Marc-Andre Fleury was his inspiration, we sent him a signed jersey from his favorite player.



## EMERSYN

Emersyn is a 10-year-old goalie from Saskatchewan and she considers herself Marc-Andre Fleury’s biggest fan. Things had been weighing heavily on Emersyn ever since her mom had been diagnosed with thyroid cancer. With assistance from the Edmonton Oilers, a Fleury autographed jersey was delivered to Emersyn when she was attending the Wild-Oilers game in Edmonton. Needless to say, the jersey put a smile on her face, if only for a night.



## CHARLIE

Charlie, an 8<sup>th</sup> grade student from rural Minnesota, is a big fan of Matt Boldy and the Minnesota Wild. When we learned of his daily struggles with school and other compounding issues, we were happy to invite Charlie and his mom to a Minnesota Wild game on March 20, 2024. Charlie’s night ended with a post-game meet-and-greet with his favorite player.

# Make-A-Wish

## MAKE-A-WISH MINNESOTA

During the 2023-2024 season, the Wild granted four Make-a-Wish recipients a once-in-a-lifetime experience. Wishes granted included locker room tours, player meet-and-greets, autographed jerseys, skating with the team, catered suites and more.

Photos of:

- › Konner – Age 15 – 2/9/24
- › Easton – Age 9 – 3/12/24
- › Luka – Age 11 – 3/28/24
- › Joey – Age 7 – 4/2/24



**JOEY**



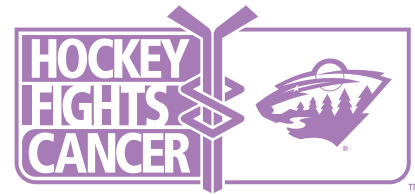
**KONNER**



**EASTON**



**LUKA**



## HOCKEY FIGHTS CANCER

*Presented by HealthPartners*

The Minnesota Wild celebrated Hockey Fights Cancer Night on November 12, 2023. Charlie Goergen, a senior captain for Armstrong-Cooper diagnosed with Hodgkin's lymphoma midway through his junior season, made the "Let's Play Hockey!" announcement. Aspen Heisler, a 14-year-old sled hockey player and cancer free for five years, was the game's BMO flag bearer. Another sled hockey player and recipient of the 2023 USA Hockey Disabled Athlete of the Year award, Alex Gullingsrud, was featured on the video board during the first intermission. Beneficiaries of the Split the Pot Raffle and jersey auction were Children's Cancer Research Fund and Pinky Swear, respectively.



## HOSPITAL VISITS

Minnesota Wild players made numerous hospital visits throughout the year, visiting patients at Gillette Children's Hospital, Children's Minnesota, and the University of Minnesota Masonic Children's Hospital.



