



NEW ENGLAND PATRIOTS COMMUNITY INVOLVEMENT REPORT



The Heart Inside the Huddle

DEAR FRIENDS,

In football, turnovers are typically a good barometer for success. A positive turnover ratio – with more take-aways than give-aways – typically nets a positive result. In 2011, the Patriots' 30 take-aways led the AFC and helped the team claim their ninth division title in the last 11 seasons with a conference-best 13-3 regular season record. While that accomplishment was significant, it wasn't the number of take-aways on the field, but rather the record number of give-aways off the field, that made me most proud of the players on our football team.

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.



In 2011, we launched our Celebrate Volunteerism campaign, honoring my wife's lifelong commitment to volunteerism. Through this campaign, we highlighted volunteerism by teaming with numerous nonprofits, educating people about the need for volunteering, increasing awareness for volunteer opportunities and honoring the many deserving volunteers in our region. 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 upcoming seasons.

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.

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 dark blue ink that reads "Robert Kraft". The signature is stylized with a large, sweeping "R" and "K".

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 linebacker Jerod Mayo was awarded the prestigious New England Patriots Ron Burton Award Community Service Award at last year's annual 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 FAST FACTS

-  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.
-  Current and former Patriots players made more than 300 player appearances throughout the 2011 season as part of Patriots Community Tuesdays.
-  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, pregame field visit, dinner, Patriots gear and more. First-, second- and third-prizes include autographed memorabilia. Tickets are \$10 each, all benefiting the Foundation and can be purchased at www.patriots.com/community.
-  The Foundation made more than 2,000 donations of autographed memorabilia to New England nonprofits during the 2011 season.
-  More than 20,000 Patriots fans in Massachusetts are displaying their team pride with a Patriots license plate.
-  You can join the Celebrate Volunteerism campaign by pledging volunteer hours, printing an official Patriots Difference Maker Certificate and submitting your volunteerism photos.
-  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/patriots and on Facebook at www.facebook.com/newenglandpatriots.



CELEBRATE VOLUNTEERISM

NEW ENGLAND PATRIOTS CHARITABLE FOUNDATION

A campaign 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.



Myra H. Kraft

The New England Patriots dedicated the Celebrate Volunteerism campaign and the 2011 season to her loving memory.



Lead 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.



Inspiration

In 1994, after the Kraft family bought the New England Patriots, Myra took an active role in forming the mission of the New England Patriots Charitable Foundation (NEPCF) 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 NEPCF, 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 2011 season the Foundation focused on different volunteer themes and collaborated with multiple nonprofits that aligned with the weekly volunteerism theme. The weekly focus highlighted ongoing volunteerism needs in each focus area and encouraged Patriots fans around the world to get involved.

| Week | Volunteerism Weekly Focus | Organization |
|-------|--|---|
| 9/18 | Education | United Way |
| 9/25 | Mentoring | Mass Mentoring |
| 10/2 | Youth | Boys & Girls Club and YMCA |
| 10/9 | Service Projects | Rebuilding Together |
| 10/16 | Healthy Eating & Nutrition | New England Dairy Council |
| 10/23 | Violence Prevention & Bullying Awareness | New Hope and the Women's Resource Center |
| 10/30 | Public Service | Jackson Fire Company |
| 11/6 | Military & Veterans | Raytheon Company and Carepacks |
| 11/13 | Youth Sports | New England Revolution, Special Olympics, Metro Lacrosse and Squash Busters |
| 11/20 | Hunger Awareness | Morgan Memorial Goodwill, Greater Boston Food Bank |
| 11/27 | Healthcare | Covidien and Astra Zeneca Hope Lodge/ American Cancer Society |
| 12/4 | Exercise & Fitness | NFL PLAY 60 and the Stephen Onley School |
| 12/11 | Homelessness | Women's Lunch Place and the RI Family Shelter |
| 12/18 | Holiday Giving | Salvation Army |
| 12/25 | Senior Advocate | HESSCO Elder Services, Foxborough Council on Aging & Human Services and the Pond Home |

GET INVOLVED: To nominate a collaborating nonprofit, email CharitableEvents@patriots.com.

EXTRA POINTS: Each collaborating nonprofit nominated deserving volunteers for the weekly Patriots Difference Maker of the Week award.



PATRIOTS COMMUNITY TUESDAYS



Totaling more than 300 appearances, each Tuesday Patriots players volunteer at nonprofits throughout the region in conjunction with the weekly volunteerism theme.

During the season, current and former Patriots players spend Tuesdays, their only day off each week, out in the community visiting nonprofits including local schools, Boys & Girls Clubs, YMCAs, United Way locations, homeless shelters, food cupboards, veteran 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.



PATRIOTS DIFFERENCE MAKERS



"These admirable philanthropists embody my sweetheart's example of being selfless volunteers. These volunteers rarely receive recognition and we are glad to honor them during this year's season-long campaign. We are proud to recognize this all-star lineup and thank them for the positive impact they have made in each of their communities by embracing volunteerism."

- Robert Kraft, Patriots Chairman and CEO



PATRIOTS DIFFERENCE MAKERS



In 2011, each week the Kraft family recognized an outstanding volunteer as a Patriots Difference Maker of the Week.

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

| Week | Volunteerism Focus | Organization | Winner, Hometown |
|-------|--|---|--|
| 9/18 | Education | United Way | Arlene Sano, Cambridge, Mass. |
| 9/25 | Mentoring | Mass Mentoring | Amanda Martinez, Cambridge, Mass. |
| 10/2 | Youth | Boys & Girls Club and YMCA | Paul Corcoran, Waltham, Mass. |
| 10/9 | Service Projects | Rebuilding Together | Chris Pedersen, Sharon, Mass. |
| 10/16 | Healthy Eating & Nutrition | New England Dairy Council | Cheryl Phillipps, North Grafton, Mass. |
| 10/23 | Violence Prevention & Bullying Awareness | New Hope and the Women's Resource Center | Breanna Pungitore, Mansfield, Mass. |
| 10/30 | Public Service | Jackson Fire Company | Chief Donald Campbell, Hope, RI |
| 11/6 | Military & Veterans | Raytheon Company and Carepacks | Guy Mawhinney, Haverhill, Mass. |
| 11/13 | Youth Sports | New England Revolution, Special Olympics, Metro Lacrosse and Squash Busters | Sam Baglioni, Franklin, Mass. |
| 11/20 | Hunger Awareness | Morgan Memorial Goodwill Greater Boston Food Bank | Sam Cron, Framingham, Mass. |
| 11/27 | Healthcare | Covidien and Astra Zeneca Hope Lodge/American Cancer Society | Barbara Davis, Brookline, Mass. |
| 12/4 | Exercise & Fitness | NFL PLAY 60 and the Stephen Onley School | Donna Alqassar, North Providence, RI |
| 12/11 | Homelessness | Women's Lunch Place and the RI Family Shelter | Kate Ebbott, Winchester, Mass. |
| 12/18 | Holiday Giving | Salvation Army | Debbie Gallegos, Brockton, Mass. |
| 12/25 | Senior Advocate | HESSCO Elder Services, Foxborough Council on Aging & Human Services and the Pond Home | Virginia Hartin, Foxborough, Mass. |



