

NEW ENGLAND PATRIOTS



COMMUNITY INVOLVEMENT REPORT 2010

love you and waiter
Thank you very much!

Thank you for every thing!
-Matthew Bjorklund,
Thank you with all
so much for the bike and helmet! It was such a wonderful experience
love, K, Taylor

Thank you for
love, K, Taylor

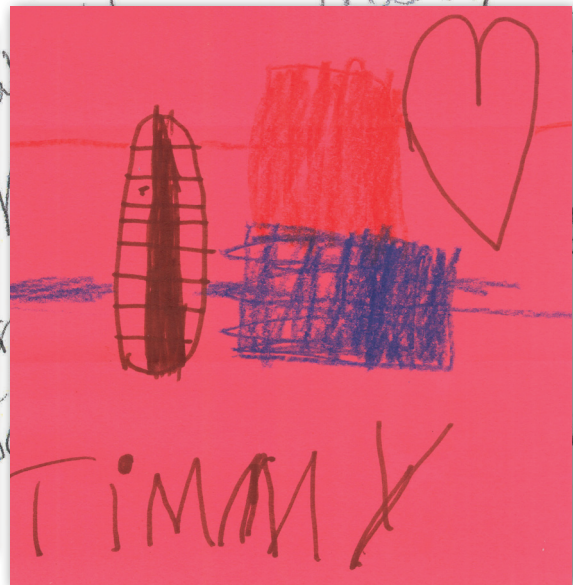
Dear Patriots!

I want to thank you guys for coming to the Henry Grew school. I had so much fun with you. Thank you for doing all the activities with our basketball team. We the whole school liked. Even the teachers enjoyed it.

When you guys walked in to the celebration I was scared, but at the same time I was so excited. I also thank you for even showing up. I was your dog and you spent it with us. And we all thank you.

It was so cool when I was the cheerleader. I was so happy because I was a cheerleader and I want to continue it. It was cool to see the football players. And I can't wait to rob it in my brother's face. Please write back if you could, your fan, Jada Moran.

GO Patriots!



Dear Patriots

Thank you. Thank you for every thing. This day is a day I will never forget. I got pics of you guys. And to day was fun. You guys are the best.

And thank you for the check. This school is happy now. Thank you for all the support. And for letting us be on tv. I hope you win the super bowl. And still be the BEST TEAM EVER!

Thank you
Matthew

GO PATS!

love, K, Taylor

Thank You So Much. We are going to have lots of fun & memories

Thank you.
Iroree, Ashley + Ty
Thank you very much
Love, Kyle and Patty



DEAR FRIENDS,

In 2010, the Patriots' 38 take-aways were the most in the AFC and helped the team to a league-best 14-2 regular season record and our eighth division title in the last 10 years. While that accomplishment was significant, it wasn't the number of take-aways on the field that made me most proud. It was the record number of give-aways off the field. Last year, the New England Patriots registered a record-breaking year in community outreach, with new highs reached in both player appearances and contributions donated through the Patriots Charitable Foundation. A record number of Patriots players, past and present, volunteered their time to giving back, making hundreds of appearances throughout New England. I am proud of the positive impact our outreach efforts have had in New England. Looking ahead, we will continue to strive for excellence, both on and off the field. We remain dedicated to contributing to our community and aiding the youth and families of New England by assisting programs that foster cultural diversity, education, family and

health. Throughout the 2011 season, the Foundation will also honor my wife's lifetime commitment to philanthropic service by celebrating volunteerism. Included among those who will be honored will be the people serving in one of our nation's greatest volunteer organizations, the United States armed forces. There are so many people in our communities whose work goes unnoticed or underappreciated. We look forward to honoring some of those deserving volunteers and the causes they support throughout the season. 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,

A handwritten signature in black ink that reads "Robert Kraft". The signature is fluid and cursive, with the first name "Robert" and last name "Kraft" clearly distinguishable.