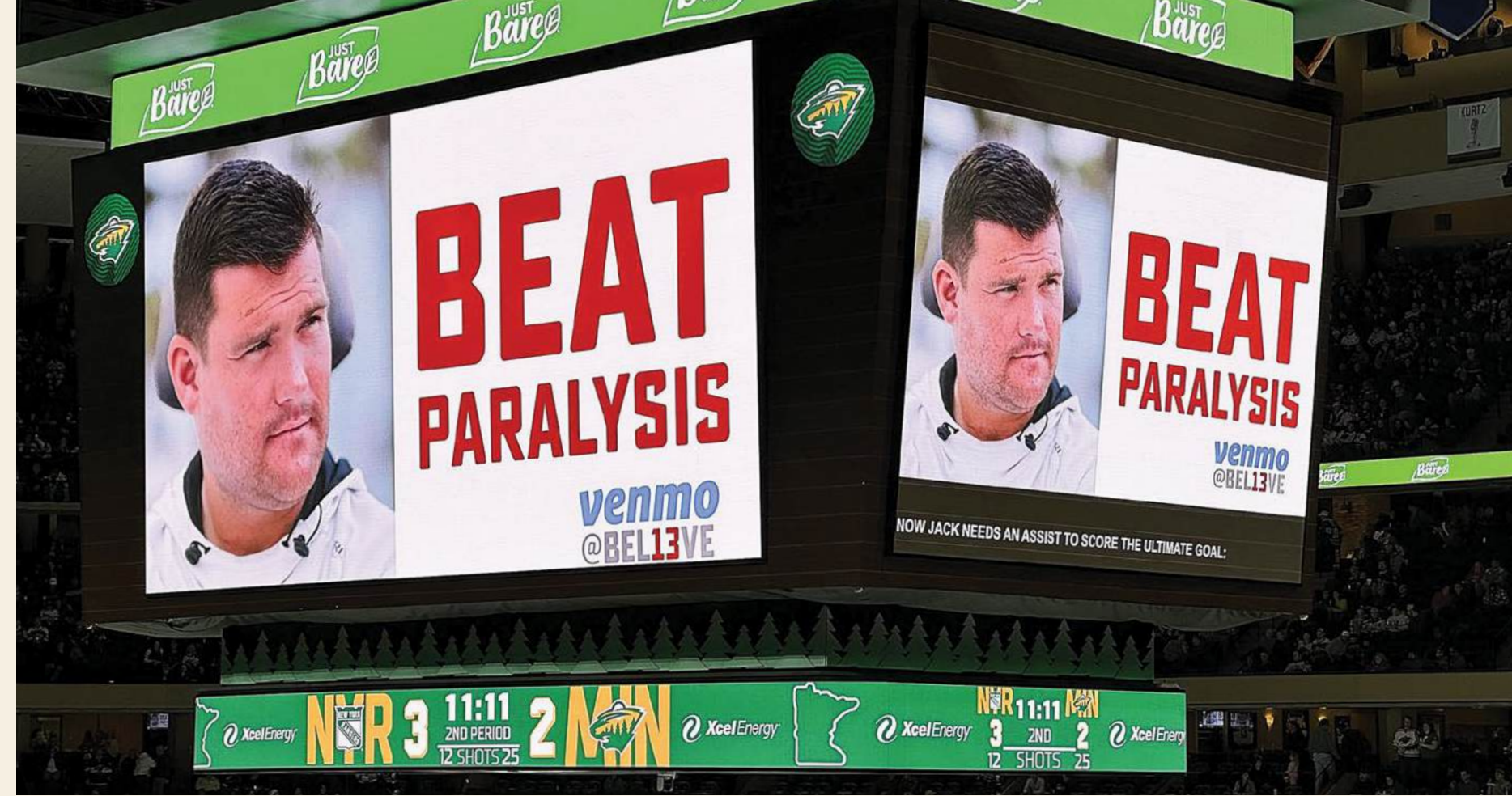
# SERVING OUR COMMUNITY



## HOCKEY TALKS

Presented by Securian Financial

On March 8, 2024, the Minnesota Wild hosted its 3<sup>rd</sup> Annual Hockey Talks, presented by Securian Financial, a program designed to shine a light on mental health. The pre-game program featured a heartfelt and honest conversation with KFAN'S Chris Hawkey and John Kriesel, a veteran, politician, author and motivational speaker. Proceeds from the program benefited The Ranch – Teammates For Life, a nonprofit organization that makes a positive difference in the lives of veterans, athletes and others who are in need of help.



## JACK JABLONSKI BEAT PARALYSIS GALA

The Minnesota Wild and Jack Jablonski Foundation teamed up for the 11<sup>th</sup> Annual BEAT PARALYSIS Gala on November 4, 2023. The event consisted of a pre-game party and program followed by the Minnesota Wild vs. New York Rangers hockey game. The event raised \$320,000 with proceeds supporting paralysis recovery research and spinal stimulation treatments.



## CHARITY OF THE MONTH

Presented by Innovative Office Solutions



The Minnesota Wild and Innovative Office Solutions were pleased to highlight six local charities during the 2023-2024 season as part of the Charity of the Month program. The program provides awareness and exposure for local nonprofits each season. Highlighted charities this past season included Magnus Veterans Foundation, Angel Foundation, Children's HeartLink, Elevate Hope House, Tubman and Shout Out Loud.



## PATRICK SCHOONOVER AWARD

The Patrick Schoonover Award is presented in honor of Patrick Schoonover, who passed away while playing in a hockey game for the Eastview Bantam AA team on November 14, 2014. The award is given to a peewee or bantam hockey player who best exemplifies Patrick's idea of hard work, high character, loyalty, honesty, humor and athletic achievement. Eastview's Austin Dwyer was the recipient of the 2023 Patrick Schoonover Award which was presented on April 18, 2024. Dwyer also received a signed jersey from Jared Spurgeon.



## SPECIAL OLYMPICS STATE POLY HOCKEY GAMES

On March 9-10, 2024, the Minnesota Wild were proud once again to sponsor the Special Olympics State Poly Hockey Games held at Stillwater Area High School. Dozens of teams from throughout the state competed in the Games and many of the athletes had the opportunity to meet Nordy.

# COMMUNITY DONATION DRIVES

## EQUIPMENT DRIVE

Presented by Toyota



The Minnesota Wild, Let's Play Hockey and Minnesota Hockey partnered for the 14<sup>th</sup> Annual Used Hockey Equipment Drive. In 2023, used hockey equipment was collected at various Twin Cities hockey rinks throughout the month of September. On October 7, 2023, thousands of pieces of hockey equipment were distributed to youth hockey associations and individuals in need of hockey gear, including Minnesota Wild Special Hockey, Twin Cities Pride and the United Heroes League.

## SCHOOL SUPPLY DRIVE

With another school year underway, the Minnesota Wild partnered with the Greater Twin Cities United Way to host a School Supply Drive on October 21, 2023. Our efforts helped provide hundreds of local students with the school supplies they needed to succeed in school this past academic year.

## TOY DRIVES

Presented by The Salvation Army



The Minnesota Wild, in partnership with Salvation Army, hosted two toy drives to benefit families served by Twin Cities Salvation Army. Wild fans gave generously on December 3, 2023, and December 16, 2023, donating cash and toys each night.

## COAT DRIVE

Presented by Droro



On November 24, 2023, the Minnesota Wild hosted a coat drive at Xcel Energy Center benefiting the American Indian Family Center in St. Paul.



## PET SUPPLY DRIVE

Presented by Cub



In celebration of our team dog, Hatty, the Minnesota Wild partnered with Cub to host a Pet Supply Drive on January 15, 2024. All donations benefited Coco's Heart Dog Rescue, a team community partner since 2019. All six team dogs have been adopted from Coco's Heart Dog Rescue.

## BOOK DRIVE

The Minnesota Wild hosted a book drive on February 9, 2024. All books and monetary donations benefited the Hallie Q. Brown Community Center in St. Paul, specifically helping kids in Hallie Q. Brown's Early Learning Center and Youth Enrichment Programs.

## FOOD DRIVE

Presented by Toyota



On March 23, 2024, the Minnesota Wild and Toyota hosted a food drive to benefit the Hallie Q. Brown Community Center Food Shelf. Founded in 1929, Hallie Q. Brown Community Center is an African American nonprofit social service agency open to all, primarily serving the Summit University area of St. Paul and the broader Twin Cities metro area.

## WOMEN'S CLOTHING DRIVE

In celebration of Women's History Month, the Minnesota Wild hosted a women's clothing drive on March 30, 2024, to benefit Dress for Success Twin Cities. Dress for Success Twin Cities believes in empowering every woman through employment by offering workplace skills development programs for low-income women to help them achieve career advancement, career stability and economic sustainability.

## BURNSVILLE FIRST RESPONDER DRIVE

In response to the tragic events in February 2024, which took the lives of three Burnsville first responders, the Minnesota Wild collected cash donations on April 6, 2024, to benefit the families of the three fallen heroes.



## GREEN GAME

Presented by Xcel Energy 

The Minnesota Wild hosted its annual Green Game presented by Xcel Energy on April 4, 2024. Among the many highlights that night, Xcel Energy and the Wild partnered to power the game with 100% renewable energy. Additionally, Xcel Energy staff were there to teach fans that the smallest steps add up to a bigger, better future and how they could contribute to it by switching to renewable energy themselves.



