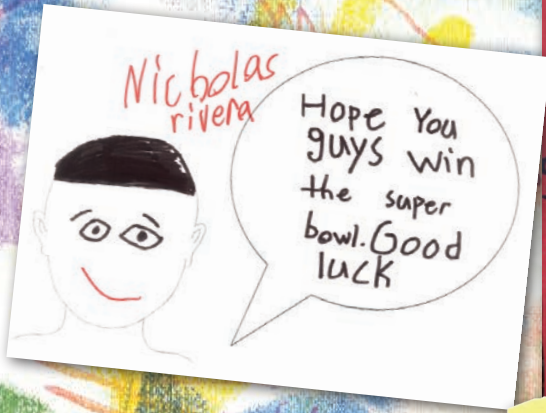




NEW ENGLAND PATRIOTS  
**COMMUNITY**  
INVOLVEMENT REPORT



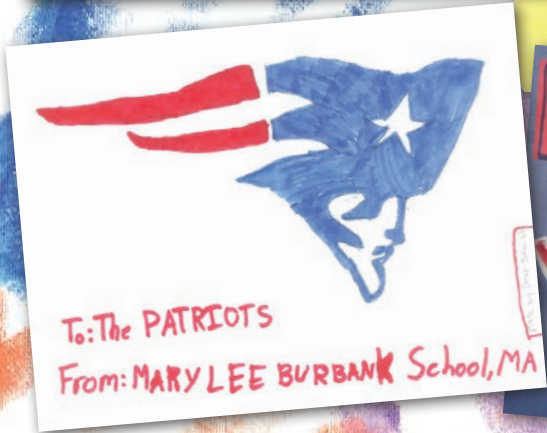
*The Heart Inside the Huddle*



Childrens Hospital / patriots,

My name is Shayna Cunningham, I need is in July. Childrens Hospital Boston has been a great place for me. I was diagnosed with my liver tumor. The nurses and doctors make me feel very special and welcomed when I am there. I go to appointments monthly and I always feel safe when I am with them. My last visit there I had stomach problems and they did their best to find the issue and make me feel better. As I was being diagnosed I had a special visitor for me, Daniel Heiter. I've never been that excited or proud so much. He even let me have his invitation I've been extended, by the Childrens Hospital, to join your program. It is extremely exciting. I love watching football and the patriots. I never thought I had a chance to see a practice I've had since I was born and I am at Boston Childrens Hospital and patriots. This journey is a lot easier and also exciting. Thank you for taking the time to read my letter.

Shayna Cunningham



Mr. Kraft,

Thank you for supporting Boys and Girls Clubs of Boston! I am grateful to have been a member of the club because it has helped me so much by staying out of trouble and focusing on school. I enjoy reading through the teen Recognition Program. You'll see the programs, staff, and how the clubs have had a positive impact on me and my peers. Thank you for your support!

Brittany Weaver

INVEST IN A CHILD. INSPIRE A FUTURE.

BOYS & GIRLS CLUBS OF BOSTON

Douglas

# DEAR FRIENDS

Since the day I purchased the team, I have considered myself the custodian of a communal asset. I realize that the greatest value of the Patriots in New England is not measured by the team's wins and losses, but rather by the positive impact the organization and its players can make in the community on a regular and ongoing basis. The team continues to set new highs in community outreach and once again surpassed the previous year's record for player appearances and contributions donated through the Patriots Charitable Foundation. Patriots players, past and present, continue to serve as ambassadors for the organization by volunteering their time to support hundreds of community events and initiatives throughout New England.

Through the New England Patriots Charitable Foundation's Celebrate Volunteerism initiative, we continue to encourage others to invest in our communities by becoming volunteers. Through this initiative, we highlight volunteerism by teaming with nearly 100 nonprofits in our region, educating people about the need for volunteerism and promoting new opportunities to do so. We are fortunate to have so many volunteers in our region and are happy to honor many deserving individuals throughout the season who often go unnoticed or underappreciated. We look forward to honoring more of these volunteers and the causes they support in the future.

I am proud of the positive impact our outreach efforts have had in New England. We remain dedicated to contributing to our community and aiding the youth and families in the region by assisting programs that foster cultural diversity, education, family and health.

The following information highlights our strong commitment to our community as well as the appreciation we have for our loyal fans. Thank you for your continued support.

Sincerely,



Robert K. Kraft  
New England Patriots Chairman and CEO



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# ABOUT THE FOUNDATION



The New England Patriots Charitable Foundation is the nonprofit organization established by Robert Kraft and the Kraft family in 1994 to support charitable and philanthropic agencies throughout New England. This support comes in the form of direct grants and the donation of signed memorabilia to charitable causes, and from Patriots players who offer their direct support by appearing at charity functions throughout the year.

The Foundation's primary goal is to support programs that aid the youth and families of the New England region by assisting programs that foster cultural diversity, education, family and health. The Foundation has taken special interest in youth programs that encourage education, creativity and development of character.

## RON BURTON AWARD



The Ron Burton Community Service Award is presented annually to a Patriots player in recognition of his many contributions in the community and is named after Ron Burton, who was the first player drafted in franchise history and left a lasting legacy by committing his life to helping others. Patriots punter Zoltan Mesko was awarded the prestigious New England Patriots Ron Burton Award Community Service Award at the 2012 Kickoff Gala in recognition of his outstanding commitment to the community. Previous Ron Burton Award winners include Joe Andruzzi (2003), Troy Brown (2004), Matt Light (2005), Jarvis Green (2006), Ty Warren (2007), Larry Izzo (2008), Kevin Faulk (2009), Vince Wilfork (2010) and Jerod Mayo (2011).



# PATRIOTS FUN FACTS & FIGURES

**MILLIONS  
OF DOLLARS**

Since its inception in 1994, the New England Patriots Charitable Foundation has donated millions of dollars to charitable causes throughout the region and around the world.

**76,876**

Patriots fans donated more than 76,876 volunteer hours throughout the 2012 football season as part of the Celebrate Volunteerism initiative.

The Foundation made more than 2,000 donations of autographed memorabilia to thousands of New England nonprofits during the 2012 season.

**2,000**

More than 25,000 Patriots fans in Massachusetts are displaying their team pride with a Patriots license plate.

**25,000**

**350**

Current and former Patriots players made more than 350 player appearances throughout the 2012 season as part of Patriots Community Tuesdays.

**\$617,000**

Following the marathon tragedy in April, the Kraft family announced a matching donation program, which resulted in a \$617,000 donation to the One Fund Boston, in support of victims.

In 2013, 34 members of the Patriots Marathon Team raised a record-breaking \$253,000 in support of the Myra Kraft Community MVP Awards and a donation to the One Fund Boston in the wake of the marathon tragedy.

**\$253,000**

More than 130 members of the military were welcomed by the Kraft family at the Veteran's Day game and assisted in displaying an American flag that spanned the entire field.

**130**

**21,000**

Students at Weymouth High School donated 21,000 volunteer hours in 2012 as part of the Patriots school-based Celebrate Volunteerism program.

**100**

The Patriots teamed with veterans during Raytheon's pregame hospitality in The Hall at Patriot Place presented by Raytheon, to create 100 personalized care packages for troops serving overseas. The event took place in collaboration with \$25,000 grand prize Myra Kraft Community MVP Award winner Lou Cimaglia's nonprofit, Local Heroes.

Patriots players, alumni and staff sported more than 2,000 Celebrate Volunteerism T-shirts while volunteering in New England communities.

**2,000**

In 2012, the Foundation recognized 16 outstanding volunteers as Patriots Difference Makers. You too can become a Patriots Difference Maker by pledging volunteer hours, printing an official Patriots Difference Maker Certificate and submitting your volunteerism photos.

**16**

**100%**

Each year, the Foundation raffles off a chance to travel on the team plane on an away-game trip through the "Ultimate Road Trip Raffle." The grand prize includes travel with the team to the game of the winner's choice, hotel accommodations, game tickets, a pregame field visit, dinner, Patriots gear and more. First, second and third-prizes include autographed memorabilia. Tickets are \$10 each, with 100% of the proceeds benefiting the Foundation. Tickets can be purchased at [www.patriots.com/community](http://www.patriots.com/community).

You can see real-time photos of players in the community by following the Patriots on twitter at [www.twitter.com/patriots](http://www.twitter.com/patriots) and on Facebook at [www.facebook.com/newenglandpatriots](http://www.facebook.com/newenglandpatriots)





# CELEBRATE VOLUNTEERISM

NEW ENGLAND PATRIOTS CHARITABLE FOUNDATION



AN INITIATIVE THAT AIMS TO HIGHLIGHT VOLUNTEERISM BY TEAMING WITH NONPROFITS, EDUCATING PEOPLE ABOUT THE NEED FOR VOLUNTEERING, INCREASING AWARENESS FOR VOLUNTEER OPPORTUNITIES, HONORING DESERVING VOLUNTEERS AND ENCOURAGING OTHERS TO FOLLOW MYRA KRAFT'S EXAMPLE OF BEING A LIFELONG VOLUNTEER. DURING THE 2012 FOOTBALL SEASON, THE FOUNDATION TEAMED WITH NEARLY 100 NONPROFITS THROUGHOUT THE REGION AND PATRIOTS FANS DONATED MORE THAN 76,876 VOLUNTEER HOURS.



# IN HONOR OF MYRA H. KRAFT

THE NEW ENGLAND PATRIOTS DEDICATE  
THE CELEBRATE VOLUNTEERISM  
INITIATIVE TO HER LOVING MEMORY.



## LEADING BY EXAMPLE

While petite in size, no one ever questioned Myra Kraft's stature in the many global communities in which she did her work. She devoted her entire professional career to philanthropic pursuits, touching lives across the world, from Boston to small towns in northern Russia, Europe, Israel, Africa and South America.

## INSPIRATIONAL

In 1994, after the Kraft family bought the New England Patriots, Myra took an active role in forming the mission of the Foundation and served as its President with her son Joshua Kraft. Her integrity and passion helped an untold number of people across the globe and inspired thousands of people to follow her example to give back through volunteerism.

## COMPASSIONATE

Through the Foundation, she touched the lives of thousands of youth and families while developing programs that foster cultural diversity, education, family and health, with a special interest in youth programs that encourage education, creativity and development of character. Her compassion for others fueled her dedication to philanthropy. While serving, Myra was known to dive in and "get her hands dirty." She spent time getting to know the people she was serving and wanted to fully understand their needs. She also knew the value and impact of volunteerism, as she spent time thanking, encouraging and getting to know the volunteers that were serving alongside her.

## A FAMILY TRADITION

The Kraft family continues to be one of the leading philanthropic families in New England. They have donated hundreds of millions of dollars to charities and nonprofits around the world. The Kraft family's philanthropic example is a family tradition that will continue for generations to come.





# WEEKLY VOLUNTEERISM THEMES

EACH WEEK THROUGHOUT THE SEASON, THE FOUNDATION FOCUSES ON DIFFERENT VOLUNTEER THEMES AND COLLABORATES WITH MULTIPLE NONPROFITS THAT ALIGN WITH THEM. THE WEEKLY FOCUS HIGHLIGHTS ONGOING VOLUNTEERISM NEEDS IN EACH FOCUS AREA AND ENCOURAGES PATRIOTS FANS AROUND THE WORLD TO GET INVOLVED.

## 9/9 — SERVICE PROJECTS VOLUNTEERISM

Plumley Village

## 9/16 — EDUCATION VOLUNTEERISM

Jumpstart

National Association of Black Accountants

uAspire

United Way

## 9/23 — PUBLIC SERVICE VOLUNTEERISM

CERT

GreenLeaf Garden Club of Milford

Walpole Medical Reserve Corp

## 9/30 — YOUTH SPORTS VOLUNTEERISM

Community Rowing

New England Revolution/Doc Wayne

Special Olympics Mass

Tenacity

## 10/7 — HEALTHCARE VOLUNTEERISM

American Cancer Society

Boston Healthcare for the Homeless

Brigham and Women's Hospital

Lynn Community Health Center

One Mission

## 10/14 — ENVIRONMENTAL VOLUNTEERISM

Green Schools

Mass Audubon

NRG

Recycle Computers 4 Cancer

## 10/21 — GLOBAL GIVEBACK VOLUNTEERISM

EarthWatch Institute

Grassroot Soccer

Partners In Health

## 10/28 — ARTS VOLUNTEERISM

Dance Complex

Museum of Fine Arts

Performing Arts Center of Metrowest

Vermont Symphony Orchestra

## 11/4 — MILITARY & VETERAN VOLUNTEERISM

Local Heroes

Massachusetts Soldiers Legacy Fund

Operation Christmas Cards

Raytheon

## 11/11 — VIOLENCE, DRUG & BULLYING PREVENTION

Boston Area Rape Crisis Center

Boston vs. Bullies Program (The Sports Museum)

DOVE, Inc.

Girls' LEAP

P.A.V.E.

Street Safe

## 11/18 — HUNGER AWARENESS

First United

Morgan Memorial Goodwill

Norwood Food Pantry

Weymouth Food Pantry

## 11/25 — MENTORING VOLUNTEERISM

Big Brothers Big Sisters of Central MA

Family Service, Inc.

Latino STEM Alliance

Mass Mentoring

Old Colony YMCA Big Sister Big Brother

Partners for Youth with Disabilities

Raw Art Works

Springfield School Volunteers, Inc.

## 12/2 — EXERCISE, FITNESS & NUTRITION AWARENESS

American Heart Association

InnerCity Weightlifting

New England Dairy Council Fuel Up to PLAY 60

Rockwell School

## 12/9 — HOMELESSNESS AWARENESS

Family Resources Community Action

Old Colony YMCA - Family Services

Pine Street Inn

## 12/16 — HOLIDAY GIVING AWARENESS

Elderly Services of Cape Cod

Generations

Rockingham Nutrition & Meals on Wheels

Salvation Army

## 12/23 — SENIOR ADVOCATE

Elder Services of Cape Cod

Generations

Southern Maine Agency on Aging

Springwell

**EXTRA  
POINTS:**

*In 2012, the Foundation doubled the number of Celebrate Volunteerism collaborating nonprofits.*



*To nominate a collaborating nonprofit, email [CharitableEvents@patriots.com](mailto:CharitableEvents@patriots.com).*



# PATRIOTS COMMUNITY TUESDAYS

**TOTALING MORE THAN 350 APPEARANCES IN THE PAST YEAR, EACH TUESDAY, PATRIOTS PLAYERS VOLUNTEER AT NONPROFITS THROUGHOUT THE REGION IN CONJUNCTION WITH THE WEEKLY VOLUNTEERISM THEMES.**

During the season, current and former Patriots players spend Tuesdays, their only day off, out in the community visiting nonprofits including local schools, Boys & Girls Clubs, YMCAs, United Way locations, homeless shelters, food pantries, veterans homes, local hospitals and more, totaling thousands of volunteer hours. Patriots players, coaches and their families are committed to rolling up their sleeves and making a difference in as many lives as possible during community visits.