VOLUNTEERISM PLEDGE



Patriots fans around the world became Patriots Difference Makers by taking a volunteerism pledge and donating thousands of volunteer hours.

Throughout the 2011 season, Patriots fans around the world got involved in the Celebrate Volunteerism campaign 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 15,000 hours of volunteerism during the 2011 football season.



GAME DAY INITIATIVES



Each Patriots home game featured several Celebrate Volunteerism initiatives, including book, coat, food and toy collections, on-field ceremonies, public service announcements and more.

In 2011, 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, the Greater Boston Food Bank and Salvation Army.

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

RON BURTON COMMUNITY SERVICE AWARD WINNERS WHO FILMED VOLUNTEERISM PSAS

| | |
|---------------|------------------------------|
| Matt Light | 2005 Ron Burton Award Winner |
| Kevin Faulk | 2009 Ron Burton Award Winner |
| Vince Wilfork | 2010 Ron Burton Award Winner |
| Jerod Mayo | 2011 Ron Burton Award Winner |

2011 COLLECTION DRIVES

| | | |
|------------|----------|------------------------|
| Book Drive | Sept. 18 | vs. San Diego Chargers |
| Coat Drive | Oct. 16 | vs. Dallas Cowboys |
| Food Drive | Nov. 6 | vs. New York Giants |
| Toy Drive | Dec. 4 | vs. Indianapolis Colts |

EXTRA POINTS: Patriots players personally delivered books donated by fans at the Sept. 18 home game to local United Way locations.

EXTRA POINTS: Children from homeless shelter programs got the chance to select from hundreds of toys donated by Patriots fans at the annual Gifts from the Gridiron holiday shopping event in December at Bass Pro Shops.





PATRIOTS DIFFERENCE MAKERS GRANTS



The Foundation partnered with CVS Caremark to provide \$25,000 in grants to the nonprofits of the Patriots Difference Makers of the Week.

The nonprofit for which each Patriots Difference Maker volunteers was awarded a \$1,000 grant as part of their winnings and in recognition for their volunteer work. At the end of the 2011 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. Kate Ebbott from the Women's Lunch Place, which provides services for women struggling with homelessness, was named the grand prize winner for her outstanding dedication and service to those in need.

PARTNER: CVS Caremark

PATRIOTS FAMILIES GET INVOLVED



Patriots players' and coaches' wives and girlfriends played an active role in the Celebrate Volunteerism campaign in 2011.

Patriots wives, coaches' wives and families participated 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 rolled up their sleeves and got involved in the Celebrate Volunteerism campaign.

Patriots staff members raked lawns, landscaped, painted, cleaned, participated in collection drives and volunteered at numerous nonprofit agencies, including Big Brothers Big Sisters, Rebuilding Together Boston, Cradles to Crayons and Special Olympics as part of the campaign.





JAN. 1 CELEBRATION & BEYOND



At the Jan. 1 Patriots vs. Bills game, the Kraft family and the Foundation celebrated the season-long Celebrate Volunteerism campaign.

New Year's Day celebrations included a special on-field halftime ceremony with each of the Patriots Difference Makers. The ceremony highlighted cooperating nonprofits, displayed a photo slide show of each Patriots Community Tuesday, awarded \$25,000 in grants and announced the continuation of the Celebrate Volunteerism campaign beyond 2011.

The Celebrate Volunteerism campaign 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 follow Myra Kraft's example of becoming a lifelong volunteer.



CELEBRATE VOLUNTEERISM

NEW ENGLAND PATRIOTS CHARITABLE FOUNDATION





"We owe a debt of gratitude to the many deserving volunteers who invest in our community and rarely receive recognition for the important work that they do. Volunteerism is at the heart of giving back and making a difference. Through this season-long campaign, we have an opportunity to recognize some individuals who make such a positive impact in their communities. My wife made an immeasurable impact through volunteering, and through this campaign, I hope others are inspired to do the same."

- 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, 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 1,000 Patriots book marks were distributed to local students to encourage summer reading.



“SCIENCE OF SPORTS” SCIENCE FAIR



Each year in 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 employee volunteers made weekly visits to 12 Boys & Girls Club locations (Dorchester, Framingham, Lawrence, Leominster, Lowell, Marlboro, Nashua [N.H.], Newport [RI], Pawtucket [RI], Roxbury, 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’s Chairman and CEO William H. Swanson, The Kraft Group’s Chairman and CEO Robert Kraft, and Patriots safety Patrick Chung.

PARTNER: Raytheon Company

"SCIENCE OF SPORTS" SCIENCE FAIR



"I think the teams from the Boys & Girls Clubs get more creative with their projects. Raytheon is one of the most innovative companies in the world and is a leading advocate for team-building and mentoring programs. Each year, Bill Swanson provides dozens of Raytheon engineers to help mentor the teams of boys and girls to help inspire them to be creative with their projects. It is exciting to see the students explore the many connections between sports and science. It is my hope that this program inspires these young people to go on to accomplish many great things in the fields of math and science."

- Robert Kraft, Patriots Chairman and CEO

CELEBRATE VOLUNTEERISM: EDUCATION



During the week of September 18, the Foundation focused on education during its weekly Celebrate Volunteerism focus.