Robert K. Kraft
New England Patriots Chairman and CEO

PATRIOTS FAST FACTS

- Patriots players made more than 200 player appearances throughout the 2010 season as part of Patriots Community Tuesdays.



- Patriots Vince Wilfork was awarded the prestigious Ron Burton Award winner at last year's annual Kickoff Gala in recognition of his outstanding commitment to the community. The 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.

- 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.
- You can request donations, player appearances and participate in Patriots programs at 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/realpatriots and on Facebook at www.facebook.com/newenglandpatriots.

ABOUT THE FOUNDATION

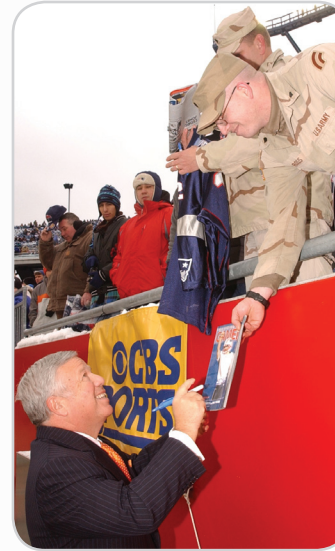
The New England Patriots Charitable Foundation is the non-profit organization established by the Robert Kraft family in 1994 to support charitable and philanthropic agencies throughout New England. This support comes in the form of direct grants and the donation of signed memorabilia to charitable causes, 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.



HONORING OUR HEROES

The Patriots celebrated military members throughout the entire 2010 season. Current and former Patriots players as well as Patriots Cheerleaders visited veteran's hospitals and supported military organizations through appearances during the season. In addition, the Patriots donated thousands of tickets over the course of the season to the men and women who serve our country.



PATRIOTS AIM TO KICK CANCER

With support from Brigham and Women's Hospital, Massachusetts General Hospital – the founding hospitals of Partners HealthCare – and Dana-Farber Cancer Institute, the New England Patriots Charitable Foundation launched Kick Cancer, a season-long initiative to increase cancer awareness among Patriots fans during the 2010 season. "Kick Cancer" activities included featuring an awareness of different cancers at each home game, public service announcements by Patriot players, weekly hospital visits and more.



ABOVE: Patriots launched the season long initiative to 'Kick Cancer. Pictured (Left to Right): Edward J. Benz, Jr., MD, President and CEO, Dana-Farber Cancer Institute; Elizabeth G. Nabel, MD, President, Brigham and Women's Hospital; Robert Kraft, President and CEO, The Kraft Group; Myra Kraft, President, The New England Patriots Charitable Foundation; Peter L. Slavin, MD, President, Massachusetts General Hospital and Gary L. Gottlieb, MD, MBA, President and CEO Partners HealthCare.



RIGHT: Tom Brady at the start of the 2010 training camp with children from the Andruzzi Foundation, which aims to tackle cancer's impact on patients and their families.



PATRIOTS COMMUNITY TUESDAYS

Each Tuesday, the players only day off during the week, Patriots players visited patients and their families at local hospitals providing support and encouragement during treatment.



Stephen Gostkowski at
Massachusetts General Hospital.



Zoltan Mesko at
Dana-Farber Cancer Institute.



ABOVE: At the Oct. 17 game, the New England Patriots Charitable Foundation hosted Susan G. Komen and ReMax at Gillette Stadium to promote breast cancer awareness. During the game, fans received pink towels and ribbons and were given the opportunity to donate to the fight against breast cancer. Survivors including Patriots Gary Guyton's mom were welcomed on field for a pregame ceremony.

RIGHT: The New England Patriots Charitable Foundation celebrated the season-long "Kick Cancer" campaign in a halftime ceremony honoring cancer survivors and caregivers with Patriots alum and cancer survivor Joe Andruzzi on Jan. 2, 2011.



ABOVE: At the Nov. 21 game, pediatric cancer patients symbolically kicked cancer during a halftime ceremony.