**Re-certified**  
LEED Gold and  
EIC/SES Gold



**406 TONS**  
annually recycled  
**231 TONS** composted  
**61%** of all our waste



Our Adopt-a-River event  
collected **700 lbs**  
of waste from the  
Mississippi River banks



**1,300 TONS**  
CO<sub>2</sub> offset  
In partnership with UPM  
Blandin Forestry. Equal to  
the **entire season** of  
Minnesota Wild team  
air travel



## TURKEY GIVEAWAY



Presented by JENNIE-O

On November 22, 2023, the Minnesota Wild and Jennie-O distributed 2,000 free turkeys to families in need from the Aldrich Arena parking lot. Brock Faber and teammates helped distribute the turkeys in advance of the Thanksgiving holiday. Additionally, the Wild and Jennie-O provided an additional 3,000 turkeys to the Salvation Army and Hallie Q. Brown Community Center in St. Paul.



## FESTIVAL OF TREES

Headed by Danielle Spurgeon, a group of Minnesota Wild players' wives and significant others participated in the Festival of Trees at Mall of America to benefit Special Olympics Minnesota. This free public event allowed guests to enjoy a unique holiday experience with the opportunity to purchase tickets to win their favorite tree décor, including a Minnesota Wild-themed tree decorated by the Wild wives and significant others.

## COMMUNITY DONATIONS

The Minnesota Wild are proud to support hundreds of nonprofit organizations and other worthy causes each year from throughout the State of Hockey and beyond. Our priority is to support organizations that serve underprivileged children and families, educational initiatives, children's medical causes, military, youth hockey, environmental, animal rescue and diversity and inclusion. During the 2023-2024 season, the Minnesota Wild were happy to donate autographed memorabilia, merchandise and suites to various groups that meet our giving criteria. Additionally, Wild season ticket members donated hundreds of tickets to nonprofit groups via the Wild Ticket Assist program.



## IN-KIND DONATIONS

Wild merchandise, etc.

 **\$137,100**

 **1,286 DONATIONS**

## TICKET ASSIST

Wild game tickets donated by  
Season Ticket Members

 **\$64,799.50**

 **867 TICKETS**

## COMMUNITY DONATIONS

Tickets donated by Community

 **\$69,453**

 **688 TICKETS**

## SUITE DONATIONS

Wild games, concerts and events

 **\$517,503**

 **2,179 TICKETS**



## FACEOFF FOR FITNESS

*Presented by UnitedHealthcare*

The Minnesota Wild Faceoff For Fitness program, presented by United Healthcare, teaches local elementary students the importance of a healthy and active lifestyle. This past season, the Minnesota Wild visited 46 elementary schools from throughout the Twin Cities area and beyond, with each school receiving a set of street hockey equipment for their PE program. Each school assembly featured a visit from former Wild player, Stephane Veilleux; a female ambassador, including Olympic gold medalist, Hannah Brandt; Wild mascot, Nordy; and host, Rusty Kath.



# EDUCATION



## WILD ABOUT READING

*Presented by Flint Hills*



In partnership with Flint Hills, the Minnesota Wild hosted its 21<sup>st</sup> season of Wild About Reading during the 2023-2024 season. The program's goal is to promote the importance of reading and increase student literacy by encouraging elementary students to read outside the classroom. This past season, a record 1,200 classrooms from throughout Minnesota participated in the program. At the end of the six-week program, 17 classrooms were randomly selected to receive a prize, including a virtual book reading performed by Minnesota Wild players' wives and significant others, Papa John's pizza party, a classroom visit from Nordy, and one classroom visit from the Minnesota Wild team dog, Hatty.



## STEM DAYS

*Presented by Pentair*



In partnership with EVERFI, the Minnesota Wild hosted two STEM Days at the National Sports Center in Blaine, MN on November 29, 2023 and May 28, 2024. Students from Horace Mann Elementary in St. Paul and Edgerton Elementary in Maplewood, MN learned about the science of hockey by visiting six stations throughout the rink, each covering different areas of the game, including ice resurfacing, equipment, passing, shooting and more.

## 2024 TEACHER OF THE YEAR

### Nick Merges

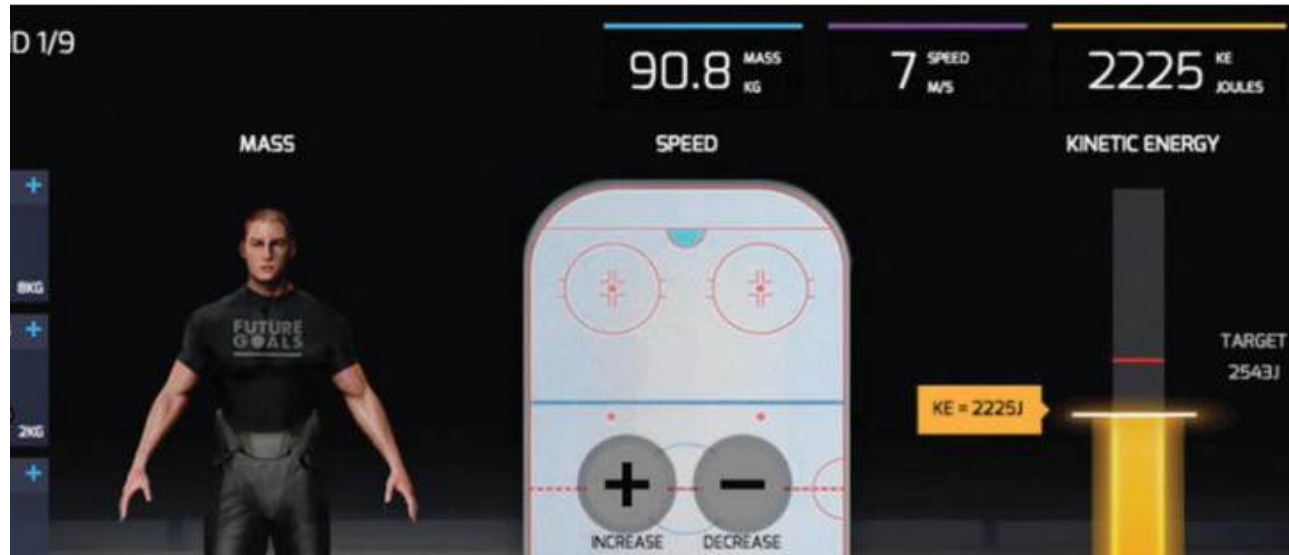
O.H. Anderson Elementary School, Mahtomedi, MN