As part of the education focus, Patriots fans were encouraged to donate books at the Sept. 18 Patriots home game. That following Patriots Community Tuesday, Patriots players personally delivered the donated books to local children and their volunteer educators in two United Way locations in Boston. In addition, educational volunteer opportunities were featured on www.Patriots.com/community and Patriots Difference Maker of the Week Arlene Santos was recognized at Ellis Memorial & Eldredge House in Boston for her outstanding educational volunteerism.





READING AROUND NEW ENGLAND

As part of the Patriots' commitment to promoting literacy, Patriots players read to Patriots fans at a variety of community visits throughout the season.

Patriots players visited numerous schools, community programs and after-school programs where they spent the day speaking to students about the importance of reading. Often relating the need to be able to read their own playbooks, Patriots players shared some of their favorite childhood books, including Dr. Seuss' *Green Eggs and Ham* and *The Story of Ferdinand* by Munro Leaf.

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.

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 healthy community.





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 2011, Patriots players, including Rob Gronkowski and Matthew Slater, congratulated the Stephen Onley School in North Providence, R.I. for being selected as the winners of the Super School contest. During the visit, they visited the principal's office and spoke to students about the importance of good health. Later that day, they also led kids in fitness activities including jumping rope, relay races and bicep curls. On behalf of the Patriots and NFL, they also presented the school with a \$10,000 NFL PLAY 60 grant for health and wellness programming and equipment.

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

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.

In 2011, the Patriots hosted 300 children from various New England after school programs in exercise and fitness skills stations, at Gillette Stadium. During the afternoon, Patriots players led children in fitness stations including jumping rope, stretching, throwing a football and more. Players also spoke to students about the importance of eating healthy and being active at least 60 minutes each day, as well as shared an anti-bullying message as part of the Celebrate Volunteerism weekly focus on violence and bullying prevention. Children in attendance sampled healthy snacks and receive a T-shirt and gift bag.





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.

On Nov. 13, 2011, the Foundation and Special Olympics hosted the third 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: In the second year, the flag football and cheerleading participation more than doubled.

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 2011, a Celebrate Volunteerism focus on military during the week of Nov. 6.



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 2011, current and former Patriots players, as well as Patriots cheerleaders, visited veteran's hospitals and supported military organizations 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, honored service members during Patriots games and hosted them at Gillette Stadium for special events.



EXTRA POINTS: Patriots players Mark Anderson, Jermaine Cunningham and Zoltan Mesko thanked and honored more than 200 veterans at Edith Nourse Rogers Memorial Veterans Hospital in recognition of Veteran's Day on Nov. 8. During the visit they honored Raytheon volunteer Guy Mawhinney from Haverhill, Mass. for his outstanding volunteerism.





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.