 **CELEBRATE  
VOLUNTEERISM**  
NEW ENGLAND PATRIOTS CHARITABLE FOUNDATION





# PATRIOTS DIFFERENCE MAKERS

*"These Patriots Difference Makers are outstanding examples of making a difference through volunteerism. These volunteers rarely receive recognition and we are glad to honor them. We thank them for their selfless service and positive impact in their communities."*

- ROBERT KRAFT  
PATRIOTS CHAIRMAN AND CEO





# PATRIOTS DIFFERENCE MAKERS

**EACH WEEK, THE KRAFT FAMILY RECOGNIZES AN OUTSTANDING VOLUNTEER AS A PATRIOTS DIFFERENCE MAKER OF THE WEEK.**

The Patriots Difference Makers of the Week are nominated by the Celebrate Volunteerism weekly collaborating organizations. Members of the Kraft family and a panel of judges review the nominations and select the winner. Each week, the winners are recognized during Patriots Community Tuesday visits with current and former Patriots players. Each winner is awarded an official medal and an autographed football.

## CELEBRATE VOLUNTEERISM WEEKLY SCHEDULE AND PATRIOTS DIFFERENCE MAKERS OF THE WEEK

Week	Volunteerism Focus	Organization	Winner	Hometown
9/9	Service Projects Volunteerism	Community Builders	Xavier Robles	Worcester, Mass.
9/16	Education Volunteerism	uAspire	Jeanne Foster	Springfield, Mass.
9/23	Public Service Volunteerism	Walpole Medical Reserve Corps	Kathi Garvin	Walpole, Mass.
9/30	Youth Sports Volunteerism	Special Olympics Mass.	Jim Church	North Easton, Mass.
10/7	Healthcare Volunteerism	American Cancer Society	Dr. David Rosenthal	Dedham, Mass.
10/14	Environmental Volunteerism	Mass Audubon	Ruth Connaughton	Harwich, Mass.
10/21	Global Give Back Volunteerism	Grassroot Soccer	Lucky Mfundisi	Khayelitsha, South Africa
10/28	Arts Volunteerism	Museum of Fine Arts	Ali Jafari	Boston, Mass.
11/4	Military and Veteran Volunteerism	Operation Christmas Cards	Amanda Sullivan	Worcester, Mass.
11/11	Violence, Drug, Bullying Prevention	Girl's LEAP	Shauna DeLeon	Boston, Mass.
11/18	Hunger Awareness Volunteerism	Weymouth Food Pantry	Steve Silva	Weymouth, Mass.
11/25	Mentoring Awareness Volunteerism	Family Services Inc.	Bob Winskowicz	North Andover, Mass.
12/2	Exercise & Healthy Eating Volunteerism	Rockwell Elementary School	JoAnne Waite	Bristol, RI
12/9	Homelessness Awareness Volunteerism	Pine Street Inn	Michael Ferullo	Chestnut Hill, Mass.
12/16	Holiday Giving Awareness Volunteerism	Rockingham Meals on Wheels	Renee Estey	Hampton, NH
12/23	Senior Advocate Volunteerism	Springwell	Joan DeFinis	Wellesley, Mass.



# VOLUNTEERISM PLEDGE

**PATRIOTS FANS AROUND THE WORLD BECOME PATRIOTS DIFFERENCE MAKERS BY TAKING A VOLUNTEERISM PLEDGE AND DONATING THOUSANDS OF VOLUNTEER HOURS**

Throughout the 2012 season, Patriots fans around the world got involved in the Celebrate Volunteerism initiative and were invited to become their very own Patriots Difference Maker by donating volunteer hours, taking a volunteerism pledge and printing an official certificate. To share their acts of volunteerism, fans submitted photos of their service while holding their Patriots Difference Maker certificates.



**EXTRA POINTS:**

*Patriots fans donated more than 76,876 hours of volunteerism during the 2012 football season.*



# GAME DAY INITIATIVES

EACH PATRIOTS HOME GAME FEATURES SEVERAL CELEBRATE VOLUNTEERISM INITIATIVES, INCLUDING BOOK, COAT, FOOD AND TOY COLLECTIONS, ON-FIELD CEREMONIES, PUBLIC SERVICE ANNOUNCEMENTS AND MORE.

In 2012, the New England Patriots Charitable Foundation collected thousands of pounds of books, coats, food and toys at home games for New England children and families in need. The supplies collected directly benefit local support programs including the United Way, Cradles to Crayons, local food pantries and Salvation Army.

Game day activities also include on-field ceremonies honoring volunteers, raising volunteerism awareness throughout the stadium and more.

## 2012 COLLECTION DRIVES

Book Drive	Sept. 16	vs. Arizona Cardinals
Coat Drive	Oct. 21	vs. New York Jets
Food Drive	Nov. 18	vs. Indianapolis Colts
Toy Drive	Dec. 16	vs. San Francisco 49ers

**EXTRA  
POINTS:**

*Patriots players personally delivered items donated by fans to local nonprofits during the following Patriots Community Tuesday.*

**EXTRA  
POINTS:**

*Children battling pediatric cancer had the opportunity to select holiday gifts thanks to Patriots fans' toy donations.*





# PATRIOTS DIFFERENCE MAKERS GRANTS

IN AN ON-FIELD CEREMONY, THE FOUNDATION PROVIDED  
\$25,000 IN GRANTS TO THE 16 NONPROFITS OF THE  
PATRIOTS DIFFERENCE MAKERS OF THE WEEK.

The nonprofit where each Patriots Difference Maker volunteers was awarded a \$1,000 grant in recognition for their volunteer work. At the end of the 2012 season, members of the Kraft family and a panel of judges named a grand prize Patriots Difference Maker whose nonprofit received an additional \$10,000 grant. David Rosenthal from the American Cancer Society, which supports individuals and families battling cancer, was named the grand prize winner for his outstanding dedication and service to those in need.



# PATRIOTS FAMILIES GET INVOLVED

**PATRIOTS PLAYERS AND COACHES' SIGNIFICANT OTHERS PLAYED AN ACTIVE ROLE IN THE CELEBRATE VOLUNTEERISM INITIATIVE IN 2012.**

Patriots players and coaches' significant others and families participate in activities, including day of game collections, distributing 200 complete Thanksgiving meals to families in need, making and serving meals at the Women's Lunch Place, collecting and sorting thousands of winter coats in cooperation with Cradles to Crayons and more.





# PATRIOTS STAFF GIVES BACK

**PATRIOTS STAFF MEMBERS VOLUNTEERED A RECORD-BREAKING NUMBER OF HOURS THIS PAST YEAR AS PART OF CELEBRATE VOLUNTEERISM.**

In numerous locations throughout the region, Patriots staff members raked lawns, landscaped, painted, cleaned, participated in collection drives, volunteered at numerous nonprofit agencies and conducted a Football for YOU youth football clinic in Newtown, Conn.





## DEC. 30 CELEBRATION & BEYOND

**AT THE DEC. 30 PATRIOTS VS. DOLPHINS GAME, THE KRAFT FAMILY AND THE FOUNDATION HONORED THE CELEBRATE VOLUNTEERISM INITIATIVE.**

The in-season celebrations culminated in a special on-field halftime ceremony with each of the Patriots Difference Makers. The ceremony highlighted cooperating nonprofits, displayed a photo slideshow of each Patriots Community Tuesday, awarded \$25,000 in grants and announced the continuation of the Celebrate Volunteerism initiative.

The Celebrate Volunteerism initiative aims to share examples of dedicated volunteers, build awareness of the need for volunteering, identify and educate others about volunteer opportunities and inspire New Englanders to become volunteers.





CELEBRATE  
**VOLUNTEERISM**

NEW ENGLAND PATRIOTS CHARITABLE FOUNDATION



*"Volunteerism is at the heart of giving back and bettering our communities. We continue to honor and thank the many deserving volunteers in our region that are often not recognized for their valuable contributions. Through this initiative, we hope to inspire Patriots fans to make a difference and become lifelong volunteers."*

**- ROBERT KRAFT  
PATRIOTS CHAIRMAN AND CEO**

# EDUCATION



THE FOUNDATION IS COMMITTED TO HELPING EVERY CHILD RECEIVE QUALITY EDUCATIONAL PROGRAMMING THAT ENCOURAGES THE IMPORTANCE OF LEARNING. THROUGHOUT THE YEAR, PATRIOTS PLAYERS VISIT SCHOOLS, BOYS & GIRLS CLUBS AND COMMUNITY ORGANIZATIONS PROMOTING LITERACY, EDUCATION AND CREATIVE LEARNING THROUGH PROGRAMS THAT INCLUDE READ BETWEEN THE LINES, SCHOLARSHIPS AND THE "SCIENCE OF SPORTS" SCIENCE FAIR IN PARTNERSHIP WITH RAYTHEON. THE PATRIOTS AIM TO INSPIRE SUCCESS IN AND OUTSIDE THE CLASSROOM.



## READ BETWEEN THE LINES

EACH YEAR, THE FOUNDATION PRESENTS READ BETWEEN THE LINES, A PROGRAM THAT AIMS TO ENCOURAGE SUMMER READING AT SCHOOL ASSEMBLIES AT NEW ENGLAND MIDDLE SCHOOLS.

With the goal to encourage reading year-round, current and former Patriots players visit schools at the end of each school year to promote the summer reading program which encourages students to meet their schools' summer reading goals to earn a school assembly in the fall featuring Patriots players and special prizes. The kickoff events emphasize the importance of reading, education and setting goals, followed by a question and answer session with the students. If the school reports an achieved reading goal in the fall, Patriots players return for a celebration and lunch with the top performers in each grade.

**EXTRA  
POINTS:**

*Nearly 3,000 Patriots book marks were distributed to local students to encourage summer reading.*



Science of Sports  
Science Fair

# "SCIENCE OF SPORTS" SCIENCE FAIR

EVERY JANUARY, MORE THAN 150 STUDENTS FROM BOYS & GIRLS CLUBS THROUGHOUT NEW ENGLAND WORK WITH RAYTHEON MENTORS FOR THE ANNUAL "SCIENCE OF SPORTS" SCIENCE FAIR PRESENTED BY RAYTHEON COMPANY AND THE NEW ENGLAND PATRIOTS.

During the four-month program, more than 40 Raytheon employees volunteered to make weekly visits to 17 Boys & Girls Club locations [Billerica, Brockton, Charlestown, Dorchester, Hudson, Lawrence, Leominster, Lowell, Marlborough, Marshfield, Nashua (N.H.), Newport (R.I.), Portsmouth (R.I.), Roxbury, Salem (N.H.), Waltham and Woburn Boys & Girls Clubs] to help imagine and execute projects that explore math or science through sports in preparation for the "Science of Sports" Science Fair. The competing teams presented their projects to a panel of executive judges including Raytheon Chairman and CEO William H. Swanson, The Kraft Group Chairman and CEO Robert Kraft and Patriots tackle Nate Solder.

**PARTNER:** Raytheon Company





Science of Sports  
Science Fair

# "SCIENCE OF SPORTS" SCIENCE FAIR

*"With more students and mentors than we've ever had, the theories and creativity of the projects continue to impress me each year. Raytheon continues to be one of the most innovative companies in the world, with a strong focus on philanthropy. Each year, Bill Swanson provides dozens of Raytheon volunteers to meet and mentor youth at Boys & Girls Clubs throughout the region. Through this program, students learn about teamwork while applying science in real-life settings. One of my favorite parts of this program is hearing the teams present their projects and seeing the pride they take in the work they have accomplished. It is exciting to see this program inspire these young people to make a career in science, technology, engineering and math."*

**- ROBERT KRAFT  
PATRIOTS CHAIRMAN AND CEO**





Science of Sports  
Science Fair

# "SCIENCE OF SPORTS" SCIENCE FAIR

IN 2009, RAYTHEON AND THE NEW ENGLAND PATRIOTS TEAMED TO LAUNCH THE "SCIENCE OF SPORTS" SCIENCE FAIR, A PROGRAM DESIGNED TO ENGAGE STUDENTS IN MATH AND SCIENCE PRINCIPLES THROUGH THE LENS OF SPORTS. RAYTHEON EMPLOYEES TEAM WITH STUDENTS FROM BOYS & GIRLS CLUBS ACROSS NEW ENGLAND FOR A FIVE-MONTH PROGRAM THAT CULMINATES WITH A SCIENCE FAIR AT GILLETTE STADIUM. TO CELEBRATE THE FIFTH ANNIVERSARY OF THE PROGRAM, RAYTHEON CHAIRMAN AND CEO WILLIAM H. SWANSON AND CHAIRMAN AND CEO OF THE NEW ENGLAND PATRIOTS, ROBERT KRAFT, SAT DOWN PRIOR TO THE 2013 SCIENCE FAIR TO REFLECT ON THEIR FAVORITE MOMENTS.

*Five years into the program, what is your favorite memory?*



**ROBERT KRAFT:**

"Though each year is memorable, one of my favorite memories is meeting the grand prize winners from last year's 'Science of Sports' Science Fair. The 'Las Ultimate Twirlers' were an all-girl team from Lawrence, Mass. that explored the use of science in the sport of gymnastics.

When I met the team, I could sense their passion for their project, their excitement about what they were learning and interest in how it applied to their every-day life. They were full of enthusiasm, which gets me excited

about helping to build futures in math and science.

Not only did I enjoy their energetic presentation, but when we announced them as the grand prize winners, it was fun to see their excitement as they ran onto the stage to receive their trophy and scholarships."



**BILL SWANSON:**

"I love watching these young students being selected and recognized for their achievements. I have so much fun being a judge and hearing them explain to me what they are doing.

Then I get to ask questions to see how well they understand the principles of science they use to reach a conclusion. When you see them 'light up' explaining their projects, it is something special."

*Why did Raytheon and the New England Patriots partner to develop the Science of Sports Science Fair?*

**ROBERT KRAFT:**

"First of all, I have great respect and admiration for Raytheon's Chairman and CEO Bill Swanson. He has done tremendous things with Raytheon. We enjoy a shared vision for excellence in the business community as well as a fervent commitment to philanthropy and communities in our region and around the world.

One of the projects we have worked together to develop is The Hall at Patriot Place presented by Raytheon, which opened in 2008. Not only is The Hall a unique place to learn and remember Patriots history, but we partnered with Raytheon to utilize math and science to promote education through family-centered games, activities and science, technology, engineering and math (STEM) education.

Throughout the school year, thousands of students visit The Hall to learn about the Patriots. Through sports, we can attract students to engage in the study of science in a way that most really enjoy. As part of wanting to do more, five years ago we implemented this 'Science of Sports' Science Fair which engages hundreds of youth at New England Boys & Girls Clubs and pairs them with more than 70 Raytheon volunteer mentors to brainstorm, create and host their project at our annual 'Science of Sports' Science Fair. Each year, Bill and I are joined by a Patriots player to serve as judges. We enjoy meeting the students, learning about their projects and awarding scholarships for the best projects."