LEFT: At the Oct. 31 game, the New England Patriots Charitable Foundation hosted Brigham & Women's hospital at Gillette Stadium. During the game, fans received fun flags when entering the stadium, viewed a PSA and received literature throughout the stadium.



KICKING CANCER AT GAME TIME

Cancer survivors attended Patriots games as guests of the Kraft family and the Foundation and helped raise cancer awareness through pregame and halftime ceremonies, literature distribution throughout the stadium and in-game announcements that educated fans.

NEW ENGLAND PATRIOTS CHARITABLE FOUNDATION "KICK CANCER" 2010 GAME SCHEDULE

| | | |
|--------------|--------------------|---|
| September 26 | Buffalo Bills | Kick Cancer Kickoff and Women's Cancers Awareness |
| October 17 | Baltimore Ravens | Breast Cancer Awareness |
| October 31 | Minnesota Vikings | Lung Cancer and Stop Smoking Awareness |
| November 21 | Indianapolis Colts | Childhood Cancer Awareness |
| December 6 | New York Jets | Colon Cancer Awareness |
| December 19 | Green Bay Packers | Prostate Cancer Awareness |
| January 2 | Miami Dolphins | Kick Cancer Celebration with Survivors and Caregivers |

STAYING FIT AND HEALTHY

The New England Patriots continue to team with the NFL for NFL PLAY 60, a national youth health and fitness campaign focused on increasing the wellness of young fans by encouraging them to be active for at least 60 minutes a day.

Designed to tackle childhood obesity, NFL PLAY 60 brings together the NFL's long-standing commitment to health and fitness with an impressive roster of partner organizations. In addition to national outreach and online programs, NFL PLAY 60 is implemented at the grassroots level through NFL's in-school, after-school and team-based programs. The NFL PLAY 60 initiative is prominent during the NFL's key calendar events, including Super Bowl, Pro Bowl, Draft, Kickoff and Thanksgiving and is supported by many NFL players and coaches year round.

The New England Patriots Charitable Foundation and Patriot players participate in numerous PLAY 60 events and appearances including the PLAY 60 Super School event which awarded the Henry Grew Elementary School in Hyde Park, Mass. with a grant of \$10,000 for wellness programs. Patriots' players also participated in the Ultimate Gym Class with students from the school. Additional PLAY 60 initiatives include hosting children from the Chelsea Boys & Girls Club to join the cheerleaders on-field to welcome the team during a home game.



Myra Kraft lending a hand to students at the 2010 United Way Hometown Huddle.



PROMOTING EDUCATION THROUGH OUTREACH PROGRAMS

The New England Patriots Charitable Foundation is committed to helping every child receive quality educational programming that encourages the importance of learning. Throughout the year, Patriots players visited schools, Boys & Girls Clubs and community organizations promoting literacy, education and creative learning through programs including Read Between the Lines, scholarship programs and the “Science of Sport” Science Fair in partnership with Raytheon.



Science of Sports Science Fair

Executive Judges Robert Kraft, Patriots Patrick Chung and Raytheon Chairman and CEO Bill Swanson judge each project to determine the winning teams.

In May of 2011, the NEPCF partnered with Raytheon for the “Science of Sports” Science Fair at Gillette Stadium. For five months, students from 12 New England Boys & Girls Clubs teamed with volunteer mentors from Raytheon to create and test hypothesis related to science and sports. Each child on the first, second and third place team receive scholarship toward their college education or a science campership. This year’s winning team, “The Roxbury Patriots” took home the grand prize, for their experiment testing how the coefficient of friction affects the way a sports shoe moves on different surfaces.



ABOVE: Safety Patrick Chung promotes literacy while reading to students at the Mulcahey School in February as part of their “Reading through the Stars” reading program.

LEFT: Patriots linemen visit Ahern Middle School for the “Read Between the Lines” program which encourages students to reach summer reading goals.

PATRIOTS CHARITABLE FOUNDATION PROGRAMMING

PATRIOTS SPECIALTY LICENSE PLATES

The Patriots are pleased to offer specialty license plates in Massachusetts, Rhode Island and Maine to benefit the Patriots Charitable 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 to sign up for the license plates or learn about specialty low-number online auctions.