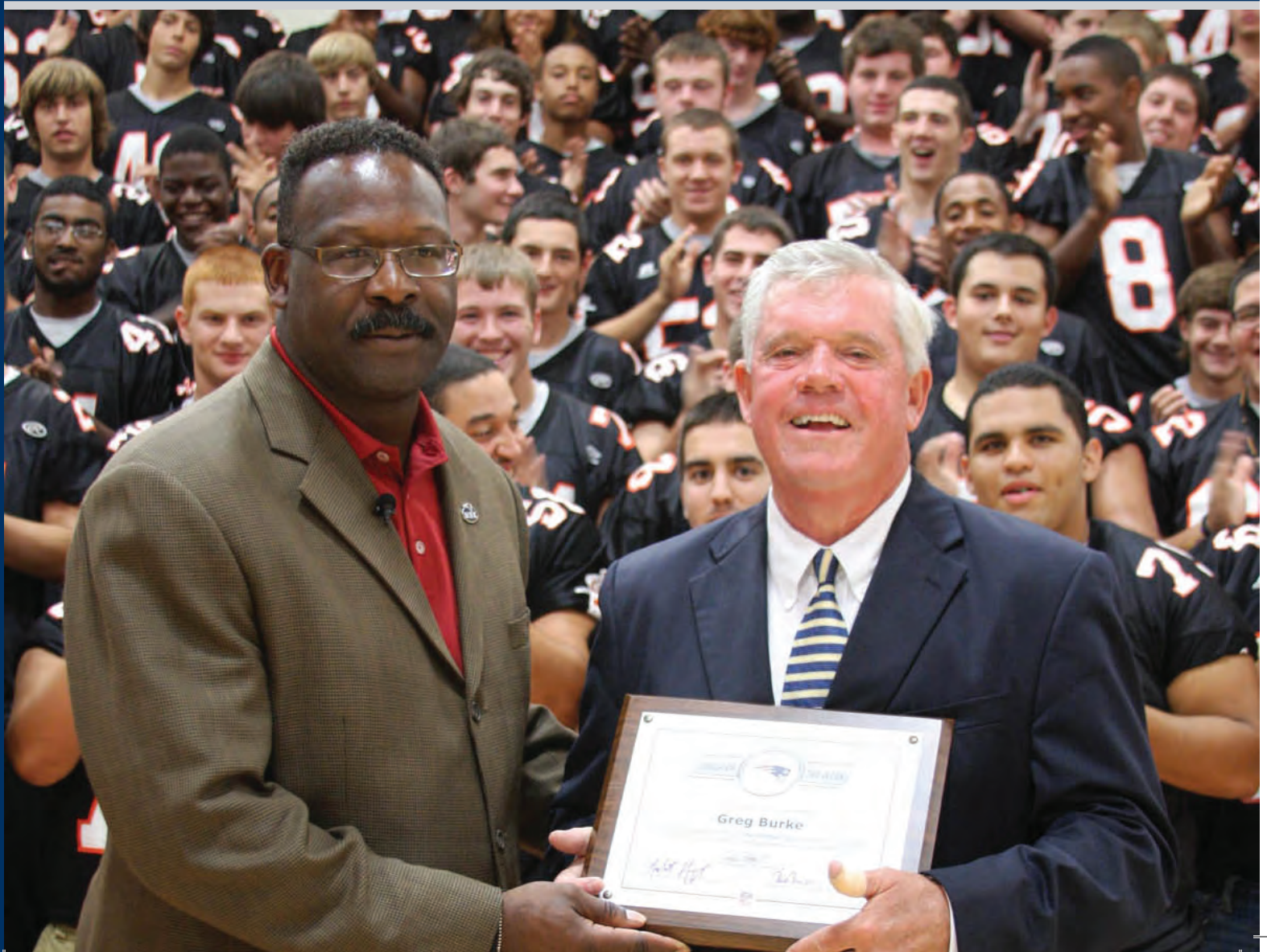


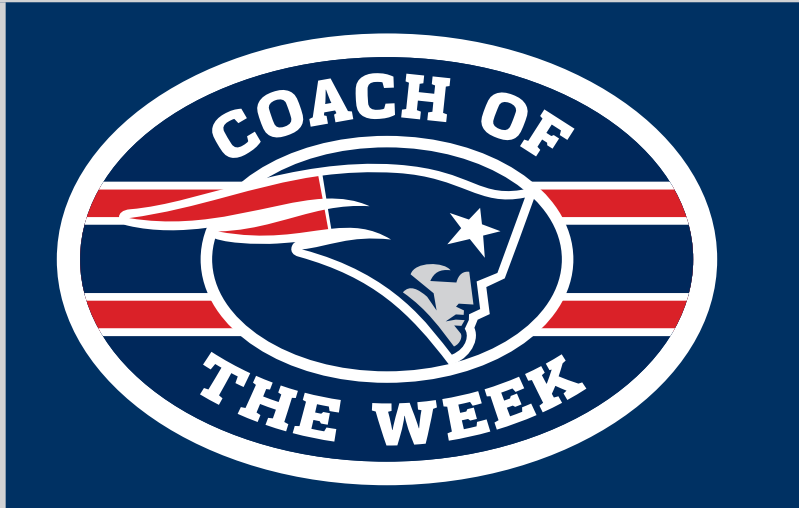
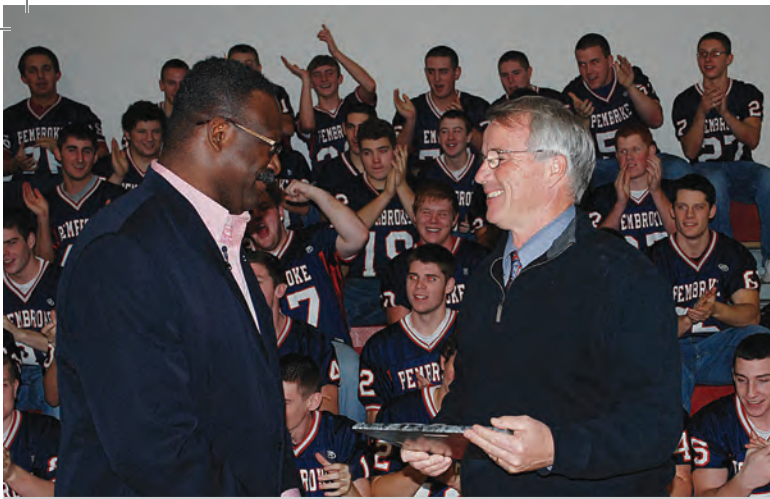
COACH OF THE WEEK



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.







2011 COACH OF THE WEEK WINNERS

| | | |
|----------|-----------------|--|
| Sept. 18 | John Sarianides | Norwood High School |
| Sept. 25 | Greg Burke | Stoughton High School |
| Oct. 4 | David Duffy | Needham High School |
| Oct. 9 | Shawn Tarpey | East Bridgewater High School |
| Oct. 16 | Dave Driscoll | Dighton-Rehoboth Regional High School |
| Oct. 23 | Paul Funk | Dennis-Yarmouth High School |
| Oct. 30 | Ed Catabia | Blue Hills Regional High School |
| Nov. 6 | Bruch Rich Sr. | Chelmsford High School |
| Nov. 13 | Lou Silva | Marshfield High School |
| Nov. 27 | Bob Bancroft | Pembroke High School |
| Dec. 4 | Dave Maimaron | Duxbury High School *Coach of the Year |

2011 COACH OF THE YEAR



Duxbury High School's Dave Maimaron was named the New England Patriots High School Football Coach of the Year in recognition of his team's EMASS Division II Super Bowl Championship and perfect 13-0 season. The Green Dragons' 35-0 win over Tewksbury High School completed the fourth 13-0 season in Coach Maimaron's seven seasons at Duxbury and extended the team's winning streak to 26 games, the longest in the state. The New England Patriots Charitable Foundation donated \$2,000 to Duxbury High School's football program in Maimaron's name in recognition of his Coach of the Year selection.



USA FOOTBALL



At the Patriots preseason home games, the team celebrated USA Football month by donating more than 4,000 preseason tickets to New England Pop Warner and youth football leagues, as well as cheerleading programs.

In 2011, youth football coaches from across the region gathered at Gillette Stadium for the USA Football Coaching Clinic, which featured seminars, workshops and interactive on-field skill sessions with notable football instructors, including Patriots Head Strength and Conditioning Coach Harold Nash and Patriots and Pro Football Hall of Famer Andre Tippett.

At the Sept. 1 Patriots versus Giants home game, the Patriots hosted Pop Warner teams from Plymouth, Bellingham and Arlington, Mass. for a special halftime scrimmage. The scrimmage also marked the start of the Pop Warner season.



EXTRA POINTS: The Kraft family and the Foundation have donated more than 11,500 tickets to youth football since 2009.





HIGH SCHOOL PLAYER DEVELOPMENT

The NFL High School Player Development program 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 and concussion awareness, character development and life skills, and football fundamentals.

The Foundation has worked with the NFL to utilize this program and have hosted 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 congratulated the New England Champion HSPD team from Harford, Conn. (pictured) for their accomplishments and participation at the national competition in Indianapolis in June.

FOOTBALL FOR YOU



There's nothing the New England Patriots Alumni Club (NEPAC) and the Foundation like doing more than bringing the joy of football to New England youth.

For the seventh year in a row, NEPAC teamed with the Foundation, The Hanover Insurance Group and Papa Gino's to bring their signature Football For YOU youth clinic to New England communities.

The one-day free football clinic featured skill stations taught by current and former Patriots players, guest speakers, a free Papa Gino's pizza dinner and Patriots goodie bags. Hundreds of boys and girls ages 11 to 14 turn out for the 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 local communities."