The Minnesota Wild, in partnership with EVERFI and the Future Goals program, named Nick Merges as the 2024 Minnesota Wild Teacher of the Year. Nick is a 4<sup>th</sup> grade teacher at O.H. Elementary School in Mahtomedi. Nick received a custom jersey and was invited to make the “Let’s Play Hockey!” announcement on April 4, 2024. Additionally, Merges was one of 20 teachers in North America to be a finalist for the NHL’s Most Valuable Teacher award.



## FUTURE GOALS

The Minnesota Wild, NHL and NHLPA presented the Future Goals program this past season, a program that brought interactive, educational opportunities to nearly 3,500 students from 65 Minnesota schools. Future Goals – Hockey Scholar is an online learning course that leverages the game of hockey as a learning vehicle for students to understand the real-world applications of science, technology, engineering and math (STEM) concepts. The course is available at no cost to schools and its curriculum is written for students in grades 4-7.



## WILD BUDDIES 2.0

During the 2023-2024 season, the Wild Buddies mentoring program returned for its 24<sup>th</sup> year. Since 1998, Wild staff members have mentored 4<sup>th</sup> grade students from one elementary school in St. Paul, most recently with Horace Mann Elementary School. To mentor a larger and more diverse group of elementary students, the Wild added the Hallie Q. Brown Community Center located in the Rondo neighborhood in St. Paul two years ago as a second Wild Buddies partner, hence the name – Wild Buddies 2.0. Approximately 50 Wild staff members made weekly visits to Horace Mann and Hallie Q. Brown, working with kids in math, reading, socialization skills and more.



## MILITARY APPRECIATION NIGHT

On October 24, 2023, the Minnesota Wild celebrated its annual Military Appreciation Night. Among the many tributes that night was a special on-ice ceremony honoring eight Vietnam War veterans. Additionally, Ed Abramson, a veteran and founder of Soldier's 6, was surprised with a road trip with the Minnesota Wild during the second intermission. Ed learned of the surprise trip when Bill Guerin and Kevin Gorg made the announcement live on Bally Sports North. The Minnesota Warriors were the beneficiaries of Split the Pot, and the United Heroes League received proceeds from the auction of player-signed military jerseys.



## ADOPT-A-DOG PROGRAM



Presented by Cub

On August 13, 2024, the Minnesota Wild partnered with Cub to donate its sixth team dog, Dino, to Kiera Meier. Meier is a veteran who served as a military police officer with the National Guard and was deployed to Haiti in 2009 to aid with earthquake relief efforts. Meier and Dino will be working with Soldier's 6 to complete their service animal certificate. Soldier's 6 is a local nonprofit that provides honorably discharged veterans and first responders who suffer from PTSD with a specially trained canine. Soldier's 6 will train our seventh team dog whom the Wild will be adopting in the Fall of 2024 from Coco's Heart Dog Rescue. He'll be placed with another deserving service member of first responder next summer at no cost to the recipient.



# HONORING OUR HEROES



Beyond the Yellow Ribbon

## BEYOND THE YELLOW RIBBON

January 2024 marked the 7<sup>th</sup> anniversary of the Minnesota Wild being designated as a Yellow Ribbon Company. As a Yellow Ribbon Company, the Wild are proud to support and honor military members through charitable causes, in-game presentations and more.



## SURPRISE ROAD TRIP

Ed Abramson, a veteran and founder of Soldier's 6, was surprised with a road trip with the Minnesota Wild on Military Appreciation Night in October 2023. Abrahamson learned of the surprise trip when Bill Guerin and Kevin Gorg made the announcement live on Bally Sports North that night. Abrahamson invited his brother-in-law and K9 trainer with Soldier's 6, Mike Boehmer, to join him on the trip to Nashville for the Wild-Preds game on November 30, 2023. Boehmer has trained each of the Wild's six team dogs.



## GUARDIAN OF THE GAME

*Presented by CHS*

During every home game of the 2023-2024 season, the Minnesota Wild were honored to recognize a service member as our Guardian of the Game. The honoree was given two game tickets and stood on the ice adjacent to national anthem singer, John deCausmaker, for the singing of the national anthem. deCausmaker, a veteran himself, salutes each Guardian of the Game at the conclusion of the Star-Spangled Banner, a tradition enjoyed by thousands of fans each home game.



## UNITED HEROES LEAGUE RINK GRAND OPENING

On Veteran's Day 2023, the Minnesota Wild were proud to sponsor and attend the ribbon cutting ceremony for an NHL-size outdoor refrigerated rink at the United Heroes League in Hastings, MN. The ice is available for rent with all rental fees benefiting military families.



## COMMUNITY HERO OF THE GAME

*Presented by Cub*

At each home game, the Minnesota Wild partnered with Cub to honor a Community Hero of the Game. Honorees, including first responders, teachers, veterans and others, received two game tickets and were honored during the first period of each game.



## ST. PAUL FIRE FOUNDATION HOCKEY TOURNAMENT

On April 6, 2024, the Minnesota Wild were honored to host the second St. Paul Fire Foundation Hockey Tournament at TRIA Rink in St. Paul. Teams of firefighters throughout Minnesota and beyond participated in the tournament with all proceeds benefiting the St. Paul Fire Foundation. The St. Paul Fire Foundation is dedicated to supporting the firefighters of the St. Paul Fire Department.