BOSTON MARATHON - A RECORD BREAKING YEAR!

Each year, the New England Patriots Charitable Foundation hosts a team of runners that run the marathon and raise funds for the Foundation. We are proud to announce that this year's marathon team raised a record-breaking \$85,000 for the Foundation. Runners from the New England region and fans from across the country trained to represent the Patriots at this historic Boston event. For more information, or to apply for next year's marathon team visit www.patriots.com/community.



Every Patriots marathon team member, including Carol Crutchfield, proudly crossed the finish line in April.

PATRIOTS PLATELET PEDALERS

The Patriots Platelet Pedalers is a team in the Pan Massachusetts Challenge, a weekend-long charity bicycle ride to benefit the Dana-Farber Cancer Institute. Started in 1980, the Pan Mass Challenge is the largest charity bicycling event in the country, raising over \$300 million for cancer research and treatment. The Patriots Platelet Pedalers pedaled together to fundraise for Dana-Farber, with the money earmarked for Dr. Ken Anderson, the Kraft Family Professor of Medicine at Harvard Medical School and Dana-Farber Cancer Institute, to support his multiple myeloma research and development of novel therapies.



ABOVE LEFT: The PPP team celebrated another great year, raising more than \$800,000 in 2010.

ABOVE RIGHT: The Berkshire Music Hills Academy received a \$10,000 grant in Kay Bernon's name in recognition of her Community MVP Award. Through the Community MVP Award program the Kraft family and Foundation awarded \$100,000 in grants to deserving New England nonprofits.

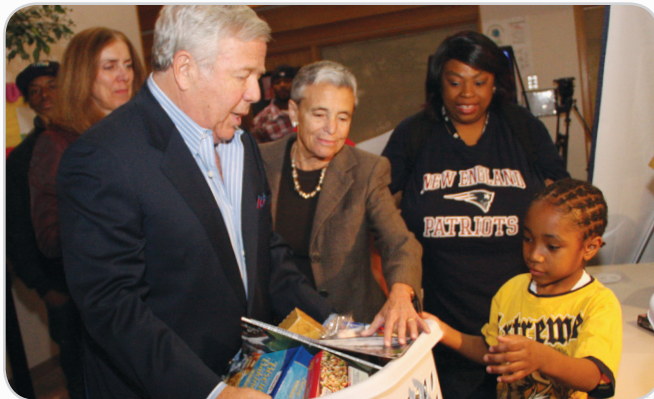
COMMUNITY MVP

Each year, the Kraft family and the Patriots honor members of the New England community for their service to non-profit organizations around the region. In 2010, the Kraft family and Patriots Charitable Foundation awarded more than \$75,000 to New England nonprofits. Twenty-one award winners were selected, including grand prize winner Wade Walker from Camp Ta-Kum-Ta in Vermont. Camp Ta-Kum-Ta was awarded a \$10,000 grant in his name in recognition of his volunteer work.



GETTING INTO THE HOLIDAY SPIRIT

Each holiday season, the Patriots focus on spreading holiday cheer to those in need. The 2010 Thanksgiving events included distributing complete Thanksgiving meals to more than 200 families at the Thanksgiving-in-a-Basket event at the Morgan Memorial Goodwill. For the 17th year, Robert Kraft, his wife Myra and current and former Patriots players assisted families in need in selecting a Thanksgiving meal. Additionally, the annual Children's Holiday Party and the first annual Gifts from the Gridiron event, helped bring holiday cheer to youth in need across New England.



Robert and Myra Kraft carry Thanksgiving basket for local families in need at the 17th annual Thanksgiving-in-a-Basket event.



ABOVE: Pro Football and Patriots Hall of Famer Andre Tippett helps one of the younger Patriots fans ready for the Thanksgiving holiday.



ABOVE RIGHT: Rob Gronkowski participates in the "Wrap-A-Pat" game at the annual Children's Holiday Party.