- Andre Tippett

Patriots Executive Director of Community Affairs



PUNT, PASS & KICK



The NFL Punt, Pass & Kick program is the nation's largest grassroots football skills competition. In 2011, youth from around the region competed in sectional competitions and on Nov. 6 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 2011 REGIONAL COMPETITION

| Age Group | Name | Hometown | Age Group | Name | Hometown |
|-------------|----------------|---------------------|------------|------------------|--------------------|
| 6/7 Girls | Nia Franklin | Pittsfield, Mass. | 6/7 Boys | Owen Grace | Stratham, N.H. |
| 8/9 Girls | Caylie McMahon | Stow, Mass. | 8/9 Boys | Ernest Childress | Wallingford, Conn. |
| 10/11 Girls | Molly Folsom | Fairfield, Maine | 10/11 Boys | Bobby Cliche | Stratham, N.H. |
| 12/13 Girls | Bryanne Crouse | Hermon, Maine | 12/13 Boys | Colby Lewis | Franklin, Maine |
| 14/15 Girls | Katie Day | East Kingston, N.H. | 14/15 Boys | Evan Delaney | Hadley, Mass. |



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 participating in their programs.

EXTRA POINTS: For more information or to request cleats visit www.patriots.com/community.

NEPCF PROGRAMMING

The Kraft family and the Foundation establishes programming that positively impacts the New England region and 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, Make-A-Wish, Patriots Platelet Pedalers, 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 to sign up for the license plates and learn about specialty low-number online auctions.



EXTRA POINTS: In 2011, 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.

MAKE-A-WISH

MAKE-A-WISH
Massachusetts and
Rhode Island

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 and pregame field visits.





PATRIOTS PLATELET PEDALERS



With \$703, 219 raised in 2011, the Patriots Platelet Pedalers is one of the highest fundraising teams to participate in the Pan-Mass Challenge.

The Patriots Platelet Pedalers are one of the largest teams in the Pan-Mass Challenge averaging 120 riders each year 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 under the Kraft family and Patriots organization in 2008, the PPP team has raised more than \$3 million for cancer research.

"Our team is made up of regular people who care about giving back and curing cancer. The ride is physically tough and sometimes you feel like you can't go on, but then you'll ride past a father and daughter holding a sign that says 'Thanks to you, I am 5.'"

- Gary Brodsky, PPP Co-Captain

BOSTON MARATHON TEAM



Patriots staff members led the Patriots Marathon Team of 28 runners to the starting line of the 116th Boston Marathon.

After months of training, meetings and fundraising, the Patriots Marathon Team ran the historic race starting on Main Street in Hopkinton with the goal of reaching the finish line on Boylston Street while wearing an official Patriots Marathon Team jersey donated by Under Armour and All Sports Heroes in Lowell.

This year's Patriots Marathon Team, newly aligned under the Boston Athletic Association as a Legacy Charity, set an ambitious and Patriotic goal of breaking the fundraising record of \$85,000, they eclipsed that mark with a record-breaking effort of \$153,000. In the five years the New England Patriots Charitable Foundation has fielded a team, they have raised more than \$300,000 for deserving nonprofits. For the second year, the funds raised supported the renamed Myra Kraft Community MVP Awards program. The runners consisted of Patriots Season Ticket Holders, waitlist members, employees and avid Patriots fans from across the country who train rigorously for four months to run the 26.2 mile race.



BOSTON MARATHON TEAM



EXTRA POINTS: Patriots staff member Jeff Connors raised an all-time high of more than \$20,000 for the Foundation as a member of the 2012 Patriots Marathon Team. Jeff is pictured with his two children as well as his marathon teammate Gretchen Faraci.

MYRA H. KRAFT COMMUNITY MVP AWARDS



In 2011, the Kraft family and New England Patriots Charitable Foundation announced the renaming of the 2012 Myra Kraft Community MVP Awards as part of the Patriots ongoing Celebrate Volunteerism campaign, which honors Myra Kraft's lifetime commitment to volunteerism.



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 2012, the New England Patriots Charitable Foundation donated \$100,000 to local organizations via the Community MVP Awards.

The Foundation honored the 16 winners of the renamed Myra Kraft Community MVP Awards in June. During the ceremony, the winners were recognized for their efforts, with Lou Cimaglia of Local Heroes as the grand prize \$25,000 winner. In addition, five winners of \$10,000 and 10 winners of \$2,500 were announced. The money was awarded to the non-profit organization for which each honoree volunteers.

Winners of the 2012 Community MVP Awards

| Name | Hometown | Organization | Organization Town |
|--------------------------------|----------------------|---|---------------------------|
| Michelle Abou-Raad | Methuen, Mass. | Boys and Girls Club of Lawrence | Lawrence, Mass. |
| Brian Angell | Cranston, R.I. | United Way of Rhode Island | Providence, R.I. |
| Maurice Camire | Manchester, NH | First United Methodist Church of Manchester | Manchester, N.H. |
| Lou Cimaglia, Sr. | Wilmington, Mass. | Local Heroes, Inc. | Wilmington, Mass. |
| Melissa Cline | Providence, R.I. | Day One | Providence, R.I. |
| Rick Cote | Williston, Vt. | The Upper Valley Haven | White River Junction, Vt. |
| David Geetter | Hartford, Conn. | Easter Seals Capital Region & Eastern Conn. | Windsor, Conn. |
| Scott Gullatt | South Portland, ME | Westbrook Youth Center | Westbrook, ME |
| Ronald Joy | Concord, N.H. | Rise Again Outreach | Loudon, N.H. |
| Rajiv Kumar | Providence, R.I. | Shape Up R.I. | Providence, R.I. |
| Larry Laflamme | Gales Ferry, Conn. | Gales Ferry Volunteer Fire Co. | Gales Ferry, Conn. |
| Matthew Martinelli | Boston, Mass. | Lights Out, Green In, Inc. | Johnston, R.I. |
| Avril Okeke | Quincy, Mass. | National Association of Black Accountants | Boston, Mass. |
| Luis Solis | Norwalk, Conn. | The Courage to Speak Foundation Inc. | Norwalk, Conn. |
| Phyllis (Fifi) Swerling Kellem | Chestnut Hill, Mass. | Dana-Farber Cancer Institute | Boston, Mass. |
| Rosa Young | Easthampton, Mass. | The Treehouse Foundation | Easthampton, Mass. |



Myra Kraft
COMMUNITY MVP
NEW ENGLAND PATRIOTS
CHARITABLE FOUNDATION



"Volunteers are the unsung heroes of our nonprofit 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

HOLIDAY GIVING

For 18 years the Kraft family and Foundation have hosted several holiday giving events that aim to help New England families in need have a special holiday season. The holiday giving events, programs and activities impacted more than 500 children and families in 2011.