## ZEBRAS CARE

*Presented by Blaze Credit Union*

In partnership with Blaze Credit Union and the National Hockey League Officials Association (NHLOA), the Minnesota Wild hosted children of active military members at one home game each month this past season as part of the Zebras Care program. The children received game tickets, a pre-game meet-and-greet with the NHL referees and a gift bag from the NHLOA and Minnesota Wild.



## HIRING OUR HEROES

The Minnesota Wild, in partnership with the US Chamber of Commerce, were proud to host Hiring Our Heroes at Xcel Energy Center on March 14, 2024. Hiring Our Heroes is an event which connects service members, military spouses and veterans with American businesses to create economic opportunity and a strong and diversified workforce. Over 100 veterans attended the free event, and each veteran was given two complimentary tickets to the Wild game that night.



## HOCKEY DAY MINNESOTA 2024

Presented by UnitedHealthcare

The Minnesota Wild, in partnership with Bally Sports North, United Healthcare and Minnesota Hockey, presented the 18<sup>th</sup> Annual Hockey Day Minnesota (HDM) on Saturday, January 27 in Warroad, MN. Over 15,000 tickets were sold for the 3-day event which raised money to support youth and high school hockey in Warroad, aka Hockeytown USA.



# HOCKEY PARTNERSHIPS



## STATE OF HOCKEY LEGACY AWARD

The Minnesota Wild, in partnership with Minnesota Hockey and Bally Sports North, announced the late Herb Brooks as the 2023-24 State of Hockey Legacy Award winner on January 27, 2024. Brooks became the 13<sup>th</sup> member to receive the honor. Brooks' two grandsons, Tommy and Joe Paradise, accepted the award on behalf of their grandfather.



## WILD FOR A DAY

The Minnesota Wild's Wild for a Day program recognizes youth hockey players who demonstrate passion for the sport of hockey, exemplify leadership and hard work on the ice, exhibit qualities of a good teammate, have a positive attitude and contribute to their local community. Six youth hockey players who went above and beyond to help create a greater State of Hockey were recognized during the 2023-2024 season. Each honoree was invited to attend Wild morning skate, received four game tickets and in-arena recognition.



## HONOR THE GAME HOCKEY TOURNAMENT

On November 8-12, 2023, the Minnesota Wild were proud to host Minnesota Hockey's 4<sup>th</sup> Annual Honor the Game Pee wee A Hockey Tournament at TRIA Rink. The "Honor the Game" Tournament offers a unique twist to the standard youth sports tournament with a focus on sportsmanship and camaraderie practiced by players, coaches and spectators.



## LITTLE WILD LEARN TO PLAY PROGRAM

In collaboration with Minnesota Hockey, Pure Hockey, NHL and NHLPA, the Minnesota Wild hosted its annual Little Wild Learn to Play program. This program provides kids ages 5-8 from across Minnesota an introduction to the game of hockey at a nominal cost. The program offers each participant a full set of hockey equipment and four one-hour on-ice training sessions with Minnesota Hockey coaches. This past year, 21 communities from across the state participated in the program, each hosting 60 or more kids per location, including an all-girls program at TRIA Rink in St. Paul. In total, the program introduced nearly 1,300 new skaters to the game. Each player was offered a free ticket to a Minnesota Wild preseason game.



## GIRLS HOCKEY WEEKEND

Presented by Red Baron



In partnership with Red Baron, Minnesota Hockey and USA Hockey, the Minnesota Wild hosted Girls Hockey Weekend on December 2-3, 2023, at Xcel Energy Center. On Saturday, December 2, over 150 6U, 8U, 10U and 12U girls participated in on-ice clinics and dryland training coached by local collegiate and professional female hockey players. On Sunday, December 3, the growth of girl's hockey was celebrated throughout the Minnesota Wild vs. Chicago Blackhawks game. Laura Halldorson, a pioneer in girls and women's hockey and former coach of the University of Minnesota women's team, made the "Let's Play Hockey!" announcement.



## MITE HOLIDAY JAMBOREE

Presented by Warrior



On December 28-29, 2023, at the Xcel Energy Center, the Minnesota Wild partnered with Warrior to host 64 boys and girl's teams from throughout the State of Hockey at the annual Mite Holiday Jamboree. Each team played two 30-minute half-ice games on the home ice of the Minnesota Wild.



## YOUTH HOCKEY SPOTLIGHT GAMES

Presented by US Bank



In partnership with US Bank, the Minnesota Wild brought their full in-game experience to three youth hockey games during the 2023-2024 season, including two Peeewe B games in Warroad and New Hope, and a 12U B game in Buffalo. Each game featured Wild national anthem singer, John deCausmeaker; public address announcer, Adam Abrams; Wild mascot, Nordy; Bally Sports North rinkside reporters; and celebrity guest coaches, including Wes Walz and Stephane Veilleux. Among other gifts, each player received a custom jersey to commemorate the game. Much to their surprise, the teams were greeted by hundreds of fans with rally towels, providing a once-in-a-lifetime experience for all participating teams. The Warroad-Roseau Peeewe B game on January 3, 2024, drew over 2,000 fans to Gardens Arena.



## EVELETH TROPHY

A tradition which began in 2018, the Minnesota Wild presented the Eveleth Trophy to each of the four Minnesota State High School championship teams. From April through August, each championship team received the trophy for approximately one month. Similar to the Stanley Cup, each team member is given the opportunity to celebrate with the trophy for one day to celebrate their hard work and success during their championship season.

### 2023 MSHSL TOURNAMENT CHAMPIONS

Girls: Class A – Warroad / Class AA – Edina

Boys: Class A – St. Cloud Cathedral / Class AA – Edina



## LEADERSHIP SUMMIT

On June 25, 2024, nearly 300 boys and girls high school hockey captains, team leaders and coaches from across Minnesota gathered at the Xcel Energy Center to hear from regarded coaches, players and industry leaders about what it takes to become a leader. Among the many featured speakers were Minnesota Wild defenseman, Brock Faber; Minnesota Wild CEO, Matt Majka; Hall of Famer, Natalie Darwitz; and NBA world champion and hockey dad, Trent Tucker. Additionally, the attendees watched a PBS documentary called 'The Electric Indian', a film about Ojibwe hockey legend and Warroad native, Henry Boucha. The Leadership Summit is free of charge and is open to high school hockey captains and coaches from Minnesota and beyond.