RIGHT: Vince Wilfork serves as a personal shopper at the first annual Gifts from the Gridiron event in December.

THE STARS OF TOMORROW: YOUTH FOOTBALL INITIATIVES

The Patriots have a long history of involvement in community sports and fitness including youth football programs. Youth football programming includes Coach of the Week, which provides thousands of dollars in grants to area high schools, free youth football clinics and refurbishing football fields for schools and communities. In addition, the Patriots celebrate Youth Football Month each preseason, hosting thousands of New England youth football and cheerleaders at preseason games.



In 2010, the Foundation celebrated the national kickoff of the Pop Warner season with on-field scrimmages during preseason games.



Each year, current and former Patriots players, including Pro Football Hall of Famer Andre Tippett host "Football for YOU," a free football clinic for children ages 11 to 14.

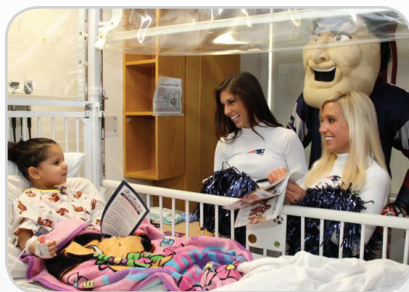


The NFL High School Football Coach of the Week program honors high school football coaches and their teams each week throughout the season. The program is designed to recognize high school coaches who, through their hard work and dedication to young people, create successful football teams and players both on and off the field. Each team selected is invited to the stadium welcome by Pro Football and Patriots Hall of Famer Andre Tippett and awarded a grant to help maintain and upgrade their football programs.

PATRIOTS WOMEN'S ASSOCIATION



Patriots players wives and girlfriends play an important role in supporting the Patriots Charitable Foundation's outreach efforts, as well as hosting their own events. In 2010, the Patriots Women's Association decorated and readied the room for the annual Children's Holiday Party which provides a holiday celebration for children in need.



PATRIOTS CHEERLEADERS & PAT PATRIOT SPREAD PATRIOTS CHEER



Patriots Cheerleaders and Pat Patriot serve as an important extension of the organization's charitable outreach. Pat Patriot and the cheerleaders are active in the community each week visiting patients in hospitals, supporting local nonprofits and visiting military groups in the United States and overseas.

ABOVE: Patriots Cheerleaders visit troops overseas.

LEFT: As part of the "Kick Cancer" campaign Patriots Cheerleaders and Pat Patriot greet children and their families in area hospitals.

LEFT: Pat Patriots encourages children to exercise 60 minutes a day as part of the PLAY 60 campaign.



NEW ENGLAND PATRIOTS ALUMNI CLUB

The New England Patriots Alumni Club is committed to providing an opportunity for former New England Patriots players to remain actively involved with each other, the Patriots organization, and especially the community. Its mission is to support and fund youth and

high school sports programs throughout New England with an emphasis on football. Throughout the season and offseason the Patriots Alumni Club are extremely active and work alongside the New England Patriots Charitable Foundation.



FROM LEFT TO RIGHT:
John Hannah signs autographs
for fans on game day.



Patriots Hall of Famer Steve
Nelson meets fans at the Kraft
Blood Donor Luncheon.



Patriots Alumni Roland James and
Ilia Jarostchuk volunteer at the
national Rebuilding Together day.



Pro Football and Patriots Hall of Famer Andre
Tippett coaches the linebackers station.



Patriots Alumni Harold Shaw teaches a station
at the Worcester "Football for YOU" clinic.

FOOTBALL FOR YOU

Each summer, the New England Patriots Alumni Club and Patriots Charitable Foundation hosts "Football for YOU," a series of one-day free football clinic throughout the region. This clinic gives aspiring stars the chance to learn skills from former Patriots player's at different skill stations. During the clinics, attendees participate in an official NFL Punt, Pass and Kick competition and features a Patriots player as a guest speaker. Children also enjoy a pizza dinner provided by Papa Gino's and gift bags provided the NEPAC, NEPCF, Papa Gino's and Hanover Insurance.