18TH ANNUAL THANKSGIVING-IN-A-BASKET EVENT

For the 18th consecutive year, the Kraft family was 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 2011 Thanksgiving program distributed complete Thanksgiving meals to more than 200 families at the Thanksgiving-in-a-Basket event at the Morgan Memorial Goodwill. For the 18th year, Robert Kraft was joined by current and former Patriots players to assisted 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 4,000 complete Thanksgiving meals to families in need.



18TH ANNUAL 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 5,000 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. In 2011, Patriots players, including quarterback Tom Brady, wide receivers Wes Welker and Matthew Slater, Pat Patriot and the Patriots cheerleaders, joined 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 Christmas wrapping paper, bows and ribbons.

EXTRA POINTS: In the past 18 years, the Kraft family has hosted nearly 5,000 local children to enjoy a holiday celebration.



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 Homelessness Volunteerism during the week of Dec. 11 and Holiday Giving Volunteerism during the week of Dec. 18, youth from homeless shelter programs were treated to a holiday shopping spree with Patriots players in December.

During the annual Gifts from the Gridiron event, youth are provided gift cards complements of the NEPCF, Vince Wilfork Foundation, Gerard Warren Foundation 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, Gerard Warren Foundation



TRAINING CAMP INITIATIVES



To kickoff 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.





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 invited more than 80 Patriots fans to participate in a special on-field presentation before the first home game. The fans were dressed in Patriots jerseys and ran out of the players' tunnel onto the field, where they were stationed for player introductions. Patriots players then recognized the fans and shook their hands as they took the field. The first-time opportunity was a thank you from the Patriots and the NFL for the fans' support throughout the offseason.

HISPANIC HERITAGE



**In celebration of Hispanic Heritage Month,
the Patriots named Alejandra Saint Guillen the
2011 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 Alejandra Saint Guillen as the recipient of the NFL Hispanic Heritage Leadership Award in New England. Guillen is the Executive Director of Oiste, the Latino Civic Education Initiative. As part of her recognition, she was hosted at the Sept. 18 Patriots versus Chargers game, where she was honored during a pregame ceremony with Patriots and Pro Football Hall of Famer Andre Tippett. Oiste was also awarded a \$2,000 grant to support her work in the New England Community.





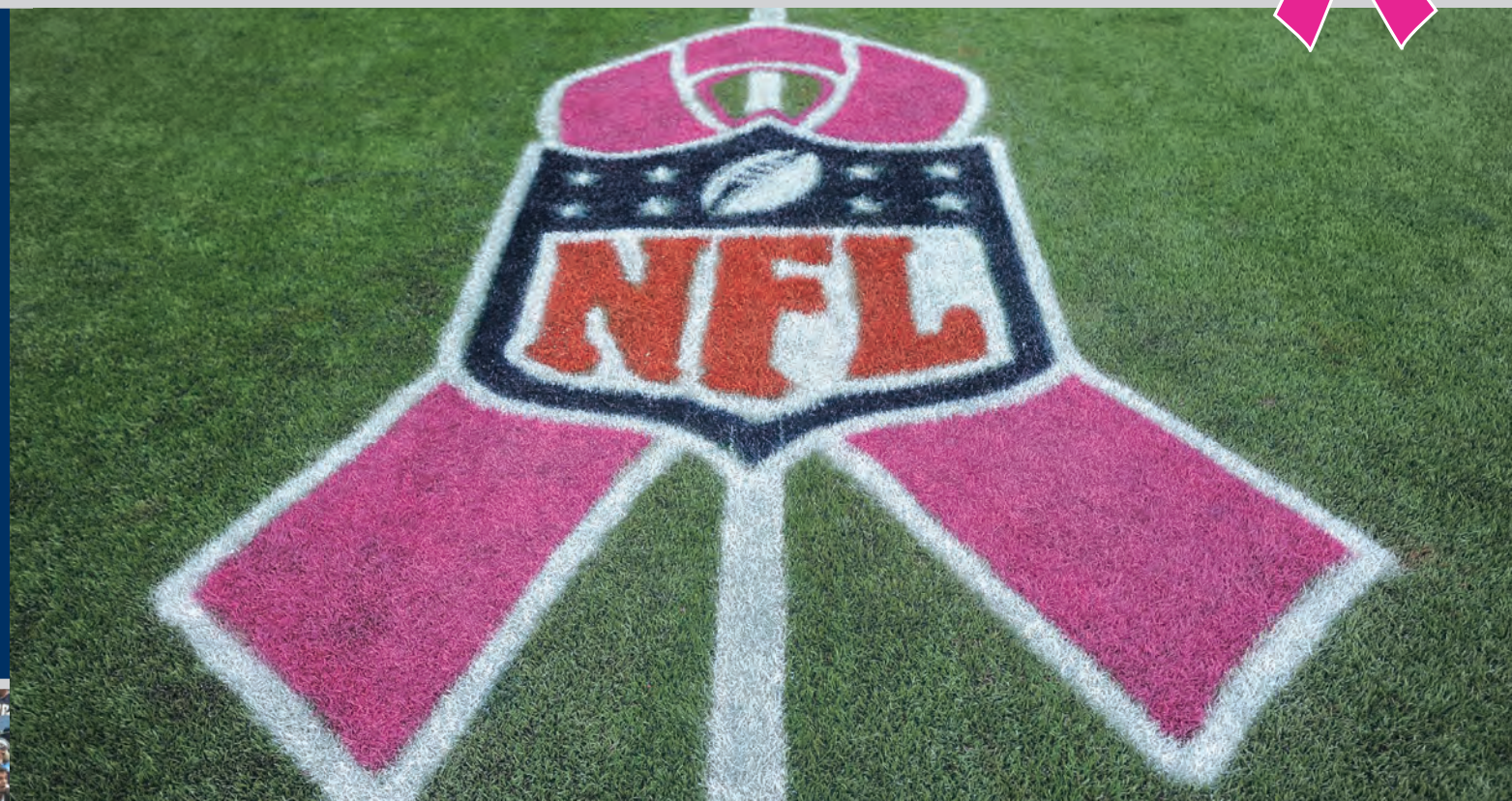
BREAST CANCER AWARENESS

In 2011, the New England Patriots promoted breast cancer awareness during the month of October as part of the NFL and the American Cancer Society's "A Crucial Catch" campaign.