## HOCKEY CAPTAIN SPOTLIGHT

Presented by West Bend



The Minnesota Wild teamed up with West Bend for the Hockey Captain Spotlight program. From November through March, the program honored two high school hockey captains each month, one male and one female. The honorees demonstrated a passion for the sport of hockey, exemplified leadership and hard work on the ice and in the classroom, contributed to their local community and went above and beyond to create a greater State of Hockey. The ten captains each received a custom jersey and received two tickets in a catered suite at the Minnesota Wild vs. Ottawa Senators game on April 2, 2024.



## YOUTH HOCKEY REFEREE SPOTLIGHT

In partnership with Minnesota Hockey and the Minnesota Hockey Officials Association, the Wild honored one male and one female youth hockey referee each month in appreciation of their efforts this past season. Honorees, selected by the Minnesota Hockey Officials Association, received two game tickets, a pre-game meet-and-greet with the NHL officials, in-arena recognition and the opportunity to skate side-by-side with the NHL referees prior to team introductions and the national anthem.



## LEVEL I REFEREE SEMINAR AND CLINIC

To address the shortage of youth hockey referees, the Minnesota Wild, Minnesota Hockey, the Minnesota Hockey Officials Association and USA Hockey hosted the Level I Referee Seminar and Clinic on September 30, 2023. The event provided aspiring officials, young and old alike, the opportunity to complete their USA Hockey Level I certification. Participants received the opportunity to skate at Xcel Energy Center; hear from Minnesota Wild head coach, Dean Evason; meet with NHL officials; and attend the Minnesota vs. Chicago Blackhawks game that night.



## USA HOCKEY NATIONAL GOALTENDING SYMPOSIUM

From May 30 – June 2, 2024, the Minnesota Wild were proud to host the inaugural USA Hockey National Goaltending Symposium at TRIA Rink and 317 on Rice Park in St. Paul. The four-day event celebrated goaltending and provided a unique, in-depth educational opportunity for coaches. An all-star lineup of speakers, including elite-level goalies, goalie coaches and leaders in the industry from across the country were featured at the event. The Symposium was open to all USA Hockey members who wanted to learn more about goaltending and coaching the position.

## STATE TOURNAMENT BANQUETS

The Minnesota Wild, in partnership with Minnesota Hockey, hosted the girls and boys Class A and AA state high school hockey tournament banquets at Roy Wilkins Auditorium February 20-21 and March 5-6, 2024. The revamped banquets brought hundreds of players, coaches and fans together to celebrate the great tradition of the boys and girls state high school hockey tournaments. Proceeds from the banquets provided scholarships for graduates of the Minnesota Wild's Hockey Is For Me program.

## MS. HOCKEY/MR. HOCKEY BANQUETS

As is tradition, the Minnesota Wild were proud to sponsor and host the 2024 Ms. Hockey and Mr. Hockey Banquets at the St. Paul RiverCentre on February 25, 2024, and March 10, 2024, respectively. Each banquet honored the top player and senior goaltender from the 2023-2024 season. Winners received a custom Wild jersey and were invited to attend a Minnesota Wild game and the opportunity to make the "Let's Play Hockey!" announcement.

- 2024 Ms. Hockey - Ayla Puppe, Northfield
- 2024 Let's Play Hockey Senior Goalie of the Year – Grace Zahn, Hill-Murray
- 2024 Mr. Hockey – Hagen Burrows, Minnetonka
- 2024 Frank Brimsek Award Senior Goalie of the Year – Kam Hendrickson, Chanhassen

The Minnesota Wild Foundation exists to support the game of hockey and improve the lives of families in the State of Hockey. With support from Wild players, fans and donors, the Minnesota Wild Foundation supports pediatric medical causes, serves as the largest non-ember funding source for Minnesota Hockey, and provides fundraising opportunities for youth hockey associations and children's health and wellness charities across the state. Since its inception in 2009, the Wild Foundation has distributed \$5.9 million in grants to hockey organizations and children's medical related charities and has helped local charities raise over \$7.5 million through its Split the Pot Raffle program. Together we create a Greater State of Hockey.

# MINNESOTA WILD FOUNDATION



## BOARD OF DIRECTORS

### CORPORATE AND COMMUNITY MEMBERS

- Scott Peterson, Chair – The Schwan Food Company
- Pamela Wheelock, Vice Chair
- Dan Scott, Secretary
- Shelley Buck – Prairie Island Indian Community
- Steve McDaniels – Maplewood Toyota
- Bennett Morgan – Polaris Industries, Retired
- Ann Mulholland – The Nature Conservancy

### INSTITUTIONAL MEMBERS

- Brad Bombardir
- Kara Guerin
- Darby Hendrickson
- Christopher Leipold
- Craig Leipold
- Jeff Pellegrom, Treasurer

### WILD FOUNDATION STAFF

- Rachel Schuldt, Executive Director
- Abby Fox, Development Assistant
- Josh Petrik, Finance
- Anna Stone, Intern