**BILL SWANSON:**

"I have had the good fortune of knowing Robert Kraft for many years. We have much in common, and I've been consistently impressed with his leadership, business acumen and integrity. So we're often looking for areas where we can work together and partner.

After we teamed up for The Hall at Patriot Place presented by Raytheon, we were discussing how we might partner to help the youth of New England, and the concept of the Science Fair came up. Robert and the Kraft family are renowned for giving back to the community, and Raytheon has long been focused on supporting math and science education. We combined these interests to benefit the students at area Boys and Girls Clubs.

Raytheon has our passionate employee volunteers who mentor the students, and the Patriots provide the venue, the players and make the students feel like superstars. It's far exceeded our initial expectations, and it's become one of the events I most look forward to each year."



Science of Sports  
Science Fair

# "SCIENCE OF SPORTS" SCIENCE FAIR

*Patriots players Danny Woodhead, Patrick Chung, Sebastian Vollmer and Jerod Mayo have all participated as guest judges; do you have any memorable stories about them?*

**ROBERT KRAFT:**

"I am always amazed at how much science is utilized in the sport of football. That is one of the things the judges talk about before each science fair. It's one of the conversations I really enjoy having with each of the players that participate from year to year. It brings it back to the importance of education, which is the reason we implemented this program. Each of the players bring their own personality to the judging process.

Jerod Mayo dove into the projects and spent a lot of time laughing with the students. Patrick Chung really pored over the scores and debated while trying to make the right decision. Last year, when Danny Woodhead joined us we joked that he met the height requirement of being a judge. This year will be a little different when we are joined by 6-foot-7-inch offensive tackle Nate Solder. I am looking forward to it and I know Nate is, too."

**BILL SWANSON:**

"It was fun having Danny Woodhead last year, because he was one player I was taller than. It's good knowing that I'm bigger than a professional football player, and I hope Robert Kraft has let Coach Belichick know that I'm available if needed."

## *What do you look forward to the most for each Science of Sports Science Fair?*

**ROBERT KRAFT:**

"One of my big concerns is that we have a shortage of young people in the study of math and science and we don't fill the engineering needs of this country. I think this program plants the seeds in young, talented people who hopefully will be inspired to continue study in the field.

At this year's 'Science of Sports' Science Fair, we welcome one of the largest groups of students and Raytheon mentors in the five years since we created this program.

Each year, I am impressed as the projects get more creative. I am looking forward to seeing this year's projects, meeting the students and encouraging them to continue their educational pursuits in math and sciences."

**BILL SWANSON:**

"Seeing these young students get excited about the Science of Sports. It never gets old. They work so hard on these projects and are so proud of their work. Then they get to experience Gillette Stadium, which brings their experience to a whole other level.

Their enthusiasm is truly infectious, which really makes you feel good about the future – since our nation needs to inspire a new generation of scientists, technologists and engineers to drive innovation and U.S. economic growth. And of course, I always look forward to strengthening our partnership with Robert, the Kraft family and the Patriots."



2012 GRAND PRIZE WINNERS  
LAS ULTIMATE TWIRLERS  
LAWRENCE, MASS.

## *What about the Science of Sports Program are you most proud?*

**ROBERT KRAFT:**

"I think one of my favorite elements of this program is the idea that investing in our youth reaps numerous rewards and creates a positive ripple effect for the future. The 'Science of Sports' Science Fair utilizes many different groups of volunteers, including more than 70 Raytheon mentors. Through these sports-themed projects, the mentors make science fun. I am sure, through this science fair, seeds of interest have sprouted from students who otherwise might have never taken an interest in math or sciences. Inspiring study in STEM fields is so important to our future.

I am just proud to see the engagement and excitement these students have about their projects and hope it inspires greatness in the future."

**BILL SWANSON:**

"The partnership with the Kraft family, the Patriots organization, and seeing how working together we all make a difference in the lives of others. Robert and I share a concern for growing the 'pipeline' of students pursuing studies and careers in STEM.

STEM careers are wonderfully rewarding and challenging, and they are also much needed for our nation to continue as innovation leaders in this era of global competitiveness. It is our hope that this Science Fair serves to inspire the students to develop an interest in STEM so they'll be excited to pursue STEM education.

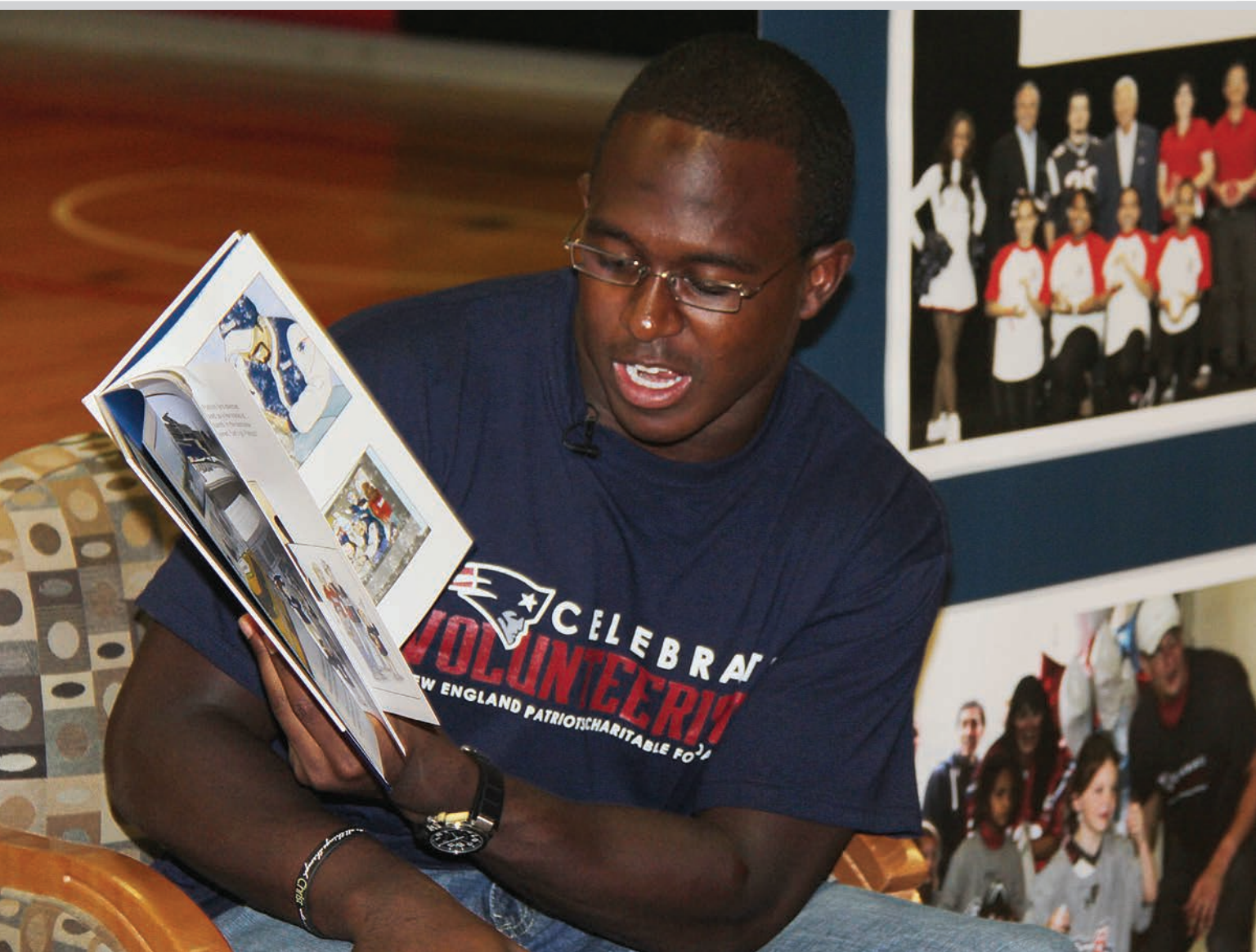
Sometimes all it takes is a single moment or spark to inspire a future engineer or scientist to pursue a STEM career. What a great 'spark' to pair science and sports together."



# CELEBRATE VOLUNTEERISM: EDUCATION

**DURING THE WEEK OF SEPT. 16, THE FOUNDATION  
FOCUSED ON EDUCATION, DURING ITS WEEKLY  
CELEBRATE VOLUNTEERISM THEME.**

As part of the education focus, Patriots fans were encouraged to donate books at the Sept. 16 Patriots home game. That following Patriots Community Tuesday, Patriots players delivered the donated books to children and their volunteer educators at local Boys & Girls Clubs. In addition, educational volunteer opportunities were highlighted on [www.Patriots.com/community](http://www.Patriots.com/community) and Patriots Difference Maker of the Week, Jeanne Foster, from college readiness nonprofit, uAspire, for her outstanding volunteerism.





# CELEBRATE VOLUNTEERISM: SCHOOL-BASED PROGRAM

**LOCAL HIGH SCHOOLERS VOLUNTEERED  
MORE THAN 21,000 HOURS AS PART OF THE  
SCHOOL-BASED CELEBRATE VOLUNTEERISM PROGRAM.**

The Foundation hosted a school-based volunteerism program with Weymouth High School, which encouraged students not only to embrace their volunteerism requirements, but to go above and beyond while establishing a lifestyle of volunteerism. The program featured teachers' ability to nominate outstanding students as a Volunteer In Practice (V.I.P.), which recognizes them as outstanding citizens and allows them to provide leadership for their school and community. As part of this program, former Patriots running back Kevin Faulk visited the school for a pep rally to speak to students about the importance of volunteerism.





## READING AROUND NEW ENGLAND

AS PART OF THE PATRIOTS' COMMITMENT TO PROMOTING LITERACY, PATRIOTS PLAYERS, COACHES AND ALUMNI READ TO PATRIOTS FANS AT A VARIETY OF COMMUNITY VISITS THROUGHOUT THE SEASON.

Patriots players visit numerous schools, community programs and after-school programs where they spoke to students about the importance of reading. Often relating the need to be able to read their own playbooks, Patriots players share some of their favorite childhood books, including Amiee Aryal's *Let's Go Patriots*.

### EXTRA POINTS:

*When reading to children out loud, players often read the *Let's Go Patriots* book, which encourages children to interact with the reader and cheer "Let's Go Patriots!" on cue.*

# RHODE ISLAND READING WEEK

**PATRIOTS PLAYERS, COACHES AND ALUMNI  
PARTICIPATE IN RHODE ISLAND READING WEEK IN APRIL.**

Making three visits to Rhode Island elementary schools during "Reading Week" in April, Patriots representatives spoke to students about the importance of reading both privately and out loud. The players also fielded questions and encouraged students to continue reading throughout the year.



# HEALTH AND NUTRITION



THE FOUNDATION TEAMS WITH LOCAL HOSPITALS, MEDICAL LEADERS, EDUCATIONAL FACILITIES AND COMMUNITY GROUPS TO ENCOURAGE THE NEXT GENERATION OF PATRIOTS FANS TO LEAD ACTIVE AND HEALTHY LIVES. THROUGH PLAY 60 EVENTS AND PROGRAMMING, A HEALTHCARE CELEBRATE VOLUNTEERISM WEEKLY FOCUS AND WEEKLY HOSPITAL VISITS, PATRIOTS PLAYERS, COACHES, CHEERLEADERS AND PAT PATRIOT AIM TO EMPOWER A HAPPIER AND HEALTHIER COMMUNITY.



— Kraft Family Blood Donor Center —  
at Dana-Farber Cancer Institute and Brigham and Women's Hospital



# KRAFT FAMILY BLOOD DONOR CENTER

**THE KRAFTS ARE LONGTIME CHAMPIONS IN RAISING AWARENESS  
OF THE CRUCIAL NEED FOR VOLUNTEER BLOOD AND PLATELET  
DONORS THROUGHOUT THE REGION AND BEYOND.**

As part of their commitment to ensuring high-quality healthcare, Patriots Chairman and CEO Robert Kraft, who also serves as a Dana-Farber Cancer Institute Trustee, established the Kraft Family Blood Donor Center which expanded with the integration of the platelet donor facilities at Dana-Farber and the whole blood and red blood cell donor center at partnering Brigham and Women's Hospital.

*Why do people with cancer and other serious health conditions need donated blood and platelets?*

People undergoing treatment for cancer – as well as accident victims, transplants recipients, babies in the neonatal intensive care unit, people with cardiac conditions, and many other patients – depend on transfusion to control their bleeding and anemia. Volunteer donors are the only source of blood products for these patients. There is no substitute.

**FOR MORE INFORMATION OR TO DONATE CALL 617-632-3206 OR EMAIL [BLOODDONOR@PARTNERS.ORG](mailto:BLOODDONOR@PARTNERS.ORG)**



## PLAY 60

**THE PATRIOTS ENCOURAGE FANS OF ALL AGES  
TO BE ACTIVE FOR AT LEAST 60 MINUTES A  
DAY AS PART OF THE PLAY 60 PROGRAM.**

The Patriots' and NFL's PLAY 60 program aims to tackle childhood obesity by implementing healthy habit programming in schools, after-school programs, community programs and providing in-home resources to Patriots fans around the globe.

In 2013, Patriots Chairman and CEO Robert Kraft, along with Patriots players Danny Amendola, Chandler Jones, Niko Koutouvides, Zoltan Mesko, Stevan Ridley, Matthew Slater, Shane Vereen and Leon Washington celebrated Roger Clap Innovation School as the winners of the national NFL PLAY 60 Bus Contest.

**PARTNER:** Bank of America, Harvard Pilgrim and New England Dairy and Food Council



# HEALTH AND NUTRITION





# THE NEW ENGLAND KIDS TRIATHLON

THE FOUNDATION TEAMS WITH KID'S TRIATHLON, INC. TO  
HOST THE LARGEST KID-SIZED TRIATHLON IN NEW ENGLAND.

In 2013, participants nearly doubled from the previous year to almost 900 children. The race takes place as part of the Patriots and NFL's PLAY 60 initiative, which encourages children to exercise at last 60 minutes a day. In just its second year, the New England Kids Triathlon once again became the largest kid's triathlon ever held in the Northeast and one of the 10 biggest kid's triathlons taking place in the United States this year. Current and former Patriots players cheer on participants, award medals at the finish line and even participate in the race as 'Celebrity Big Kids' alongside kids.



# KIDS TRIATHLON



# HOMETOWN HUDDLE

IN 1999, THE NFL AND UNITED WAY ESTABLISHED A LEAGUE-WIDE DAY OF SERVICE FOR PLAYERS TO PARTICIPATE IN VOLUNTEERISM AND COMMUNITY SERVICE.