Patriots players and coaches wore pink game apparel on Oct. 2 against the Raiders in Oakland and on Oct. 16 at Gillette Stadium against the Dallas Cowboys. In 2010, the Foundation's season-long "Kick Cancer" initiative aimed 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. During the Oct. 16 Breast Cancer Awareness home game, the Foundation continued its push to one day Kick Cancer by hosting local breast cancer survivors from the American Cancer Society. The women lined the field along with Patriots Cheerleaders for the Patriots' pregame team introductions.



BREAST CANCER AWARENESS



The Patriots and other NFL breast cancer awareness initiatives included:

- On-field pink ribbon stencils
- In-stadium A Crucial Catch wall banners
- Pink goal post padding in both end zones
- Special game balls with pink ribbon decals
- Pink coins used for the coin toss
- Pink sideline caps for coaches and team sideline personnel
- Pink ribbon pins to be worn by coaches and team personnel
- Pink equipment for players, including: cleats, wristbands, gloves, sideline caps, helmet decals, sideline towels, eye shield decals and quarterback towels
- Pink caps, wristbands, whistles and pins for game officials
- Special pink cheerleading apparel

Game-worn pink merchandise and footballs were autographed and sold at NFL Auction (www.nfl.com/auction) along with NFL breast cancer awareness official products. Last season, the NFL raised more than \$1 million to benefit the American Cancer Society through these auctions. Pink products were also available in the Patriots ProShop, with proceeds from sales committed to breast cancer organizations and their important work in the fight against breast cancer.

VETERANS DAY

In 2011, the Patriots thanked and honored veterans and active duty military members in several activities at their Nov. 6 home game against the Giants on in conjunction with the Foundation's Celebrate Volunteerism week-long focus on "Veteran and Military Volunteerism."

In a pregame ceremony, 20 active members representing each branch of military joined 20 veterans and Patriots cheerleaders to display three large American flags across the field of Gillette Stadium during the national anthem, sung by members of the United States Coast Guard Academy Glee Club. Accompanying the veterans and soldiers were members of VFW Post 1822 from Plymouth, Mass. to present the colors.

The pregame ceremonies also featured a flyover by the 104th Fighter Wing, Barnes ANGB from Westfield, Mass. There was also a presentation of a flag by the commanding officer of a base in Iraq to the Patriots Cheerleaders, who visited the base during their 2009 Thanksgiving Tour. Prior to the national anthem, the Patriots recognized a moment of silence to honor fallen U.S. Army Specialist Steven Gutowski, who was killed in combat in Afghanistan just a few days before Veteran's Day. A native of Plymouth, Mass., Gutowski was a former Patriots game day employee.





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 welcomes more than 100 people from charitable groups, totaling more than 1,000 tickets donated to community organizations in 2011. 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 campaign.

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

2011 Collection Drive Schedule

| | | |
|----------|-----------------------|------------|
| Sept. 18 | Patriots vs. Chargers | Book Drive |
| Nov. 6 | Patriots vs. Giants | Coat Drive |
| Nov. 20 | Patriots vs. Chiefs | Food Drive |
| Dec. 4 | Patriots vs. Colts | Toy Drive |

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.



FAN OF THE YEAR



On Jan. 1, 2012, Bank of America, the Official Bank of the New England Patriots, announced the 2011 New England Patriots Fan of the Year.

During an on-field ceremony prior to the team's final regular season home game against the Buffalo Bills on Jan. 1, the 2011 honoree, David Kim of Boston, was presented with the Joseph R. Mastrangelo Memorial Trophy, established by the Mastrangelo family in honor of their father, a devoted Patriots fan.

The Patriots Fan of the Year award presented by Bank of America recognizes an individual who demonstrates the highest level of passion and loyalty to the Patriots, as exemplified by the late Mastrangelo, one of the team's original season ticket holders. Bank of America, which presented Kim with 2012 season tickets, has sponsored the award for the past 18 years.

PARTNER: Bank of America



"It is truly an honor to receive an award that represents the spirit of the New England Patriots and the philanthropic endeavors of the Kraft family, especially Mrs. Kraft whose legacy will inspire future generations."

-David Kim, 2011 Fan of the Year

SUPER BOWL FOR SUPER PEOPLE

As an extension of the Celebrate Volunteerism campaign, Robert Kraft and the Foundation honored 10 outstanding individuals in the public service sector with an all-expense paid trip for themselves and a guest to Super Bowl XLVI in Indianapolis in February.

2011 SUPER BOWL FOR SUPER PEOPLE HONOREES

| Name | Service Category | Hometown | Nominator |
|------------------|------------------|--------------------|---------------------|
| Timothy Wilder | Firefighter | Somersworth, NH | Michael Clough |
| John Surabian | Firefighter | Stoneham, Mass | John Nash |
| Timothy Sullivan | Police Officer | East Walpole, Mass | John Carmichael |
| Sherry DeGenova | Police Officer | Hartford, Conn | Melissa Pine |
| Whitney Hartwell | Teacher | Norfolk, Mass | Elizabeth Zielinski |
| Jim Miller | Teacher | Auburn, Maine | Katherine Grondin |
| Patrick Squires | Military | Hingham, Mass | Dave Zundell |
| Todd Seymour | Military | Lempster, NH | Gerard Guilbeault |
| Tara Jean | Nurse | Dracut, Mass | Julie Miles |
| Jim Taber | Nurse | Tiverton, RI | Kelly Blanding |



Ten winners were randomly selected from a pool of police officers, firefighters, teachers, military personnel and nurses in New England who were identified and nominated as "Super People" by their superiors.

PATRIOTS WOMEN'S ASSOCIATION



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 Community Holiday Party and the annual Ladies Luncheon hosted in honor of the late President of the New England Patriots Charitable Foundation, Myra Kraft, the Patriot Women's Association serves as a special arm of 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.

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 the community.