## MINNESOTA WILD FOUNDATION GIVING THROUGHOUT THE STATE OF HOCKEY

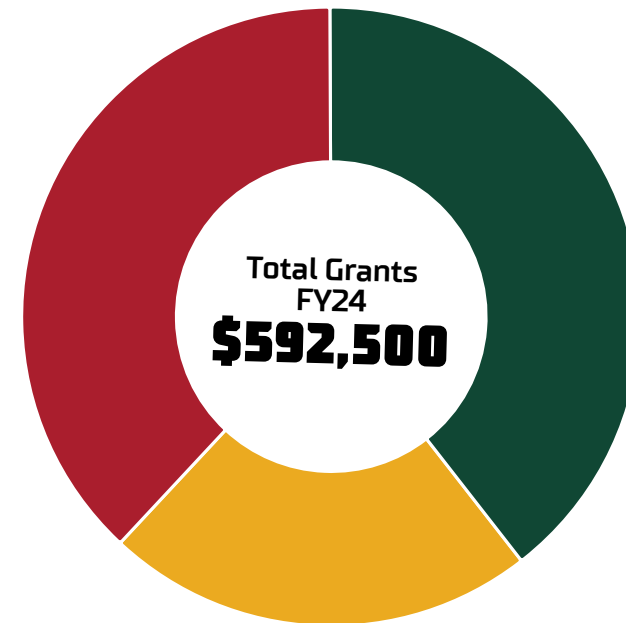
The Minnesota Wild Foundation is dedicated to creating a greater State of Hockey by focusing its fundraising efforts and giving in two categories: children's health and well-being and the growth and development of community-based hockey with particular focus on early engagement as well as continuing to build diversity, equity and inclusion in the game. The Wild Foundation supports organizations that align with its mission in these two categories through annual grants, by providing in-game fundraising opportunities like Split the Pot Raffle and youth hockey program sales, and by sharing proceeds from fundraising events and initiatives.

Minnesota Wild fans, community and corporate partners have continued to show tremendous dedication and support for Wild Foundation fundraising efforts throughout the 2023-24 season. Thanks to the incredible generosity of fans and donors participating in our events and fundraising initiatives like Split the Pot Raffle, youth hockey program sales and online auctions, the Minnesota Wild Foundation was able to distribute \$592,500 in direct grants to a total of 62 charities and youth hockey associations across the State of Hockey including grants made to the Des Moines, Iowa community on behalf of the Wild's American Hockey League affiliate team, the Iowa Wild. Approximately 49% of total annual grants were distributed to hockey related organizations, 51% of grants went to charities that focus on the health and well-being of children and approximately 28% of all this giving supported Diversity, Equity and Inclusion efforts and programming.



## 2023-2024 FOUNDATION REVENUE

	REVENUE	%
<b>Raised from Events</b> .....	<b>\$921,022</b> .....	<b>64%</b>
<b>Corporate Contributions</b> .....	<b>\$270,351</b> .....	<b>19%</b>
<b>Individual Contributions</b> .....	<b>\$142,237</b> .....	<b>10%</b>
<b>Donated Goods &amp; Labor</b> .....	<b>\$85,897</b> .....	<b>6%</b>
<b>Interest on Income</b> .....	<b>\$13,328</b> .....	<b>1%</b>
<b>TOTAL Income FY24</b> .....	<b>\$1,432,835</b> .....	<b>100%</b>



<b>Hockey Organizations</b> .....	<b>49%</b>
<b>Children's Health and Well-being</b> .....	<b>51%</b>
<b>Giving in support of Diversity, Equity and Inclusion</b> .....	<b>28%</b>

## 2023-2024 GRANT RECIPIENTS

- Minnesota Youth Hockey Associations 41 total
- American Indian Family Center
- Blaze Hockey Kids4Kids
- Children's Minnesota Foundation
- DinoMights
- Hockey Ministries International
- Minnesota Hockey
- Minnesota Alliance of Boys & Girls Clubs
- Minnesota Amateur Athletics Foundation
- MN Boys High School Hockey Coaches Association
- MN Girls High School Hockey Coaches Association
- Minnesota Diversified Hockey via Minnesota Hockey
- Pinky Swear Foundation
- Ronald McDonald House Charities - Upper Midwest
- Saint Paul Foundation for CollegeBound Saint Paul
- Twin Cities Pride
- United Heroes League
- Warroad Hockey
- Des Moines Youth Hockey Association
- Gabe Fleming Memorial Hockey Scholarship Fund
- Blank Children's Hospital
- Can Play



## THE BIG ASSIST

Presented by Treasure Island Resort & Casino



For each assist during the 2023-2024 season, our generous partners at Treasure Island Resort & Casino continued their pledge to donate \$200 to the Wild Foundation. At the end of the season, their donation totaled \$84,800 to support diversity in hockey programming throughout the State of Hockey. Big Assist funds have allowed the Wild Foundation to support diversity in hockey programs like the DinoMights Learn 2 Skate program, provided funds for the Hockey Without Limits Camp, supported the MN Wild's Hockey is For Me, Little Wild Learn to Play and Youth Hockey Scholarships for BIPOC kids participating in these programs.



## MINNESOTA WILD FOUNDATION GALA

On December 12, 2023, the newly renamed Minnesota Wild Foundation Gala raised over \$465,000 for the team's charity and event partner, Children's Minnesota. Guests enjoyed pre-event VIP parties, cocktail reception, amazing live and silent auction and beautiful three course meal served up by Wild celebrity waiters. In its twenty-year history, the gala has raised more than \$3 million to benefit Children's Minnesota and the Minnesota Wild Foundation. A portion of the proceeds from the December event benefitted Children's Minnesota's Mental Health Unit and the Minnesota Wild Foundation.



## WILD OFF THE TEE GOLF OUTING

On September 18, 2023, the Minnesota Wild hosted its second Wild off the Tee Golf Tournament at Royal Golf Club in Lake Elmo. Golfers enjoyed a full round of golf with a Minnesota Wild player or coach, golf cart, beverages, all-inclusive breakfast, lunch, dinner, along with on-course prizeing and a post-round program with Minnesota Wild dignitaries. The Minnesota Wild donated a portion of the net proceeds to the Minnesota Wild Foundation.



## WHISKEY & WINE with the Wild

### WHISKEY & WINE WITH THE WILD

The Wild Foundation's annual Whiskey & Wine with the Wild event took place on Saturday, February 17, 2024 at 317 on Rice Park in Saint Paul. Wild defenseman Zach Bogosian and his wife Bianca hosted the intimate event where over 200 guests sampled wines, whiskeys, nibbled hearty appetizers, and mixed and mingled with members of the Wild roster. The event benefited the Minnesota Wild Foundation and Children's Minnesota.