CELEBRATE VOLUNTEERISM

Throughout the 2011 season, the New England Patriots Charitable Foundation will celebrate the deserving volunteers who play a vital role in supporting non-profits across New England. As modeled by the late Myra Kraft, a shining example of the impact a lifelong commitment to volunteerism can make, individual volunteers will be highlighted and honored throughout the season. Each week Patriots players will also spend time in the community teaming with volunteers to make a difference through Patriots Community Tuesdays.

As part of the Patriots Charitable Foundation programming, 16 Community MVP Award winners were recognized earlier this year emphasizing the Foundation's commitment to volunteerism. The Kraft family and the Foundation awarded \$100,000 in grants to the nonprofits for which the winners volunteer. The 2011 grand prize winner, Nomi Kaim, was recognized with a \$25,000 grant in her name to the Asperger's Association of New England.

We look forward to honoring the deserving volunteers who do remarkable work in their communities that often goes unnoticed. For more information about the Celebrate Volunteerism campaign, visit www.patriots.com/community.



ABOVE: Community MVP winners represented a variety of nonprofits from each state in New England and winners ranged in age from 16 to 68.



LEFT: Nomi Kaim from Boston, Mass. was awarded the grand prize, a grant of \$25,000 in her name to the Asperger's Association of New England.

BE A PATRIOT – 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.

I CAN: Make a donation

- Visit www.patriots.com/community to make a donation directly to the Patriots Charitable Foundation
- Send a check to:
New England Patriots Charitable Foundation
1 Patriots Place
Foxborough, MA 02035

I CAN: See my 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.

I 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.

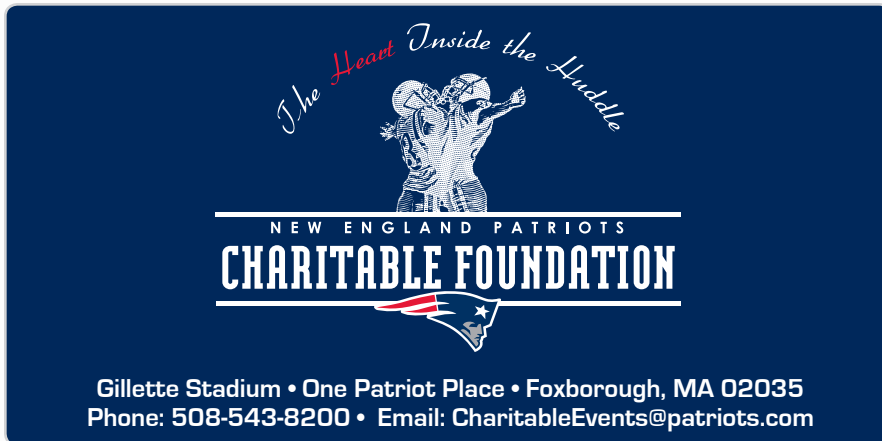
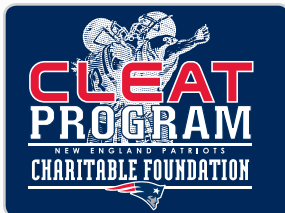
I CAN: Participate in the Patriots Marathon Team

- 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.

I CAN: Display my Patriots pride by purchasing authentic autographed memorabilia

- The Patriots Charitable 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. All proceeds benefit the Foundation.

For more information about donation requests, player appearances, the cleat-donation program and available grants visit www.patriots.com/community.





The New England Patriots organization has dedicated the 2011 season to the loving memory of Myra Kraft, who along with Robert Kraft established the New England Patriots Charitable Foundation in 1994. In Myra's honor, the Foundation will highlight volunteerism throughout the 2011 season, recognizing those who dedicate their lives to helping others, as she did.

Myra Kraft

(1942-2011)





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Gillette Stadium • One Patriot Place
Foxborough, MA 02035

www.patriots.com/community