This past year, the Patriots and United Way of Massachusetts Bay and Merrimack Valley teamed to host more than 175 youth from various New England after school programs in an afternoon of gardening projects and obstacle courses. Children also enjoyed internationally-themed snacks as part of the Celebrate Volunteerism weekly focus on global giving.





# SPECIAL OLYMPICS STATE GAMES

THE FOUNDATION AND THE SPECIAL OLYMPICS MASSACHUSETTS, A LEADER IN PROVIDING HEALTHY LIFESTYLES FOR THOSE WITH INTELLECTUAL DISABILITIES VIA SPORTS TRAINING AND COMPETITION, HAVE A WINNING PARTNERSHIP FOR THE ANNUAL STATE FLAG FOOTBALL AND CHEERLEADING GAMES.

In November 2012, the Foundation and Special Olympics hosted the fourth annual Flag Football and Cheerleading event at Gillette Stadium in Foxborough. Each year, the event grows as flag football and cheerleading participation continues to increase throughout Special Olympics Massachusetts - one of the first chapters to offer these sports as part of their yearly calendar. Athletes and Unified® Partners from Connecticut, Massachusetts, New Hampshire and Rhode Island participated in Unified® 5X5 flag football games and cheerleading demonstrations.

**EXTRA  
POINTS:**

*Growing exponentially, the flag football and cheerleading games have expanded to two locations, which also includes Franklin High School.*

# MILITARY



THE PATRIOTS STRIVE TO GIVE BACK TO THE MEN, WOMEN AND FAMILIES WHO DEVOTE THEIR TIME AND LIVES TO SERVING AND PROTECTING OUR COUNTRY.

THE PATRIOTS HONOR NEW ENGLAND MILITARY MEMBERS THROUGH NUMEROUS SPECIAL EVENTS, VETERAN HOSPITAL VISITS, GAME DAY PROGRAMMING AND, IN 2012, A CELEBRATE VOLUNTEERISM FOCUS ON MILITARY DURING THE WEEK OF NOV. 4.



# CELEBRATE VOLUNTEERISM: MILITARY

**HONORING ONE OF OUR NATION'S GREATEST VOLUNTEER ORGANIZATIONS, THE UNITED STATES ARMED FORCES**

The Kraft family and the Patriots celebrate and honor military members throughout the entire year. In 2012, current and former Patriots players, as well as Patriots cheerleaders, visited veteran's hospitals and supported military organizations during the season. In addition, the Kraft family and the Patriots donated thousands of tickets over the course of the season to the men and women who serve our country. Hundreds of others were honored during Patriots games and other special events at Gillette Stadium.

**EXTRA  
POINTS:**

*Patriots long-snapper Danny Aiken, punter Zoltan Mesko, kicker Stephen Gostkowski and former Patriots tackle Ed Ellis honored Amanda Sullivan, a deserving volunteer from Operation Christmas Cards, during a special holiday card decorating event as part of the Celebrate Volunteerism focus on military and veterans.*





# SALUTE TO SERVICE





WE ARE ALL



# PATRIOTS

# YOUTH FOOTBALL



THE PATRIOTS HAVE A LONG HISTORY OF INVOLVEMENT IN COMMUNITY SPORTS AND FITNESS, INCLUDING YOUTH FOOTBALL PROGRAMS SUCH AS COACH OF THE WEEK, FOOTBALL FOR YOU, USA FOOTBALL MONTH AND THE NFL PLAY 60 MOVEMENT. BY HOSTING CLINICS, PROGRAMS AND EVENTS, THE PATRIOTS ARE DEDICATED TO PROMOTING HEALTHY AND ACTIVE LIFESTYLES THROUGH YOUTH FOOTBALL.



# COACH OF THE WEEK

THROUGHOUT THE FOOTBALL SEASON, NEW ENGLAND HIGH SCHOOL COACHES ARE SELECTED AS THE COACH OF THE WEEK BASED ON THEIR ONGOING SUCCESS, WEEKLY GAMES AND QUALITY EXAMPLE IN THEIR SCHOOL'S FOOTBALL PROGRAM.

Each week, Patriots Executive Director of Community Affairs Andre Tippett leads a panel of judges to select an outstanding coach to be honored at their school with a plaque and \$1,000 grant for their football program. At the conclusion of the year, one coach is selected as the grand prize winner, and named the Patriots' Coach of the Year.





## 2012 COACH OF THE WEEK WINNERS

Sept. 18	John Fiore	Reading Memorial High School
Sept. 25	Dave Morse	Sharon High School
Oct. 2	Chris Whidden	Barnstable High School
Oct. 9	Ken LaChapelle	Northbridge High School
Oct. 16	Mike Redding	Mansfield High School
Oct. 23	Bob Almeida	Stoneham High School
Nov. 8	Rich Moran	Dorchester Academy
Nov. 13	Scott Fry	Plymouth South High School
Nov. 27	Jeff Cormier	Auburn High School
Dec. 4	Duane Sigsbury	Boston Cathedral High School
Dec. 11	Dave Morse*	Sharon High School

\* 2012 Coach of the Year





## COACH OF THE YEAR

Sharon High School's Dave Morse has been named the New England Patriots 2012 High School Coach of the Year in recognition of his team's EMass Division 3 Super Bowl victory over Wayland, 12-3. In just his second season at Sharon High School, Coach Morse led the Eagles to the school's first Davenport Division title, first Super Bowl appearance and first Super Bowl championship. Sharon High had won seven total games in seven seasons before hiring Morse, the youngest football coach in Massachusetts at the time. The New England Patriots Charitable Foundation donated \$2,000 to Sharon's football program in Morse's name in recognition of his Coach of the Year selection.



# USA FOOTBALL

AT THE PATRIOTS PRESEASON HOME GAMES, THE TEAM CELEBRATES USA FOOTBALL MONTH BY DONATING MORE THAN 6,000 PRESEASON TICKETS TO NEW ENGLAND POP WARNER AND YOUTH FOOTBALL LEAGUES, AS WELL AS CHEERLEADING PROGRAMS.

In 2013, youth football presidents from across the region gathered at Gillette Stadium for the USA Football Leadership Forum. In addition, marking the end of the U16 National Development Team week-long camp, the Foundation hosted a celebration at Gillette Stadium as part of the Patriots and NFL's newly created Heads Up Football youth football safety program.

In 2012, the Patriots hosted Pop Warner teams from Attleboro, Burlington, Franklin, Holliston, Sharon, Waltham and Coventry, R.I. The half time scrimages kicked off the start of the Pop Warner season.

**EXTRA  
POINTS:**

*The Kraft family and the Foundation have donated more than 20,000 tickets to youth football since 2009.*





# HIGH SCHOOL PLAYER DEVELOPMENT

THE NFL HIGH SCHOOL PLAYER DEVELOPMENT PROGRAM (HSPD) ADDRESSES CHALLENGES FACING HIGH SCHOOL FOOTBALL PROGRAMS ACROSS THE COUNTRY BY FOCUSING PRIMARILY ON UNDERSERVED COMMUNITIES. HSPD SERVES AS A FREE RESOURCE FOR BOTH HIGH SCHOOL PLAYERS AND COACHES. THE PROGRAM EMPHASIZES SAFETY, CONCUSSION AWARENESS, CHARACTER DEVELOPMENT, LIFE SKILLS AND FOOTBALL FUNDAMENTALS.

The Foundation has worked with the NFL to utilize this program and has continued to host 7-on-7 tournaments to help high school football players to further develop their football skills and increase their knowledge and awareness of the sport.

**EXTRA  
POINTS:**

*The Patriots congratulate the New England Champion HSPD team from Dracut, Mass. [pictured] for their accomplishments and participation at the national competition in Cleveland.*



# FOOTBALL FOR YOU

**THERE'S NOTHING THE NEW ENGLAND PATRIOTS ALUMNI CLUB  
AND THE FOUNDATION LIKE DOING MORE THAN BRINGING  
THE JOY OF FOOTBALL TO NEW ENGLAND YOUTH.**

For the eighth year in a row, NEPAC teamed with the Foundation to bring their signature Football For YOU youth clinic to New England communities. In 2013, the Kraft family brought the one-day youth clinic to Newtown, Conn., which marked the first of seven clinics throughout New England in conjunction with Heads Up Football.

The one-day free football clinic features skill stations taught by current and former Patriots players, guest speakers, a free dinner and Patriots gift bags. Hundreds of boys and girls ages 10 to 14 turn out for each event. All "Football for YOU" day clinics qualify as part of the NFL's PLAY 60 initiative, which promotes healthy living among young fans through 60 minutes of exercise a day. The clinic aligns with NEPAC's mission to bring the sport of football to children who may have never had the chance to participate in organized athletics.





*"The Kraft family and the New England Patriots Charitable Foundation are committed to bringing the sport of football to youth and encouraging kids to get active and be healthy. There is no better way to get kids excited about being healthy than learning football with former Patriots players who are passionate about giving back to their communities."*

**- ANDRE TIPPETT  
PATRIOTS EXECUTIVE DIRECTOR OF COMMUNITY AFFAIRS**



# FOOTBALL FOR YOU:



On May 18, the Kraft family and Patriots continued their ongoing support of the Newtown community in the wake of the December 2012 tragedy. Patriots Chairman and CEO Robert Kraft and 34 current and former Patriots players and coaches provided instruction for more than 300 Newtown children. The community was also invited to enjoy Patriots Fan Zone which featured Patriots-themed activities, food, games and prizes. Following the clinic, Mr. Kraft addressed the crowd, presented Patriots jerseys to community members and invited Newtown residents to attend a special in-stadium practice as his guests during Training Camp.



# NEWTOWN, CONN.

Since the December tragedy, the Kraft family has donated \$25,000 to help those affected and privately spread holiday cheer to a few Newtown families in need. In addition, the Patriots underlined their support in several ways during the Dec. 16 Patriots vs. 49ers home game. In-game remembrances included each player wearing a decal on their helmet, each cheerleader and the Pat Patriot mascot wearing black arm bands and a special 26-second moment of silence with 26 flares launched one at a time in honor of each victim. The Kraft family and Foundation also hosted 14 Sandy Hook first responders, who were honored on the field in personalized jerseys prior to participating in team introductions. For nearly 20 years, the Kraft family has had a unique connection to the Newtown community through owning and operating Rand-Whitney Newtown, a manufacturer of corrugated boxes. Located two miles from Sandy Hook Elementary School, the company has several long-standing employees who are Newtown residents.



# PUNT, PASS & KICK

THE NFL PUNT, PASS & KICK PROGRAM IS THE NATION'S LARGEST GRASSROOTS FOOTBALL SKILLS COMPETITION. IN 2012, YOUTH FROM AROUND THE REGION COMPETED IN SECTIONAL COMPETITIONS AND ON NOV. 11 THE PATRIOTS HOSTED MORE THAN 200 YOUTH FOR THE REGIONAL FINALS COMPETITION. WINNERS OF EACH AGE DIVISION WERE ANNOUNCED AND HONORED DURING A HALFTIME CEREMONY AND NATIONAL QUALIFIERS WERE ANNOUNCED LATER THAT YEAR.

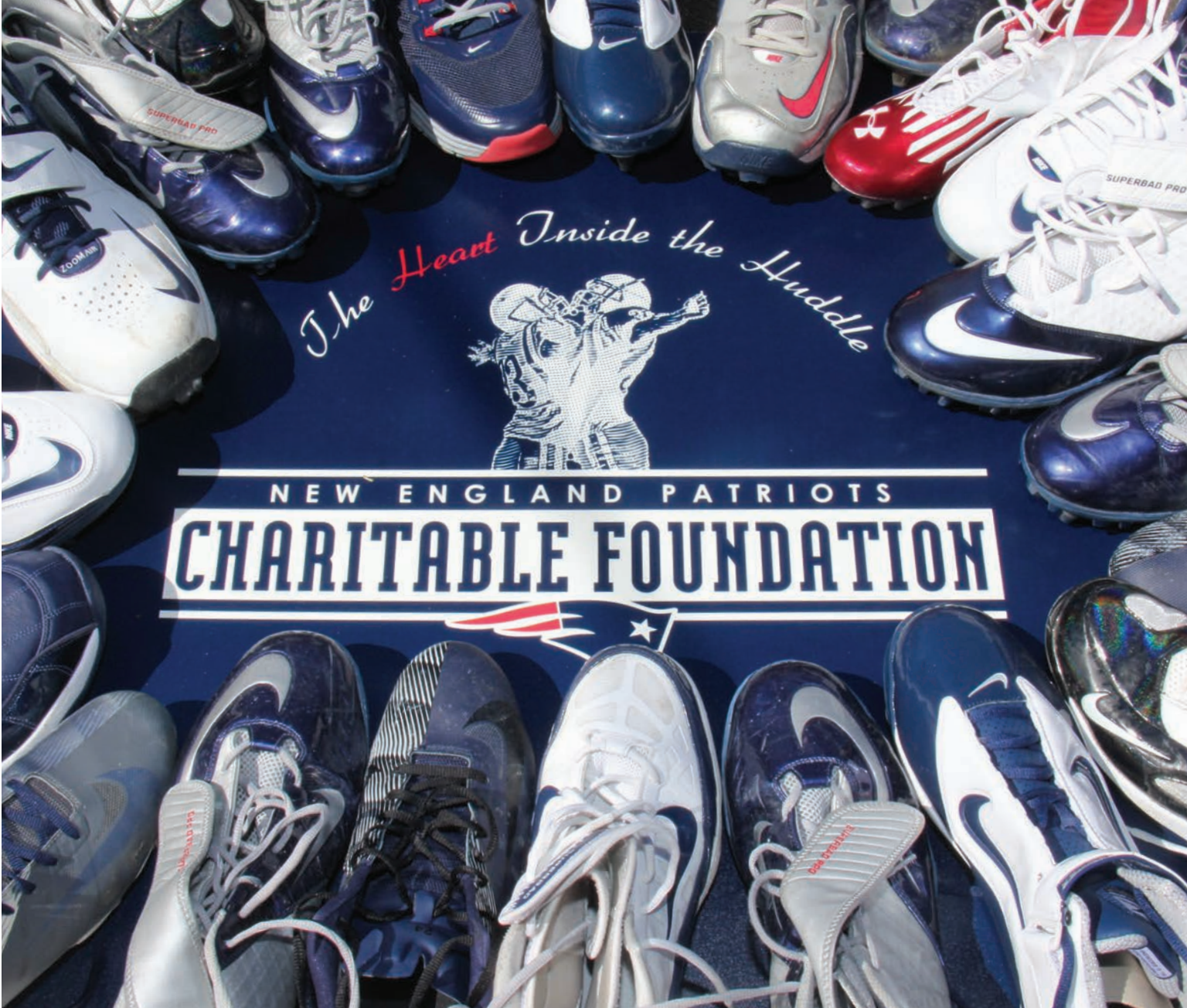


## WINNERS OF THE 2012 REGIONAL COMPETITION

6/7 Girls	Anya Zub	Franklin, Mass.
6/7 Boys	Matiwos Rumley	Hebron, Conn.
8/9 Girls	Krystyna Morawiec	Lee, Mass.
8/9 Boys	Jack Norwood	Canton, Mass.
10/11 Girls	Caylie McMahon	Stow, Mass.
10/11 Boys	Joseph Leonard	Cumberland, R.I.
12/13 Girls	Rachel Gardner	Stratham, N.H.
12/13 Boys	William Muniz	New Britain, Conn.
14/15 Girls	Katie Day	East Kingston, N.H.
14/15 Boys	Dylan Hapworth	Winslow, Maine

In 2011, Matiwos Rumley was malnourished and living in an orphanage in Addis Ababa, Ethiopia. But on Nov. 11, 2012 Matiwos was joined by his new, loving and excited adopted family as he participated in the regional finals competition at Gillette Stadium. He advanced to the national competition at the NFL Divisional Playoff Game where he came in first in his 6/7 age group.