NEW ENGLAND PATRIOTS ALUMNI CLUB



Its mission is to support and fund youth and high school sports programs throughout New England with an emphasis on football.

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 2011, the New England Patriots Alumni Club hosted four Football for YOU football clinics in Boston, Worcester, Springfield and Providence for kids ages 11-14. Members of NEPAC also take part in an annual fishing tournament, make visits to nonprofit organizations throughout New England as part of 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.patriots.com/team/alumni.

EXTRA POINTS: You can follow NEPAC on Facebook at www.facebook.com/nepac or on twitter at www.twitter.com/nepac.



PAT PATRIOT



Pat Patriot and the Patriots Cheerleaders can be found each week throughout the season supporting the community outreach efforts of the Foundation.



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 events, including the Myra Kraft Community MVP awards, the "Science of Sports" Science Fair, NFL PLAY 60 events, holiday parties and much more.

THE PATRIOTS CHEERLEADERS



The Patriots Cheerleaders and Pat Patriot Mascot made over 1,000 individual appearances last year, supporting causes including military, youth, hospital, charitable walks and runs, grand openings, trade shows, parades, Monday Night Football promotions, customer appreciation events and more.



In an effort to increase awareness and interest in the NFL and the New England Patriots, the Patriots Cheerleaders have already made four trips to China and are scheduled for their fifth and sixth appearances in August and September of 2012, where they will teach youth cheerleading clinics and participate in NFL Experience events. Cheerleaders continue to serve not only as day-of-game entertainers, but also as Patriots ambassadors throughout New England and around the world. In addition, the New England Patriots Cheerleaders were recognized as the No. 1 cheerleading squad in the NFL this year by CNBC, based on online presence, fan interaction, community outreach and overall success of the squad.

MILITARY OUTREACH: While the Patriots Cheerleaders have become accustomed to entertaining thousands of Patriots fans from the sidelines, members of the squad travel regularly overseas on goodwill missions to entertain thousands of Patriots on the front lines. The Patriots Cheerleaders have performed in close to two dozen combat areas and have visited more than 25 countries since 9/11/01.

THE KRAFT FAMILY



Led by Robert Kraft and his late wife, Myra, the Kraft family is one of the leading philanthropic families in the world. They have donated 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



Robert and Myra Kraft made a \$20 million gift to Partners Healthcare in 2011 to establish the Kraft Family National Center for Leadership and Training in Community Healthcare (The Kraft Center for Community Health), and to further cancer research. The Kraft Center for Community Health, together with Partners, has developed innovative programs to support high quality and affordable health care through community health centers in the New England region, with expectations to take the program national.

The Kraft Center for Community Health Has Developed Four Initiatives:

- ***Kraft Fellowship in Community Health Leadership — Developing first-rate physician leaders***
Preparing a new generation of physician leaders through coursework at the Harvard School of Public Health and mentoring from community health center leaders and Harvard faculty, that will provide them with financial management and policy expertise to advocate for a health system that works for everyone.
- ***Kraft Practitioner Program — Recruiting and retaining excellent clinicians to practice in community settings***
Provide training, career development and loan repayment that will attract and retain physicians and masters prepared nurses for careers in community health centers and similar practice settings.
- ***Community-Based Practice Sites — Expanding high quality, affordable community based health care***
Supporting community health centers will enhance their ability to provide cost-effective, quality healthcare for the community, while also making these settings a place where doctors and nurses want to come and develop their careers.
- ***National Leadership Council — Influencing health policy at the national level***
Bringing together national leaders in community health and philanthropy that will assist the The Kraft Center for Community Health in creating a strategy for national impact and innovative training and leadership development in community health.



Robert Kraft celebrates the launch of the Kraft Center for Community Health with the first class of participants in the Kraft Fellowship Program. Kraft Fellows will practice in community health centers to help low- and moderate-income families and individuals get the care they need, while also developing their skills as leaders in healthcare policy, management, and research. *From left: Dr. Joseph Joyner, Dr. Genevieve Daftary, Robert Kraft, Dr. Talya Salant, Dr. Katherine Hobbs-Knutson, and Dr. Ian Huntington.*

LEADERSHIP AND LEGACY:



KRAFT FAMILY LEGACY FUNDS

Myra Kraft served on 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 years to come.



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.



The Myra H. Kraft Giving Back Volunteer Services Fund is a newly-created fund to honor Myra's spirit of volunteerism. This endowed Fund has allowed BGCB to create a new position, the Myra H. Kraft Director of Volunteer Services, which manages the 1,500+ volunteers that provide invaluable help to BGCB members and their families on an annual basis.



The Myra H. Kraft Giving Back Assistance Fund is a newly-created fund that helps those with crucial unmet needs related to daily living. Grants from the Assistance Fund are awarded for a range of needs including health care, education, transportation and housing, among others.

2012 Myra H. Kraft Giving Back Scholarship Fund Recipient: Josh Alves

Josh Alves was a senior at Chelsea High School, where he held a 3.3 GPA, and had been a member of the Jordan Boys & Girls Club for five years. As the Vice President of the Jordan Club's Keystone Club, a teen leadership and community service program, Josh has volunteered in various capacities. He is described as "hardworking, responsible, and a leader" by his school guidance counselor. He plans to attend UMass Dartmouth in September 2012, where he will study criminal justice. He is the first in his family to graduate high school and attend 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, Robert and Myra have 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
- Medical Research
- Cultural Diversity
- Natural Disaster Relief
- Families
- Religion
- Global Hunger
- Community Support
- Health and Wellness
- Youth



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



Myra Kraft launched the 2010-2011 IFL season with a celebratory "first throw" at the Jerusalem Lions vs. Judean Rebels game.

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.



AFI includes men and women's flag football leagues that compete internationally, and also the Israeli Football League (IFL), which includes adult and high school tackle football leagues. The mission of IFL includes inspiring and encouraging youth and adults to higher levels of personal and professional achievement, growth, maturity and respect for each other, uniting people across the nation. AFI and IFL both feature players from all over the country of Israel, of various ethnic and religious backgrounds, playing together without regard to their differences.

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 a summer day camps for over 200 children.

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 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.



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.



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.



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.

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





NEW ENGLAND PATRIOTS COMMUNITY INVOLVEMENT REPORT

NEW ENGLAND PATRIOTS CHARITABLE FOUNDATION
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