## STRIKE IT WILD

Presented by Treasure Island Resort & Casino

The ever-popular Strike It Wild celebrity bowling event, presented by Treasure Island Resort & Casino, took place on October 8, 2023. Attendees joined the entire Wild roster for bowling fun and fundraising at Treasure Island's Island Xtreme Bowl to benefit Minnesota Diversified Hockey and Minnesota Wild Foundation. In its seven-year history, the event has raised nearly \$250,000 for local charities.



## YOUTH HOCKEY PROGRAM SALES

Each season, Minnesota youth hockey associations with a 501(c) (3) designation are encouraged to apply for the opportunity to sell game magazines at Wild home games and for their efforts receive a one-time, \$1,500 grant from the Minnesota Wild Foundation. Over the course of the 41 games during this season, 1,200 youth and amateur hockey players and their families volunteered their time to sell approximately 17,000 game day programs and the Wild Foundation distributed \$61,500 in grants to support youth and amateur hockey.



## GREATER STATE OF HOCKEY BROADCAST AUCTION

*Presented by Bally Sports North*

In collaboration with Bally Sports North, the Minnesota Wild Foundation hosted the annual Greater State of Hockey Broadcast Auction on March 16, 2024. The broadcast auction featured unique Wild memorabilia and one of a kind experiences as well as interviews highlighting the Wild Foundation's community impact. The Greater State of Hockey Broadcast Auction raised nearly \$66,000 thanks to the generous bids and donations made by viewers.



## ONLINE AUCTIONS AND MYSTERY PUCKS

The Wild Foundation raises funds to serve its mission by hosting a number of exciting online auctions each year including specialty themed jerseys which were signed by Wild players for special themed game nights with a portion of the proceeds from each auction shared with a local non-profit. The Hockey Fights Cancer jersey auction benefitted Pinky Swear Foundation, the camo jersey auction supported United Heroes League, the Black History Celebration jersey auction funds went to Minnesota Hockey, and the Native American Heritage jersey auction benefitted the American Indian Family Center. The Wild Foundation also raised funds by selling Mystery Pucks with designs corresponding to each theme night.





## SPLIT THE POT RAFFLE

At Wild home games in 2023-24, the Wild Foundation hosted an in-arena Split the Pot Raffle to benefit local charities that align with the mission and purpose of the Wild Foundation. Fans can purchase raffle tickets from the time gates open through the end of the second intermission. One winner is selected at random to take home half the gross proceeds from that game's raffle ticket sales, up to \$10,000. The game's designated charity received the remaining proceeds. During the 2023-24 season, over \$719,000 in raffle proceeds was raised to benefit 28 local charities including the Wild Foundation and the winners took home over \$345,000!



## 2023-2024 RAFFLE BENEFICIARIES

- Autism Society of Minnesota
- Children's Cancer Research Fund
- Crescent Cove
- DinoMights
- Edina Community Foundation for MN Wild Blind Hockey
- Edina Community Foundation for MN Sled Hockey
- Edina Community Foundation for MN Wild Deaf & Hard of Hearing Hockey
- Fraser
- Friends of St. Paul Hockey
- Gillette Children's Specialty Healthcare
- Hendrickson Foundation
- Herb Brooks Foundation
- Hobey Baker Memorial Award Foundation
- HopeKids
- Make-A-Wish
- Minnesota Hockey
- Minnesota Warrior Hockey
- Minnesota Wild Foundation
- Minnesota Wild Special Hockey
- Ronald McDonald House Charities
- Sophie's Squad
- Special Olympics Minnesota
- Twin Cities PRIDE
- United Heroes League
- US Hockey Hall of Fame Museum
- Washburn Center for Children
- Wishes & More
- Women's Hockey Association of Minnesota

## SPECIAL EVENTS



## MAKE-A-WISH

The Minnesota Wild and Wild Foundation were delighted to grant four Wishes throughout the 2023-24 season for Easton, Joey, Konner, and Luka. The Wild went above and beyond for each Wish, building a once-in-a-lifetime Wild experience for each Wish recipient. Each child and their family enjoyed personalized experiences including private ice time at TRIA rink, tours of the Wild training facility, Hockey Lodge shopping sprees, visits from Nordy, morning skate and meet and greets with Wild players, pre-game walk ins with players, and one day contracts with the Wild. Each family also enjoyed a game night with friends and family.



## CHILDREN'S MINNESOTA NEW YEAR'S EVE CELEBRATION



The Wild Foundation brought patients and family members at Children's Minnesota hospitals a little joy on New Year's Eve by delivering "party in a bag" kits complete with festive glasses, noisemakers, and light up rally towels.



## MINNESOTA WILD PLAYER HONORARY GIFTS

The Wild Foundation is proud to recognize player milestones and awards and achievements by making gifts on their behalf in honor of these special occasions. During the 2023-2024 season, the Wild Foundation was proud to donate \$5,000 to the American Indian Family Center in honor of Wild Goalie Marc-Andre Fleury's 1,000<sup>th</sup> NHL game. The Foundation also made a \$5,000 gift to Ronald McDonald House Charities - Upper Midwest on behalf of the Tom Kurvers Humanitarian Award winner, Wild Goalie Marc-Andre Fleury.



## CONNECT WITH AND STAY UPDATED ON MINNESOTA WILD COMMUNITY AND FOUNDATION NEWS

Contact the Minnesota Wild Foundation at [mwildfoundation@wild.com](mailto:mwildfoundation@wild.com) or call **651-602-6000** to be redirected.

To make a donation or learn more about the Minnesota Wild Foundation, go to [wild.com/foundation](http://wild.com/foundation).

### CONNECT WITH US ON SOCIAL MEDIA

✕ [@WildGivesBack](https://twitter.com/WildGivesBack)    [f](https://www.facebook.com/MinnesotaWildGivesBack) [MinnesotaWildGivesBack](https://www.facebook.com/MinnesotaWildGivesBack)    [@WildGivesBack](https://www.instagram.com/WildGivesBack)

Contact the Minnesota Wild Community Relations and Hockey Partnerships team at [community@wild.com](mailto:community@wild.com) or call **651-602-6000** to be redirected.

SCAN TO DONATE