## CLEAT DONATION PROGRAM

THE FOUNDATION PROVIDES NEW OR GENTLY USED FOOTBALL CLEATS TO YOUTH AND HIGH SCHOOL STUDENT ATHLETES THROUGHOUT NEW ENGLAND.

Student athletes and families in need are encouraged to submit a request for new and gently used football cleats. Football coaches and staff are also encouraged to select cleats for athletes in need who are participating in their programs.

**EXTRA  
POINTS:**

For more information or to request cleats  
please visit [www.patriots.com/community](http://www.patriots.com/community).

# NEW ENGLAND PATRIOTS CHARITABLE FOUNDATION PROGRAMMING



THE KRAFT FAMILY AND THE FOUNDATION ESTABLISHES PROGRAMMING THAT POSITIVELY IMPACTS FAMILIES, YOUTH AND INDIVIDUALS IN NEED. THERE ARE MANY OPPORTUNITIES FOR PATRIOTS FANS TO BECOME INVOLVED THROUGH THE FOUNDATION'S PROGRAMMING AT PATRIOTS.COM/COMMUNITY.

PROGRAMMING INCLUDES PATRIOTS LICENSE PLATES, PATRIOTS MARATHON TEAM, PATRIOTS PLATELET PEDALERS, MAKE-A-WISH, THE MYRA KRAFT COMMUNITY MVP AWARDS AND MORE.



## PATRIOTS LICENSE PLATES

**WANT A PATRIOTS LICENSE PLATE?  
IF YOU ARE A MASSACHUSETTS,  
RHODE ISLAND OR MAINE RESIDENT,  
YOU CAN PLACE YOUR ORDER TODAY!**

The Patriots are pleased to offer specialty license plates in Massachusetts and Rhode Island and we are now collecting preorders in Maine to benefit the Foundation. Fans in these states have the opportunity to order the specially designed plates to display their team pride on their bumpers. Proceeds raised from the license plates are funneled directly back to the states in which the plates are issued. Fans can visit [www.patriots.com/community](http://www.patriots.com/community) to sign up for the license plates and learn about specialty low-number online auctions.

**EXTRA  
POINTS:**

*In 2012, Crossroads of Rhode Island, a nonprofit that provides basic emergency needs to homeless families and individuals, received a \$2,500 grant as a result of the Patriots license plate program.*



# PATRIOTS PLATELET PEDALERS

**WITH \$754,258 RAISED IN 2012, THE PATRIOTS PLATELET PEDALERS ARE ONE OF THE HIGHEST FUNDRAISING TEAMS IN THE PAN-MASS CHALLENGE.**

In 2013, and for six years running, the Patriots Platelet Pedalers are the largest team in the Pan-Mass Challenge, averaging 120 riders each year and raising funds for Dana-Farber Cancer Institute. The money is earmarked for Dr. Ken Anderson, the Kraft Family Professor of Medicine at Harvard Medical School and Dana-Farber, to support his multiple myeloma research and development of novel therapies. Since the team aligned with the Kraft family and Patriots organization in 2008, the PPP team has raised more than \$3.6 million for cancer research.

*"Our team is comprised of regular people who care about curing cancer. The ride is physically demanding and sometimes you feel like you can't go on, but then you'll ride past a mother and son holding a sign that reads 'Thanks to you, I am six.' ... and you pedal on!"*

**- GARY BRODSKY  
PPP CO-CAPTAIN**

# MAKE-A-WISH

**EACH YEAR, THE KRAFT FAMILY AND FOUNDATION  
HOST CHILDREN BATTLING LIFE-THREATENING  
ILLNESSES AND THEIR FAMILIES FOR A DAY TO  
REMEMBER AS PART OF THE MAKE-A-WISH PROGRAM.**

Made possible by Make-A-Wish board member and Kraft Group Executive Vice President Dan Kraft, children and their families are treated to a special visit with their favorite player or a cheerleader, followed by a meet and greet with other players and coaches. Children received personalized goodie bags from their player and are later treated to a lunch. They are then hosted by the Kraft family at a Patriots home game, complete with a limo ride to and from the stadium as well as pregame field visits.





**MAKE-A-WISH.**  
Massachusetts and  
Rhode Island



MAKE-A-WISH



# BOSTON MARATHON TEAM

IN 2013, ON PATRIOTS DAY, THE PATRIOTS MARATHON TEAM STOOD AT THE STARTING LINE OF THE 117TH BOSTON MARATHON AFTER MONTHS OF TIRELESS TRAINING AND RECORD-BREAKING FUNDRAISING IN SUPPORT OF THE MYRA KRAFT COMMUNITY MVP AWARDS. THE DAY HAD A VERY DIFFERENT ENDING THAN ANYONE THOUGHT IT WOULD.

Setting an ambitious fundraising goal, the team eclipsed past totals with a record-breaking \$253,000 raised. The 2013 team included runners from 10 states, and a variety of Patriots staff members, former players, first-time marathoners and avid runners.

For the third year, the funds raised supported the Myra Kraft Community MVP Awards program, which honors deserving volunteers by awarding grants to the nonprofits for which they volunteer. The runners consisted of Patriots Season Ticket Holders, Wait List members, employees and avid Patriots fans from across the country who train rigorously for four months to run the 26.2 mile race. The entire team sported official Patriots Marathon Team jerseys donated by Under Armour and All Sports Heroes in Lowell, Mass.

FOLLOWING THE MARATHON TRAGEDIES, THE KRAFT FAMILY IS PROUD TO CELEBRATE THE 34 OUTSTANDING MEMBERS OF THE 2013 PATRIOTS MARATHON TEAM AND THEIR REMARKABLE ACHIEVEMENTS.

## 2013 BOSTON MARATHON TEAM MEMBERS

<b>Eric Alexander</b> - Quincy, Mass.*	<b>Janeen Kardoos</b> - Hingham, Mass.
<b>Michael Bausha</b> - Fishers, Ind.	<b>Brian Kenah</b> - Marietta, Ga.
<b>Christy Berkery</b> - Boston, Mass.*	<b>Bill McQuaide</b> - Andover, Mass.
<b>Meredith Bielecki</b> - Cambridge, Mass.	<b>Elizabeth Melampy</b> - Dunstable, Mass.
<b>Julianne Bokemeier</b> - San Jose, Calif.	<b>Heather Niebel</b> - Hollis, N.H.
<b>Mark Briggs</b> - Foxborough, Mass.* +	<b>David Morganelli</b> - Milford, Mass.
<b>Jeff Connors</b> - Sharon, Mass.*	<b>Ella Pittman</b> - Medfield, Mass.
<b>Meghan Dupras</b> - East Bridgewater, Mass.*	<b>Nicole Reis</b> - Franklin, Mass.*
<b>Billie Edington</b> - New York, N.Y.	<b>Raul Riveros</b> - Darien, Conn.
<b>Melany Engman</b> - Charlotte, N.C.	<b>Murilo Silva</b> - Boston, Mass.
<b>Michael Flynn</b> - Brighton, Mass.*	<b>Donna Spigarolo</b> - Norfolk, Mass.*
<b>Danielle Fogarty</b> - North Bennington, Vt.	<b>Jess Tourville</b> - Boston, Mass.
<b>Brandon Harper</b> - Boston, Mass.	<b>Jim Walsh</b> - Boxford, Mass.
<b>Andy Hart</b> - Dartmouth, Mass.*	<b>Jessica Wayashe</b> - Deering, N.H.*
<b>Samantha Hughes</b> - Charlestown, Mass.	<b>Katherine Wilson</b> - Hopkinton, Mass.
<b>CJ Hunnewell</b> - Chestnut Hill, Mass.	<b>Trisha Winton</b> - Canton, Mass.
<b>Stephen Hurley</b> - Scituate, Mass.	<b>Jasmine Wu</b> - Glendale Heights, Ill.

\*Patriots staff, alumni or Women's Association member + All-time fundraising record-breaker



*Patriots Chief Operating Officer of TeamOps and 13-year Patriots employee Mark Briggs broke the individual fundraising record with more than \$42,500 raised.*





# BOSTON STRONG 4.15.13



**FOLLOWING THE BOSTON MARATHON TRAGEDY, THE KRAFT FAMILY'S SUPPORT INCLUDED A \$617,000 DONATION TO THE ONE FUND BOSTON AS PART OF A MATCHING PROGRAM.**

In just three days following the tragedy, the Kraft family, New England Patriots Charitable Foundation, the Patriots Marathon Team, Patriots fans, New England Revolution, National Football League Foundation, Major League Soccer, Major League Soccer Players Union, tenants of Patriot Place, and Kraft family friends Ron Perelman and Roger Stone teamed to make a donation of \$617,000 to the One Fund Boston in support of the individuals and families impacted by the tragedy.



*"Our thoughts and prayers remain with the families of the victims and all who were injured by this senseless act. I am proud to see how this region responded to the tragedies in Boston. We have witnessed heroism in its purest form and have seen an outpouring of community support. The healing process won't be easy, but I am touched by the tremendous support The One Fund has generated and am happy that our donation will help keep 'Boston Strong.'"*

**- ROBERT KRAFT  
PATRIOTS CHAIRMAN AND CEO**





# MYRA H. KRAFT COMMUNITY MVP AWARDS

IN 2013, THE KRAFT FAMILY AND NEW ENGLAND PATRIOTS CHARITABLE FOUNDATION DOUBLED THE AMOUNT OF THE MYRA KRAFT COMMUNITY MVP AWARD GRANTS TO \$200,000.



*"Volunteers are the unsung heroes of our communities. Unfortunately, they often go unrecognized for their contributions. These awards give us a chance to thank and recognize them. What I love most about this program is the touching stories and the opportunity to show a small token of our appreciation to these outstanding individuals."*

- ROBERT KRAFT  
PATRIOTS CHAIRMAN AND CEO



# MYRA H. KRAFT COMMUNITY MVP AWARDS

The Myra Kraft Community MVP Awards honor individuals who exemplify leadership, dedication and a commitment to improving their communities through volunteerism. Through the program, nonprofit organizations throughout New England have the opportunity to reward their hard-working volunteers for the invaluable time and support they provide to their communities.

In addition to doubling the amount of grants, the Foundation increased the number of volunteers honored to 26 winners. During an awards ceremony in June, the winners were recognized for their efforts, with Joe Markarian of Perkins School for the Blind being named as the \$25,000 grand prize winner. In addition, 10 winners of \$10,000 and 15 winners of \$5,000 were announced. The money was awarded to the nonprofit organizations for which each honoree volunteers.

WINNERS OF THE 2012 COMMUNITY MVP AWARDS			
Name	Hometown	Organization	Organization Town
\$25,000 GRAND PRIZE WINNER			
Joe Markarian	Watertown, Mass.	Perkins School for the Blind	Watertown, Mass.
\$10,000 SECOND PRIZE WINNERS			
Coreena Behnke	Yarmouth, Maine	Amy St. Laurent Foundation	Yarmouth, Maine
Shirley Fredlund	New Milford, Conn.	Voice for Joanie, Inc.	New Milford, Conn.
Laurie Goguen	Nashua, N.H.	Harbor Homes, Inc.	Nashua, N.H.
Stephen Hume	Wilbraham, Mass.	Alzheimer's Association	Watertown, Mass.
Georgette Levesque	Manchester, N.H.	VA Medical Center	Manchester, N.H.
Kathleen Murphy	Providence, R.I.	San Miguel School	Providence, R.I.
Jason Sissel	Boston, Mass.	Endure to Cure Pediatric Cancer Foundation	Boston, Mass.
Frances Sytek	Colebrook, N.H.	Helping Hands North, Inc.	Colebrook, N.H.
Marie-Claude Thompson	Cambridge, Mass.	Earthen Vessels, Inc.	Boston, Mass.
Caroline Troise	Providence, R.I.	Rhode Island Free Clinic	Providence, R.I.
\$5,000 THIRD PRIZE WINNERS			
Jackie Curtis	Mansfield, Mass.	Doll E. Daze Project & Museum, Inc.	Mansfield, Mass.
Anthony DeQuattro	Cumberland, R.I.	Operation Stand Down Rhode Island	Johnston, R.I.
Paul Espina	Burlington, Vt.	The Dream Program, Inc.	Winooski, Vt.
Ellsworth Evans	Westford, Mass.	The Professional Center for Child Development	Andover, Mass.
Toya Farrar	South Boston, Mass.	Morgan Memorial Goodwill Industries	Boston, Mass.
Taylor Filanowski	Naugatuck, Conn.	Sacred Heart University	Fairfield, Conn.
Stephen Fine	Peabody, Mass.	Melanoma Education Foundation	Peabody, Mass.
Robert Hunter	Attleboro, Mass.	Sturdy Memorial Hospital	Attleboro, Mass.
John Lewandowski	Manchester, N.H.	Our Place	Manchester, N.H.
Nick Lowinger	Cranston, R.I.	Gotta Have Sole Foundation, Inc.	Cranston, R.I.
Raymond Luscinski	Newbury, N.H.	New England Handicapped Sports Association	Newport, N.H.
Trudy Matthews	Hollis, N.H.	Bridges	Nashua, N.H.
Michael Mascaro	East Windsor, Conn.	Nutmeg Big Brothers Big Sisters	Hartford, Conn.
Cheryl Robinson	Middletown, R.I.	Turning Around Ministries	Newport, R.I.
Lori Sendroff	Warren, R.I.	Friends of the Bristol Animal Shelter	Bristol, R.I.

