

EDUCATION | HOMLESSNESS | MILITARY | FEMALE EMPOWERMENT | HEALTHCARE | VOLUNTEERISM | YOUTH FOOTBALL



CELEBRATE VOLUNTEERISM

2025-26 COMMUNITY IMPACT REPORT

BUILDING STRONGER COMMUNITIES



MESSAGE FROM THE OWNER

At the New England Patriots Foundation, we believe one of the greatest responsibilities we have is the opportunity to positively impact the lives of others. Since purchasing the team in 1994, my vision extended beyond building a successful football organization. I believed the New England Patriots could also serve as a force for good, using the platform of our team to strengthen communities, support those in need, and help create brighter futures for individuals and families throughout New England.

That commitment remains at the core of who we are today. The Patriots Foundation plays an essential role in carrying out this mission every day. Through the passion and dedication of our players, coaches, alumni and staff, as well as the support of our community partners, we continue to invest in programs and nonprofit organizations that make meaningful differences in people's lives. Whether we are supporting healthcare initiatives, addressing food insecurity and homelessness, honoring veterans and military families, expanding opportunities for youth, or promoting education, inclusion, and wellness, our goal is always the same: to help others and leave a lasting positive impact in the communities we proudly serve.

What makes me especially proud is seeing how deeply our organization embraces the importance of service and compassion. Time and again, I have witnessed members of the Patriots family step forward to uplift others during difficult moments, inspire hope, and remind people that they are not alone. Those acts of kindness and generosity often create impacts far greater than we can ever measure.

While championships and memorable moments on the field will always be part of our history, the difference we make in people's lives is equally important to our legacy. On behalf of my family and the entire Patriots organization, thank you to everyone who has joined us in this mission over the past year. Together, we will continue working to create opportunities, strengthen communities, and positively impact the lives of others for generations to come.

Robert Kraft
Chairman and CEO
New England Patriots





Robert Kraft established the New England Patriots Foundation in 1994 to give back to the communities the Patriots call home. By building bridges of hope and support, the Patriots Foundation honors our military and veterans, lifts those facing hunger and homelessness, and cultivates health and well-being across our communities.

100+
DOGS ADOPTED

PROGRAMMING IN
ALL 6
NE STATES

100%
OF PATRIOTS ROSTER ENGAGED

70+
EVENTS THROUGHOUT THE YEAR

2,000+
GIRLS FLAG FOOTBALL
ATHLETES ACROSS NE

588
MILITARY AFFILIATED
GUESTS ATTENDED AN EVENT

4,900+
CHILDREN DIRECTLY
IMPACTED BY
PROGRAMMING

90
GIRLS FLAG FOOTBALL
TEAMS IN MA.
↓↓↓
1025%
INCREASE IN GROWTH
AFTER 4 YEARS

PATRIOTS FOUNDATION
CORNERSTONE PARTNERS

BANK OF AMERICA     **DELLBROOK**   **new balance**

The Kraft family and the New England Patriots Foundation focus on several core pillars to best support the needs of the New England Community. To expand our reach, we are working with six of our partners, each of whom align with a specific pillar of the Patriots Foundation that is important to them and their employees. Thank you to each of our Cornerstone Partners for their commitment to helping build stronger New England communities.



★★★★★★
PATRIOTS FOUNDATION
COMMUNITY
CAPTAINS

Presented by:

BANK OF AMERICA



The Patriots Foundation and Cornerstone Partner, Bank of America, kicked off the third round of their Community Captains Program. This charitable initiative was created to build deeper relationships with nonprofits and strengthen the impact on the populations they serve. The new cohort of nonprofits in the 2025-2027 program include Casa Myrna, Father Bill's & MainSpring, Good Sports, Inquilinos Boricuas en Acción, Minds Matter and Planning Office for Urban Affairs.

\$300,000



A total of \$300,000 in donations are granted over the course of two years to the Community Captains from the Patriots Foundation and Bank of America.

COMMUNITY CAPTAINS



Casa Myrna is Boston's largest provider of shelter and supportive services to survivors of domestic violence since 1977.

Good Sports drives equitable access in youth sports and physical activity, by supporting children in high-need communities to achieve their greatest potential, on the field and in life.



Inquilinos Boricuas en Acción (IBA) has been empowering individuals and families for over 50 years to improve their lives and achieve socio-economic mobility through high-quality affordable housing, education, financial and resident empowerment and arts programs.



Minds Matter of Boston connects driven and determined students from low-income families with the people, preparation, and possibilities to succeed in college, create their future, and change the world.

The Planning Office for Urban Affairs (POUA) affiliated with the Roman Catholic Archdiocese of Boston, serves as a catalyst for social justice through their work in housing development and neighborhoods.



Father Bill's & MainSpring (FBMS) serves to end homelessness across Southern Massachusetts, providing emergency shelter, permanent supportive housing, and individualized services.

TRAINING CAMP

19 local organizations and nonprofits were invited to watch Training Camp in the Patriots Foundation viewing tent.



PET ADOPTION DAY

PAWTRIOTS

Kicking off Training Camp with the inaugural Pawtriots initiative, **over 40 dogs** met their new families as Robert and Dr. Dana Kraft helped celebrate a day of adoptions and second chances.



DELLBROOK ANNUAL BIKE GIVEAWAY

HOMELESSNESS

40+ children in foster care were surprised with brand-new bikes delivered by Patriots players on the field with the help of Dellbrook volunteers.





♥CVS Health® BACK-TO-SCHOOL EVENT

FEMALE EMPOWERMENT

50 girls enjoyed a day of empowerment with backpack decorating, affirmations, and a CVS-led skincare masterclass to get ready for the school year.