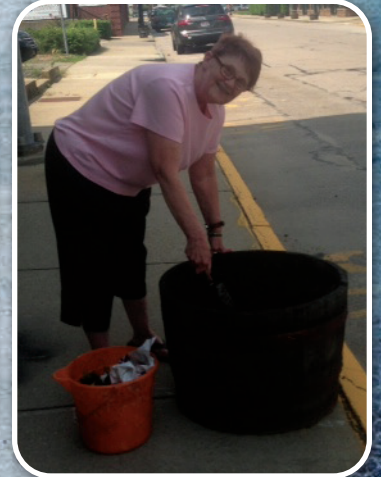


# MYRA H. KRAFT COMMUNITY MVP AWARD RECIPIENTS



*"Perkins has done more for me than I have ever done for Perkins. Volunteering in the Assistive Device Center has given me the opportunity to feel like I have contributed to something important. I feel really honored and surprised by this award."*

— JOE MARKARIAN  
\$25,000 GRAND PRIZE WINNER,  
PERKINS SCHOOL FOR THE BLIND



# HOLIDAY GIVING



THE KRAFT FAMILY AND FOUNDATION CONTINUE TO HOST SEVERAL HOLIDAY GIVING EVENTS THAT AIM TO HELP NEW ENGLAND FAMILIES IN NEED ENJOY A SPECIAL HOLIDAY SEASON. THE HOLIDAY GIVING EVENTS, PROGRAMS AND ACTIVITIES IMPACT HUNDREDS OF CHILDREN AND FAMILIES THROUGHOUT THE REGION.

# THANKSGIVING-IN-A-BASKET EVENT

EACH YEAR, THE KRAFT FAMILY IS JOINED BY CURRENT AND FORMER PATRIOTS PLAYERS TO SUPPLY COMPLETE THANKSGIVING MEALS TO MORE THAN 200 FAMILIES IN NEED.

Each holiday season, the Patriots focus on spreading holiday cheer to those in need. The Thanksgiving program distributes complete Thanksgiving meals to more than 200 families at the Thanksgiving-in-a-Basket event at the Morgan Memorial Goodwill. In 2012, for the 19th consecutive year, Robert Kraft was joined by current and former Patriots players to assist families in need in selecting a Thanksgiving meal. After each family selected a Thanksgiving basket, Robert Kraft and Patriots players personally carried the baskets with turkeys and all the trimmings to the cars of each family, spreading holiday cheer and distributing Patriots items to the families.

**EXTRA  
POINTS:**

*Since purchasing the team in 1994, the Kraft family has distributed nearly 4,500 complete Thanksgiving meals to families in need.*





# CHILDREN'S HOLIDAY PARTY

THE ANNUAL CHILDREN'S HOLIDAY PARTY IS ONE OF THE KRAFT FAMILY'S LONG-STANDING CHARITABLE TRADITIONS THROUGH THE FOUNDATION. IN THE FOUNDATION'S FIRST YEAR, ROBERT KRAFT HOSTED THE FIRST CHILDREN'S HOLIDAY PARTY, AND SINCE THEN, NEARLY 5,500 CHILDREN IN NEED HAVE ENJOYED THIS HOLIDAY CELEBRATION AT GILLETTE STADIUM.

Each year, more than 250 children in need from Salvation Army and community centers throughout the region are hosted by the Kraft family for a night of food, fun and great holiday memories. Patriots players, cheerleaders and Pat Patriot join the children to play holiday-themed games, sign autographs and offer gifts from the New England Patriots Charitable Foundation. The annual highlight of the event is "Wrap-A-Pat," a game in which the children, working in teams, race to wrap Patriots players in wrapping paper, bows and ribbons.

## EXTRA POINTS:

*Want to play your own game of "Wrap-A-Pat?" Get a group of friends, dress two in Patriots jerseys, gather wrapping paper, rolls of tape, a stopwatch and holiday hats. The race is on! See who can wrap their Patriot from head to toe first!*





# GIFTS FROM THE GRIDIRON HOLIDAY SHOPPING EVENT

EACH YEAR, LOCAL CHILDREN FROM HOMELESS SHELTER PROGRAMS ARE TREATED TO A HOLIDAY SHOPPING SPREE WITH CURRENT AND FORMER PATRIOTS PLAYERS AT THE GIFTS FROM THE GRIDIRON EVENT.

Aligning with the Patriots' weekly focus on Volunteerism during the holidays, youth from homeless shelter programs were treated to a holiday shopping spree with Patriots players at Bass Pro Shops at Patriot Place.

During the annual Gifts from the Gridiron event, youth are provided gift cards, compliments of the Foundation, Vince Wilfork Foundation, New England Patriots Alumni Club and Bass Pro Shops to purchase winter jackets, hats, gloves and toys. They also selected gifts to give loved ones during the holiday season. The evening also features dinner, photos with Santa in Bass Pro Shop's Santa's Wonderland, gift wrapping, crafts, games, music and more.

**PARTNERS:** Bass Pro Shops, Vince Wilfork Foundation, New England Patriots Alumni Club

# TRAINING CAMP INITIATIVES



PRESENTED BY



TO KICK OFF THE START OF A NEW SEASON, THE KRAFT FAMILY AND THE FOUNDATION HOST HUNDREDS OF CHILDREN, MILITARY MEMBERS, LOCAL HOSPITALS, COMMUNITY GROUPS AND FAMILIES AT PATRIOTS TRAINING CAMP. THE VISITS FEATURE UNIQUE OPPORTUNITIES THAT CELEBRATE THE UPCOMING SEASON AND AUTOGRAPHS WITH PATRIOTS PLAYERS.

# TRAINING CAMP INITIATIVES



# GAME DAY

EACH GAME DURING THE SEASON, THE KRAFT FAMILY AND FOUNDATION HOST NUMEROUS GAME DAY ACTIVITIES, INCLUDING PREGAME FIELD VISITS, HALFTIME ACTIVITIES, YOUTH FOOTBALL PROGRAMMING, PREGAME AND HALFTIME CEREMONIES, CHECK PRESENTATIONS, COMMUNITY GROUP VISITS, ALUMNI SUITE VISITS, COLLECTION DRIVES, PUBLIC SERVICE ANNOUNCEMENTS, NFL INITIATIVES AND MORE.



## THANK YOU FANS

AS PART OF A LEAGUE-WIDE BACK TO FOOTBALL CELEBRATION, THE PATRIOTS INVITE MORE THAN 80 PATRIOTS FANS TO PARTICIPATE IN A SPECIAL ON-FIELD PRESENTATION BEFORE THE FIRST HOME GAME. THE FANS DRESSED IN PATRIOTS JERSEYS AND RAN OUT OF THE PLAYERS' TUNNEL ONTO THE FIELD, WHERE THEY ARE STATIONED FOR PLAYER INTRODUCTIONS. PATRIOTS PLAYERS THEN RECOGNIZE THE FANS AND SHAKE THEIR HANDS AS THEY TAKE THE FIELD. THE OPPORTUNITY IS A THANK YOU FROM THE PATRIOTS AND THE NFL FOR THE FANS' SUPPORT THROUGHOUT THE YEAR.



## HISPANIC HERITAGE

**IN CELEBRATION OF HISPANIC HERITAGE MONTH, THE PATRIOTS NAMED ALEXANDRA OLIVER-DÁVILA THE 2012 NFL HISPANIC HERITAGE LEADERSHIP AWARD WINNER.**

The NFL and the Hispanic Heritage Foundation have partnered to launch the NFL Hispanic Heritage Leadership Awards, which recognize the contributions of Hispanic leaders in all 32 NFL markets during Hispanic Heritage Month. In celebration of Hispanic Heritage Month, the Patriots recognized Alexandra Oliver-Dávila as the recipient of the NFL Hispanic Heritage Leadership Award in New England. Oliver-Dávila is the Executive Director of Sociedad Latina, a nonprofit organization that works in partnership with Latino families to end destructive cycles of poverty, health inequities, and lack of educational and professional opportunities in the Greater Boston Area. Since 1992, she has dedicated her talents and passion towards advancing Latinos in Boston, working mainly with disadvantaged families. As part of her recognition, she was hosted at the Sept. 16 Patriots versus Cardinals game, where she was honored during a pregame ceremony with Patriots and Pro Football Hall of Famer Andre Tippett. Oliver-Dávila was also awarded a \$3,000 grant to support her work in the New England Community.



# BREAST CANCER AWARENESS

**THE NEW ENGLAND PATRIOTS PROMOTE BREAST CANCER AWARENESS DURING THE MONTH OF OCTOBER AS PART OF THE NFL AND THE AMERICAN CANCER SOCIETY'S "A CRUCIAL CATCH" CAMPAIGN.**

At the Oct. 7 home game, the Patriots highlighted breast cancer awareness by honoring breast cancer survivors who lined up on the field with Patriots cheerleaders for player introductions as part of Celebrate Volunteerism's week-long focus on healthcare volunteerism (Oct. 7-13). Breast cancer survivors who participated in the on-field ceremony included former Patriots defensive tackle Kyle Love's mother-in-law, Wanda Walker. Other breast cancer survivors with ties to the team include Patriots head trainer Jim Whalen's mother, Elaine Whalen, a two-time breast cancer survivor, as well as VP of Media and Community Relations Stacey James' mother, Sylvia James, who welcomed the team onto the field.

In addition, Patriots Chairman and CEO Robert Kraft presented a \$50,000 grant on behalf of the Patriots and NFL to the Community Health Center of Franklin County through the American Cancer Society's CHANGE program which aims to provide breast cancer screenings and early detection programming to areas of greatest need. Fans also learned more about breast cancer awareness and screenings at tables throughout Gillette Stadium and through announcements made during the game.



**- ROBERT KRAFT  
PATRIOTS CHAIRMAN AND CEO**



# BREAST CANCER AWARENESS

## THE PATRIOTS AND OTHER NFL BREAST CANCER AWARENESS INITIATIVES INCLUDED:

- Game balls with pink ribbon decals
- Pink kicking tees
- Pink equipment for players including: cleats, wristbands, gloves, sideline caps, helmet decals, chin straps, shoe laces, skull caps, sideline towels, eye shield decals and quarterback towels
- Pink coins used for the coin toss
- Pink sideline hats for coaches and sideline personnel and pink ribbon pins for coaches and team executives
- Pink hats, wristbands, whistles and pins for game officials
- On-field pink ribbon stencils and A Crucial Catch wall banners
- Pink goal post padding in end zones
- Breast cancer awareness pompoms, shirts and wristbands for cheerleaders

Game-worn pink merchandise and footballs were autographed and sold at NFL Auction ([www.nfl.com/auction](http://www.nfl.com/auction)) along with NFL breast cancer awareness official products. In 2010, the Foundation committed to a season-long “Kick Cancer” initiative. Its goal was to raise awareness about cancer and the importance of early detection through messages to fans and the distribution of educational material at home games in partnership with Brigham and Women’s Hospital, Massachusetts General Hospital – the founding hospitals of Partners HealthCare – and Dana-Farber Cancer Institute.



# VETERANS DAY

**IN 2012, THE PATRIOTS THANKED AND HONORED VETERANS AND ACTIVE DUTY MILITARY MEMBERS IN SEVERAL ACTIVITIES AT THEIR NOV. 11 HOME GAME AGAINST THE BILLS IN CONJUNCTION WITH THE FOUNDATION'S CELEBRATE VOLUNTEERISM WEEK-LONG FOCUS ON "VETERAN AND MILITARY VOLUNTEERISM."**

In a pregame ceremony, more than 100 active military members, representing each branch of the military and Coast Guard, joined members of the Kraft family, Patriots alumni and cheerleaders to display a large American flag that spread the entire length of the field.

"I consider our veterans and active duty soldiers as the true unsung heroes of our country," said Patriots Chairman and CEO Robert Kraft the week of the game. "We look forward to honoring our military with events throughout the week, including a pregame Salute to Service on Sunday that will include representatives from each branch of military. It's always great to give our fans an opportunity to show their appreciation to these real Patriots heroes."

The game also featured a flyover from 439 Airlift Wing in Westover, Mass., a Color Guard ceremony performed by the Army National Guard and national anthem sung by the 215th Army Band's Voices of Freedom. During the game, all service men and women were asked to stand and be recognized and messages from military members serving overseas were played in-game on the video boards.

Prior to the game, the Foundation and 2012 Myra Kraft Community MVP Award winner, Lou Cimaglia from Local Heroes, joined Patriots partner Raytheon for a military care package event during Raytheon's pregame hospitality in The Hall at Patriot Place presented by Raytheon. More than 150 veterans and their families attended. Guests had the opportunity to create a care package, as well as write a personalized message for troops serving overseas. Throughout the weekend, veterans and active military also enjoyed free trips to The Hall.

Also in recognition of Veterans Day, the Patriots unveiled a permanently unoccupied black seat in the south end of Gillette Stadium that is dedicated to the thousands of Patriots who remain unaccounted for as POW/MIA. The empty seat serves as a permanent memorial to honor the brave men and women who served our country and never returned home.





## COMMUNITY GROUPS

**THE KRAFT FAMILY AND THE FOUNDATION  
HOST HUNDREDS OF YOUTH FROM NEW  
ENGLAND BOYS & GIRLS CLUBS AND VARIOUS  
NONPROFITS AT PATRIOTS HOME GAMES.**

At each Patriots home game, the Kraft family and the Foundation welcome more than 100 people from charitable groups, totaling more than 1,000 tickets donated to community organizations each year. Groups included the Boys & Girls Club of Boston, the United Way, Mass Mentoring, the YMCA, military groups, the New England Dairy Council, local schools, homeless shelters and the American Cancer Society.

# COLLECTION DRIVES

THE FOUNDATION HOSTED COLLECTION DRIVES THROUGHOUT THE SEASON BENEFITING NEW ENGLAND COMMUNITIES AS PART OF THE CELEBRATE VOLUNTEERISM INITIATIVE.

## 2013 COLLECTION DRIVE SCHEDULE

Sept. 22	Patriots vs. Buccaneers	Book Drive
Oct. 27	Patriots vs. Dolphins	Coat Drive
Nov. 24	Patriots vs. Broncos	Food Drive
Dec. 8	Patriots vs. Browns	Toy Drive

As part of the Celebrate Volunteerism initiative, Patriots fans were encouraged to donate items throughout the season. The Foundation hosted book, coat, food and toy drives at various Patriots home games. Patriots players personally delivered the items to local nonprofits on behalf of Patriots fans.

### EXTRA POINTS:

*Nearly 3,000 gently used coats, 400 new coats and more than \$3,500 in donations were collected during the coat drive in cooperation with Cradles to Crayons.*



# PATRIOTS WOMEN'S ASSOCIATION



**THE PATRIOTS WOMEN'S ASSOCIATION IS MADE UP OF PLAYERS AND COACHES SIGNIFICANT OTHERS WHO NOT ONLY SUPPORT THEIR LOVED ONES ON THE FIELD, BUT ARE ALSO COMMITTED TO SERVING THE NEW ENGLAND COMMUNITY.**

With events and activities including the Foundation's Children's Holiday Party and the annual Ladies Luncheon hosted in honor of the late President of the New England Patriots Charitable Foundation, Myra Kraft, the Patriots Women's Association serves as a special arm of the team's charitable efforts. The Patriots Women's Association supports various efforts, including book, coat, food, and toy drives, serving meals at the Women's Lunch Place, delivering over 200 Thanksgiving meals to those in need, hosting holiday celebrations and much more.



# PATRIOTS WOMEN'S ASSOCIATION



# NEW ENGLAND PATRIOTS ALUMNI CLUB



THE NEW ENGLAND PATRIOTS ALUMNI CLUB IS AN EXTENSION OF THE FOUNDATION. NEPAC LEVERAGES RETIRED PLAYERS' LEADERSHIP, DISCIPLINE, AND COMMITMENT TO INSPIRE SUCCESS BEYOND THE FOOTBALL FIELD. IT OFFERS FORMER NEW ENGLAND PATRIOTS PLAYERS CONTINUED BROTHERHOOD AND CAMARADERIE, RETIREMENT TRANSITION PLANNING AND AN OPPORTUNITY TO SERVE AS PATRIOTS GOODWILL AMBASSADORS, WHILE WORKING TOGETHER TOWARD ITS GOAL OF SUPPORTING YOUTH FOOTBALL IN NEW ENGLAND.



# NEW ENGLAND PATRIOTS ALUMNI CLUB

With the Patriots alumni roster continuing to grow, the New England Patriots Alumni Club (NEPAC) aims to promote youth football and preserve the quality of the game for future generations. In 2013, the New England Patriots Alumni Club teamed with the Foundation to host seven Football for YOU youth clinics in Beverly, Boston, Springfield, and Worcester, Mass., as well as, Durham, N.H., Providence, R.I. and Newtown, Conn., for kids ages 10-14. Members of NEPAC also take part in an annual fishing tournament, make visits to nonprofit organizations throughout New England as part of Patriots Community Tuesdays, and attend home games to further support the Foundation. To learn more about the New England Patriots Alumni Club and its efforts, please visit [www.patriotsalumni.com](http://www.patriotsalumni.com).



[www.facebook.com/nepac](http://www.facebook.com/nepac)



[www.twitter.com/nepac](http://www.twitter.com/nepac)





NEW ENGLAND PATRIOTS ALUMNI CLUB

# PAT PATRIOT



*Pat Patriot*  
**MASCOT**™

PAT PATRIOT, THE OFFICIAL MASCOT OF THE NEW ENGLAND PATRIOTS, SPREADS TEAM SPIRIT AND ENTHUSIASM THROUGHOUT THE REGION AS WELL AS MANY OF THE FOUNDATION'S EVENTS.

HE ENCOURAGES VOLUNTEERISM AND HELPS PROMOTE THE IMPORTANCE OF BEING ACTIVE, TO YOUTH IN OUR COMMUNITIES. HE HAS SUPPORTED VARIOUS CHARITABLE EVENTS, INCLUDING THE MYRA KRAFT COMMUNITY MVP AWARDS, THE "SCIENCE OF SPORTS" SCIENCE FAIR, NFL PLAY 60 EVENTS, HOLIDAY INITIATIVES AND MORE. PAT PATRIOT WAS ALSO ACKNOWLEDGED AS ONE OF THE 10 MOST RECOGNIZABLE MASCOTS BY FORBES MAGAZINE IN 2013.



PAT PATRIOT

# THE PATRIOTS CHEERLEADERS



*Patriots*  
**CHEERLEADERS™**

IN 2012, THE PATRIOTS CHEERLEADERS WERE RECOGNIZED  
AS THE NO. 1 CHEERLEADING SQUAD IN THE NFL BY CNBC.



# THE PATRIOTS CHEERLEADERS

A spring audition drew almost 400 applicants to compete for the opportunity to join the 2013 New England Patriots Cheerleading squad. Twenty-four talented, accomplished and beautiful women earned the honor, including 12 returning veterans and 12 rookies. The cheerleaders hail from Rhode Island, Massachusetts, Connecticut, New Hampshire, California and Arizona, representing an impressive group of ladies.

Supporting the efforts of charitable organizations throughout New England, the cheerleaders are able to use their celebrity status to make a difference. In addition to their philanthropic efforts, the squad makes approximately 1,000 individual public appearances annually for businesses and corporations, spreading cheer to fans at a variety of events throughout New England, across the country and around the world. Members of the squad have traveled regularly overseas on goodwill missions to entertain thousands of Patriots on the front lines. In total, the Patriots Cheerleaders have performed in over two dozen combat areas and have visited more than 25 countries since 9/11.

The New England Patriots Cheerleaders also maintain a well-established Junior Cheerleader program, where youth ages 7-17 attend clinics coached by the Patriots Cheerleaders, perform in a Patriots pregame show and make community appearances with the squad through the season in conjunction with the Foundation.

The squad continues to serve as ambassadors throughout New England and around the world.

# JOIN OUR TEAM

WE CONSIDER EACH OF OUR FANS PART OF OUR PATRIOTS FAMILY. WE INVITE YOU TO PARTICIPATE IN OUR PROGRAMS AND PARTNER WITH US IN MAKING A DIFFERENCE THROUGHOUT THE NEW ENGLAND REGION.

## **YOU CAN: MAKE A DONATION**

Visit [www.patriots.com/community](http://www.patriots.com/community) to make a donation directly to the Foundation

Send checks to:

The Patriots Charitable Foundation

One Patriot Place • Gillette Stadium, Foxborough, MA 02035



## **YOU CAN: SEE A MESSAGE ON THE SCORE BOARD**

Have you ever wanted to see a personalized message on the video boards during a Patriots game?

For a \$200 donation, fans can display a personalized message at any

Patriots home game as part of the Name in Lights program.

To place an order visit [www.patriots.com/community](http://www.patriots.com/community).



## **YOU CAN: PURCHASE A PATRIOTS LICENSE PLATE**

Patriots license plates are available in Maine, Massachusetts and Rhode Island with all proceeds benefiting nonprofits in each of the designated states.

To place an order visit [www.patriots.com/community](http://www.patriots.com/community).



## **YOU CAN: JOIN THE PATRIOTS BOSTON MARATHON TEAM**

Each year the Patriots field a marathon team, raising funds for various Foundation programs. To inquire about running the historic Boston Marathon with the Patriots Marathon Team email [CharitableEvents@patriots.com](mailto:CharitableEvents@patriots.com).



## **YOU CAN: DISPLAY YOUR PATRIOTS PRIDE BY PURCHASING AUTHENTIC AUTOGRAPHED MEMORABILIA**

The Foundation hosts online auctions throughout the regular season featuring authentic Patriots autographed and game-used memorabilia. For more information about online auctions, visit [www.patriots.com/community](http://www.patriots.com/community). All proceeds benefit the Foundation.



FOR MORE INFORMATION ABOUT DONATION REQUESTS, PLAYER APPEARANCES, THE GREAT-DONATION PROGRAM AND AVAILABLE GRANTS VISIT [WWW.PATRIOTS.COM/COMMUNITY](http://WWW.PATRIOTS.COM/COMMUNITY)

# THE KRAFT FAMILY



LED BY ROBERT KRAFT, THE KRAFT FAMILY IS ONE OF THE LEADING PHILANTHROPIC FAMILIES. THEY HAVE DONATED IN THE HUNDREDS OF MILLIONS OF DOLLARS TO CHARITIES AND NONPROFITS IN NEW ENGLAND AND AROUND THE WORLD. THE KRAFT'S PHILANTHROPIC EXAMPLE IS A FAMILY TRADITION THAT WILL CONTINUE FOR GENERATIONS TO COME.





# THE KRAFT CENTER *for Community Health*

*Everyone deserves quality health care*



The Kraft Center for Community Health, which was established in 2011 by a generous gift from Robert and Myra Kraft to Partners HealthCare, is a leader in the effort to expand access to high-quality and affordable health care for all by advancing the nation's community health centers.

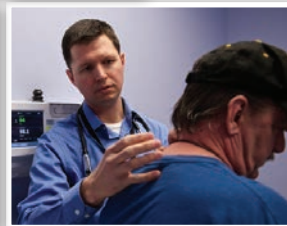
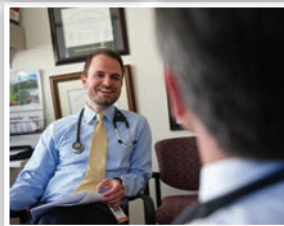
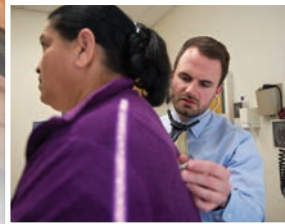
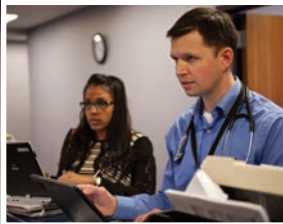
The Kraft Center programs, the Kraft Fellowship in Community Health and the Kraft Practitioner Program, aim to accomplish this goal by developing the next generation of physician and nurse leaders in community health. As of July 2013, the Kraft Center for Community Health was enabling a total of 37 bright, motivated young clinicians to move forward with their careers in community health, newly energized by the opportunities the Kraft Center is providing. The Kraft Center for Community Health is also partnering with 21 community health centers throughout Massachusetts to support their efforts to recruit and retain top-notch physicians and nurses and bring the highest quality of care to the state's most vulnerable populations.

The Kraft Center for Community Health looks forward to expanding its reach and influence and working with many more dedicated clinicians and community health centers in the years ahead. To learn more about the Kraft Center's mission and innovative approach, please be sure to visit <http://www.kraftcommunityhealth.org>.



## **KRAFT FELLOWSHIP IN COMMUNITY HEALTH**

Robert Kraft welcomes the second class of participants in the Kraft Fellowship in Community Health. Kraft Fellows develop their clinical and leadership skill through clinical practice in community health centers, coursework at the Harvard School of Public Health, and mentorship from experts in community health and academic medicine during this two-year post-residency program. From left: Dr. Audrey Provenzano; Dr. Sural Shah; Robert Kraft; Dr. Thomas Kim; Dr. Elise Carpenter and Dr. Kimberly Montez.



#### **MAGGIE BEISER**

Maggie is a nurse practitioner at the Boston HealthCare for the Homeless Program (BHCHP), a unique community health center whose singular mission is to ensure access to high-quality healthcare for those experiencing homelessness in greater Boston. As part of her participation in the Kraft Practitioner Program, Maggie is working closely with mentors at the Kraft Center for Community Health and BHCHP to develop a comprehensive program to address the damaging impact of hepatitis C among BHCHP's patients. More than 20 percent of BHCHP's 14,500-plus patients are positive for hepatitis C, and so Maggie's endeavor is extremely meaningful. She credits the support she has received from the Kraft Center for Community Health over the past year with helping her to believe that a project of this scope, complexity and importance is even possible.

## LEADERSHIP AND LEGACY:

# THE Myra H. Kraft LEGACY FUNDS



Myra Kraft served on the Boys & Girls Clubs of Boston's (BGCB) Board of Directors from 1983 to 2011, including an unprecedented seven years as Chair. Becoming the first woman to serve as Chair of the Board was one of the proudest of Myra's myriad of accomplishments. Under her leadership, BGCB grew dramatically in the number and quality of programs offered and the number of youth served. In Myra's honor, funds have been established to recognize Myra's legacy, and they have been funded generously by gifts given in her name by her friends, family and those she impacted. Myra believed strongly in the importance of giving back, and through gifts to the Myra H. Kraft Giving Back Funds, donors are helping to keep Myra's legacy of philanthropic giving alive for generations to come.



## Myra H. Kraft Volunteer Fund GIVING BACK



**The Myra H. Kraft Giving Back Volunteer Services Fund continues to make a significant impact on the 15,000 youth that the Boys & Girls Clubs of Boston (BGCB) serves annually.**

The Boys & Girls Clubs of Boston's (BGCB) was fortunate to host nearly 700 ongoing individual volunteers in Fiscal Year 2013. These volunteers included local college students, corporate partners, and BGCB alumni who committed at least one hour a week for 12 weeks providing programming and administrative support to our 11 Clubs. Of BGCB volunteers surveyed in the spring, 92 percent felt they had made a worthwhile contribution to the organization through their volunteer work.

In a year-long collaboration with Lasell College, students from the college served as volunteers at both the South Boston Club and on the Lasell campus. Volunteers supported Club events, such as the South Boston Club St. Patrick's Day Road Race and Regional Keystone Conference for 450 teens, ran a fashion and reading program at South Boston, donated

gifts to BGCB's holiday gift drive and provided college workshops and early college awareness programming. One highlight of the partnership was the opportunity for South Boston Club members to spend an afternoon experiencing "college life" with a tour of Lasell's campus, dinner in the dining hall and organized activities in classes with faculty and students. One Lasell student commented, "I love being able to work with the kids and show them that college is an option for everyone."

In total, the partnership allowed 197 Lasell students and staff to contribute 1,135 hours over the course of the academic year to positively impact over 200 Club members from several Clubs within the agency.

The MHK Volunteer Services Fund continues to have a terrific impact on the youth we serve.

Myra H. Kraft  
Assistance Fund  
GIVING BACK



**The Myra H. Kraft Giving Back Assistance Fund is a fund that helps those with crucial unmet needs related to daily living and is 100 percent funded by the Kraft family. Grants from the Assistance Fund are awarded for a range of needs including health care, education, transportation and housing, among others. The Boys & Girls Clubs of Boston is pleased to report that the Myra H. Kraft Giving Back Assistance Fund continues to have an outstanding impact on the community. Annually, more than \$150,000 will be awarded to deserving community members through the Myra H. Kraft Giving Back Assistance Fund, continuing Myra's legacy of compassion and generosity.**

**2013 MYRA H. KRAFT GIVING BACK ASSISTANCE FUND AWARDEES INCLUDE:**

**KIM**

In April 2013, BGCB used the Myra H. Kraft Giving Back Assistance Fund to help the family of Kim, a Club member who was hit by a car and suffered major injuries including multiple broken bones, internal bleeding and memory loss. While Kim's medical bills were covered through insurance, her mother was afraid that when she finally came home from the hospital, the family's electricity would be turned off due to an outstanding bill. The Assistance Fund covered the family's amount due.

**SHEILA**

In May 2013, the fund supported Sheila, a volunteer facing financial hardship after her husband was murdered last August. At the time of her husband's death, Sheila was left with two-week-old infant and an eight-year-old child, and since then she had been struggling to afford rent, utilities, car payments, food, clothing and numerous expenses associated with maintaining the household. Her gas was shut off and she had to seek services to restore the heat despite being far in arrears. BGCB provided Sheila with the funds she needed to pay her gas bill, referred her to the DA's office for Victim's Assistance and encouraged her to apply for Supplemental Nutrition Assistance Program (SNAP) benefits.

**JENNA**

In June, the Assistance Fund supported Jenna, an active member of the Parents Committee at the Club, whose daughter was tragically killed in a drive-by shooting. The event deeply impacted members, parents and staff at the Club, and Jenna found herself in need of financial support to cover funeral expenses. BGCB provided her with funds towards the expenses.

**KARIN**

The Assistance Fund also supported Karin, a client of Women's Lunch Place. Karin's sister died in March and Karin had to use her rent money to cover funeral expenses. She had been searching for additional income, but had been unable to find anything and was in jeopardy of losing her apartment. BGCB helped Karin to pay her back rent to avoid eviction.

**DIANE**

This summer, the Club suffered a tragic loss when Diane, a 39-year-old mother of four young Club members, died after a courageous battle with cancer. Diane's family needed to use what little money they had put aside to cover funeral costs, leaving them in need of financial assistance for food, summer clothes and summer camp fees.

*"Thank you so much for all you have done for both me and my parents. You have allowed me to better my future and continue my journey in my school. I don't know how to thank you enough."*

— DONNA

*"I need to thank you for all your help. You are keeping me from living on the streets. I never could have done it on my own. 'I thank you' is not a tenth of what your help means to me."*

— KARIN

Myra H. Kraft  
**Scholarship Fund**  
GIVING BACK



**The Myra H. Kraft Giving Back Scholarship Fund was established in 2003 by Robert and Myra Kraft's four sons to honor their parents' 40th wedding anniversary. The Fund recognizes BGCB members who give their time and talents to the community, and instills in young people an understanding of the importance of community service for generations to come.**

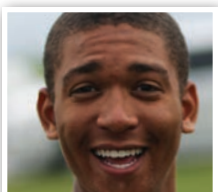
**2013 MYRA H. KRAFT GIVING BACK SCHOLARSHIP FUND AWARDEES**



**BRIYITH BETANCES**  
*MA Youth of the Year*  
*Lawrence Club Member*

Briyith Betances is a long-time member of Lawrence Club's Beacon Unit, located in the Beacon Housing Project in South Lawrence. She has demonstrated strong leadership abilities at the Club and is currently serving as Keystone Club President. She also serves at the Beacon Unit's dance instructor. Briyith graduated from Central Catholic High School this year. She is an honor roll student, active student leader, and is very involved in community service projects

at the school. She launched a service project called "The Baby Benefit," raising money to purchase baby food, diapers, and wipes for Brigid's Crossing, a homeless shelter for teen mothers in Lowell. Briyith has also been involved with the Marist Youth Mentoring program at Central Catholic, pairing high school students with first and second graders at the Boys & Girls Club of Lawrence. Briyith herself has mentored an eight-year old boy for the past three years. With her support and encouragement, he has improved as a student and is currently on the third grade honor roll. Briyith aspires to be a broadcast journalist. Attending in fall 2013: Fitchburg State University  
Award: Full award of \$20,000 - \$5,000 per year



**CHRISTIAN FARRAR**  
*Camp Harbor View Member*

Christian Farrar has been a member at Camp Harbor View for the past seven years. He is currently participating in their Leader in Training (LIT) program. He graduated from Milton High School with a 3.7

Advanced Placement Level. He was part of the National Honor Society, AP Scholars Award, and received the Gold Medal on the National Etymology Exam. Christian was also a member of the Latin Club, translating the works of Cicero. He is active in his community, completing 134 hours of community service last year.

Attending in fall 2013: New York University  
Award: Full award of \$20,000 - \$5,000 per year



**AUBREY GRIFFIN**  
*Yawkey Club Member*

Aubrey Griffin has been a member of the Yawkey Club for six years. She has been a leader in the Teen Department since she arrived. Aubrey served as Keystone President, Junior Staff, and a Counselor in Training. She was also a member of the Regional Keystone Conference Steering

Committee and a Brickley Award recipient. Her ability to lead extends beyond the Club. She graduated from Boston Latin School, with a GPA of 3.5. While maintaining high academic standards, she also logged over 217 volunteer hours. Her volunteer service extends to BGCB, STAND, Red Cross, Seva Mandir, ED Exploration of Eastern Europe, Samaritans, and Community Servings.

Attending in fall 2013: Union College  
Award: Full award of \$20,000 - \$5,000 per year



**DARCY SMITH**  
*Jordan Club Member*

Darcy Smith has been a member of the Jordan Club for five years, where she currently serves as a Junior Staff member. Darcy represented the Jordan Club as the 2013 Youth of the Year. She also serves as the Keystone President, leading their national project focusing on Homeless Teens. Darcy graduated from Chelsea High,

with a GPA of 3.2, but her impact goes beyond her GPA. As her teacher states, "She is just so full of life, ideas and energy that it is sometimes hard for her to contain her enthusiasm." This enthusiasm is directed towards helping others. Darcy says it best, "Coming from a family who didn't know where their next meal was coming from, my family has hit rock bottom and I realize the importance of supporting people less fortunate than I am."

Attending in fall 2013: Savannah College of Art and Design  
Award: Full award of \$20,000 - \$5,000 per year

## KRAFT FAMILY ENDOWMENTS

The Kraft family has endowed many funds over the years with the primary focus on educational opportunities for the under privileged, medical research, community service and multi-faith studies.

**Kraft Family Professorship Fund**  
*Boston College*

**Myra and Robert Kraft Chair Fund**  
*Boston Symphony Orchestra*

**The Myra H. Kraft Giving Back Scholarship Fund**  
*Boys & Girls Clubs of Boston*

**The Myra H. Kraft Giving Back Volunteer Services Fund**  
*Boys & Girls Clubs of Boston*

**The Myra H. Kraft Giving Back Assistance Fund**  
*Boys & Girls Clubs of Boston*

**Myra & Robert Kraft and Jacob Hiatt  
Professor of Christian Studies**  
*Brandeis University*

**Myra & Robert Kraft and Jacob Hiatt  
Professor of Christian Studies Support**  
*Brandeis University*

**Myra & Robert Kraft Chair in Arab Politics**  
*Brandeis University*

**Myra '64 and Robert Kraft Endowed Scholarship**  
*Brandeis University*

**Myra & Robert Kraft Israel Initiative Endowment**  
*Brandeis University*

**Myra Kraft Transitional Year Program  
Scholarship Endowment Fund**  
*Brandeis University*

**Myra Kraft Transitional Year Program  
Alumni Scholarship Endowment Fund**  
*Brandeis University*

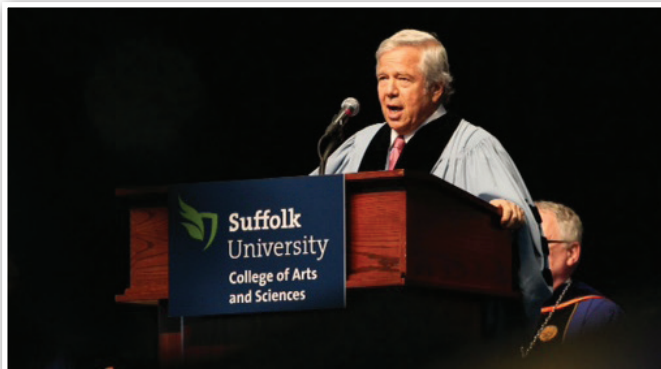
**The Columbia/Barnard Hillel Kraft Center Endowment**  
*Columbia University*

**Robert Kraft Family Scholarship Fund**  
*Columbia University*

**The Kraft Family Interfaith and  
Intercultural Awareness Fund**  
*Columbia University*

**Myra Kraft Shabbat Fund**  
*Columbia University*

**Myra H. Kraft Prizes in Human  
Rights at Columbia College**  
*Columbia University*



**Myra & Robert Kraft Passport to Israel Fund**  
*Combined Jewish Philanthropies*

**Robert K. Kraft Family Fund**  
*Combined Jewish Philanthropies*

**Mission Possible**  
*Dana-Farber Cancer Institute*

**Kraft Family Professorship in Medicine  
at Harvard University**  
*Dana-Farber Cancer Institute*

**Kahillah Endowment Scholarship Fund**  
*Gann Academy*

**The Robert & Myra Kraft Fellowship Fund**  
*Harvard Business School*

**Kraft-Hiatt Chair in Judaic Studies**  
*College of the Holy Cross*

**Challenger Memorial Scholarship**  
*College of the Holy Cross*

**Kraft Family Fund**  
*The Rivers School*

**The Robert & Myra Kraft Boston  
Boys and Girls Club Endowed Scholarship**  
*U-Mass Boston*

**The Myra Kraft Community Leadership Scholarship**  
*U-Mass Foundation*

**United Way Millennium Fund/Chelsea  
Boys and Girls Club Fund**  
*United Way*

**Kraft Family Fund for Internships**  
*Williams College*

## PHILANTHROPY AROUND THE WORLD

The Kraft family's philanthropic endeavors span the New England region, the United States and around the world. Over the years, the Kraft family has invested tens of thousands of hours in charitable causes. In addition, the Kraft family has contributed well over \$100 million to local and worldwide organizations and causes important to them.

### Regional, national and global philanthropic causes supported by the Kraft family include:

- Education
- Health and Wellness
- Community Support
- Medical Research
- Cultural Diversity
- Natural Disaster Relief
- Families
- Religion
- Global Hunger
- Youth



In 2008, Robert Kraft celebrated the inaugural season of the IFL tackle league with Steve Leibowitz, president of American Football in Israel.



The Krafts were at the forefront of meeting needs of Ethiopian olim, including medical and dental care through mobile healthcare facilities.

### GLOBAL PHILANTHROPIC HIGHLIGHT:

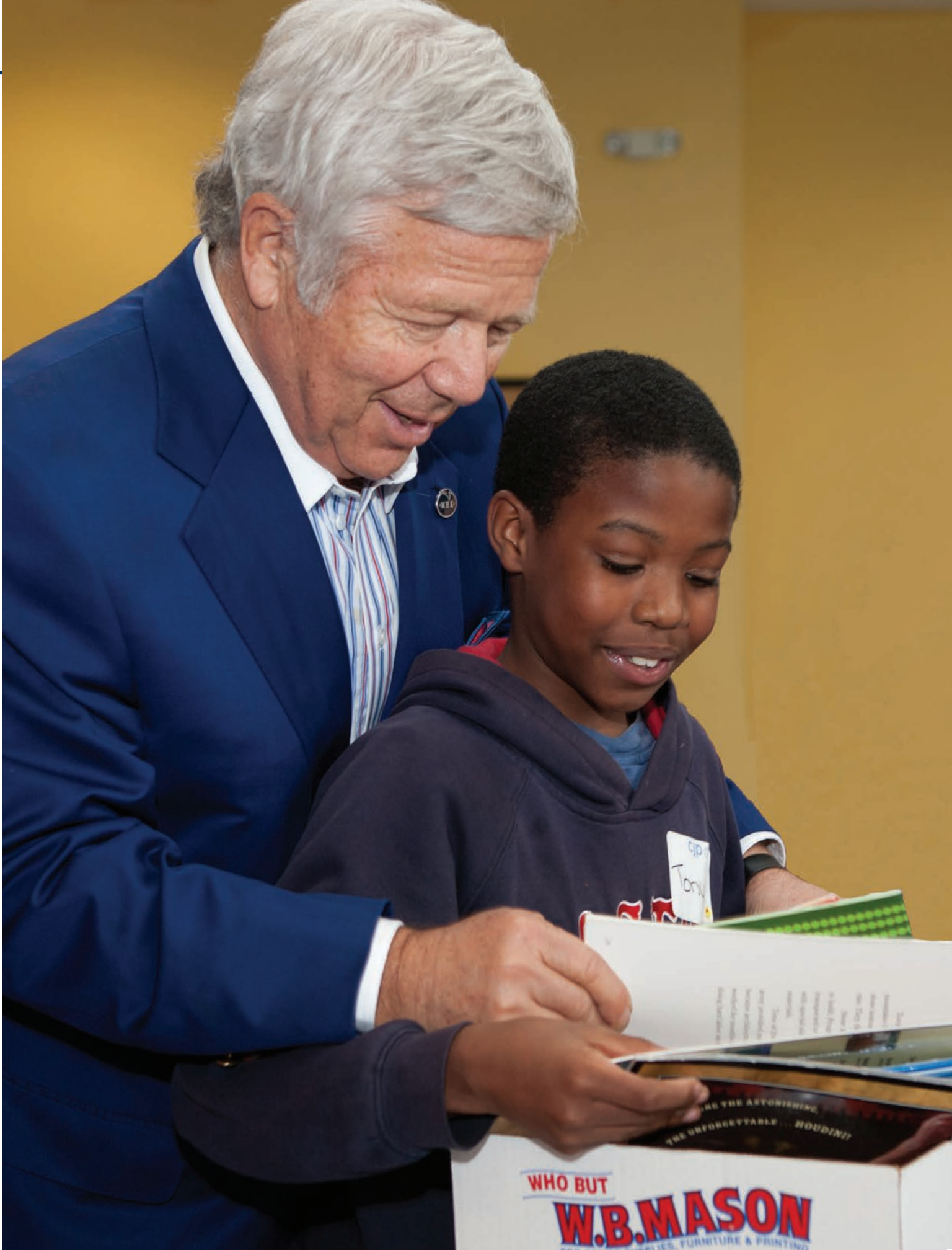
#### AMERICAN FOOTBALL IN ISRAEL

With the support of the Kraft family, American Football in Israel (AFI) has grown into a thriving community of more than 600 players country-wide, with the demand and interest in the sport of football growing stronger every day.

Since 1999, the Kraft family has donated in excess of \$1.5 million to develop AFI, including the construction and continued development of The Kraft Family Stadium, which is located in Jerusalem. The Kraft Family Stadium is outfitted with a FieldTurf surface and is home to a number of AFI and IFL teams. The Kraft Family Stadium also hosts youth programs in football, baseball and soccer, and is one of the most heavily used sports facilities in Jerusalem. It also serves as a venue for special events and summer day camp for over 200 children.

#### OPERATION MOSES - Caring, Leadership and a Journey to Hope

Robert and Myra Kraft were leaders in providing support to Ethiopian *olim* (immigrants) who came to Israel through the covert Operation Moses. They played a key role in providing integration strategies for individuals from diverse backgrounds, including thousands of Jewish Ethiopians who fled Ethiopia on foot for refugee camps in Sudan. Their perilous journey usually took two weeks to a month, during which they endured violence and illness along the way. The Krafts were at the forefront of the efforts to resettle this brave vanguard of Ethiopian *aliyah* in Israel. They helped meet a complex set of needs including Hebrew language acquisition, housing, medical and dental care, with a special focus on the needs of children. More than 8,000 were airlifted to Israel from Sudanese camps between November 1984 and January 1985. Their leadership continues to have an important impact on Israeli society and culture.



WHO BUT

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FURNITURE & PRINTING



NEW ENGLAND PATRIOTS  
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INVOLVEMENT REPORT

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Foxborough, MA 02035

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