NIKE 11-ON FOOTBALL TOURNAMENT

YOUTH FOOTBALL

Five high school teams competed in skills challenges and a 7-on-7 tournament at Catholic Memorial High School, where the home team claimed back-to-back championships.



NFL FLAG NATIONAL CHAMPIONSHIP

YOUTH FOOTBALL

The Patriots Foundation supported the annual NFL FLAG National Championships in Canton, Ohio, activating on-site with giveaways and cheering on Patriots teams across all age divisions.

BED-ZONE BASH

HOMELESSNESS

200 children from the Boston area received brand new beds, bedding, and bedtime essentials in partnership with Bob's Discount Furniture. Hope & Comfort donated care kits and Build-A-Bear provided plush bears. After the big reveal, Robert Kraft and Patriots players visited, posing for photos and signing autographs.



GATORADE "GET FIT FOR SCHOOL" EVENT

50 students from the Dorchester Boys & Girls Club were surprised at Training Camp with new backpacks filled with supplies donated by Gatorade and the Patriots Foundation.



FALMOUTH ROAD RACE

Participating runners raised
OVER \$43,000
to support youth football initiatives
through the Falmouth Road Race.



PLAY FOOTBALL MONTH

YOUTH FOOTBALL

Four Pop Warner teams scrimmaged on the field during halftime of the Patriots preseason game vs. Washington.

- 8U Hartford Hurricanes
- 9U Hamden Hurricanes
- 8U Edgewood Eagles
- 9U Woburn Tigers

\$19,922,152

The Patriots Platelet Pedalers team celebrated their 18th anniversary riding with the Patriots in the Pan Mass Challenge. 100% of the money raised is earmarked for Dr. Kenneth Anderson, a world leader in multiple myeloma research. To support his research and development of novel therapies, the 2025 Patriots Platelet Pedalers team raised \$1,622,455. The 18-year total raised by the team is \$19,922,152.



PATRIOTS PREMIERE



The New England Patriots Foundation hosted its annual fundraiser, the Patriots Premiere, on the field at Gillette Stadium to launch the 2025 football season. The evening brought together the entire 2025 Patriots roster and coaching staff, each seated among some of the organization's most dedicated supporters.

The event celebrated the Foundation's work over the past 31 years and spotlighted the impact made across New England communities.



During the program, tight end Hunter Henry was honored as the 2025 Ron Burton Community Service Award winner, highlighting his exceptional dedication to giving back.

Since joining the Patriots as an unrestricted free agent from the Los Angeles Chargers in 2021, Henry has consistently built meaningful relationships with those in the New England communities.

AUGUST 2025

ADOPT-A-SCHOOL KICKOFF EVENT

EDUCATION

To launch the 2025–2026 Adopt-A-School program, the Patriots Foundation hosted an assembly at Mattahunt Elementary.



BACK-TO-SCHOOL TEACHERS VISIT

EDUCATION

Evolv Technology and the Patriots Foundation delivered **50 teacher bins** filled with classroom essentials to Mattahunt Elementary. The school received a new laminator, supplies, and bulletin board paper. The Ocean State Job Lot Foundation also donated backpacks and rugs for every classroom.



CRUCIAL CATCH HALFTIME

HEALTHCARE



BOSTON CHILDREN'S HOSPITAL VISIT

HEALTHCARE



MAKE-A-WISH WITH RILEY

HEALTHCARE

WHEELCHAIR FOOTBALL SEND-OFF AND WATCH PARTY

The Patriots Foundation Wheelchair Football team held a season kickoff practice at Gillette Stadium and enjoyed a watch party for the Patriots vs. Dolphins game.



DAY OF PAMPERING

HEALTHCARE

13 cancer survivors were treated to a Day of Pampering at Gillette Stadium, including spa services, lunch, crafts and gifts. Robert Kraft, along with Patriots players, surprised guests with an invitation to the Sept. 28 Patriots vs. Panthers game.



PLAY60 EVENT

YOUTH FOOTBALL

As part of the NFL's PLAY60 initiative that encourages students to stay active for 60 minutes a day, Patriots players led football skills and drills for third and fourth grade students at Mulcahey Elementary. The school also received NFL Flag Football kits to support continued activity and wellness.



VISIT TO THE ANIMAL RESCUE LEAGUE OF BOSTON

PAWTRIOTS

Dr. Dana Kraft, along with Patriots players, toured the Animal Rescue League in Dedham to meet adoptable animals.

HISPANIC HERITAGE MONTH & PANEL DISCUSSION

Nearly 100 nonprofit participants joined the Patriots Foundation to celebrate Hispanic Heritage Month with a dinner and panel on careers and social justice in sports. Andy Borregales, Christian Gonzalez and Jaylinn Hawkins attended the event to speak to students, offer advice and share their journeys into the NFL.



HALLOWEEN PARTY FOR PEDIATRIC CANCER PATIENTS

HEALTHCARE

More than 40 pediatric cancer patients and families enjoyed a Halloween celebration at Gillette Stadium with games, pumpkin decorating and costumes. The Kraft family, the New England Patriots Foundation and the New England Revolution Foundation hosted the event and interacted with families throughout the evening.



BRIDGESTONE GIRLS FLAG FIELD DAY

YOUTH FOOTBALL

50 female athletes took part in panels, drills and competitions during the annual Girls Flag Field Day. Patriots players and Boston Renegades athletes helped lead football skill stations and cheer on participants.





DELLBROOK CAREER CAFÉ VISIT

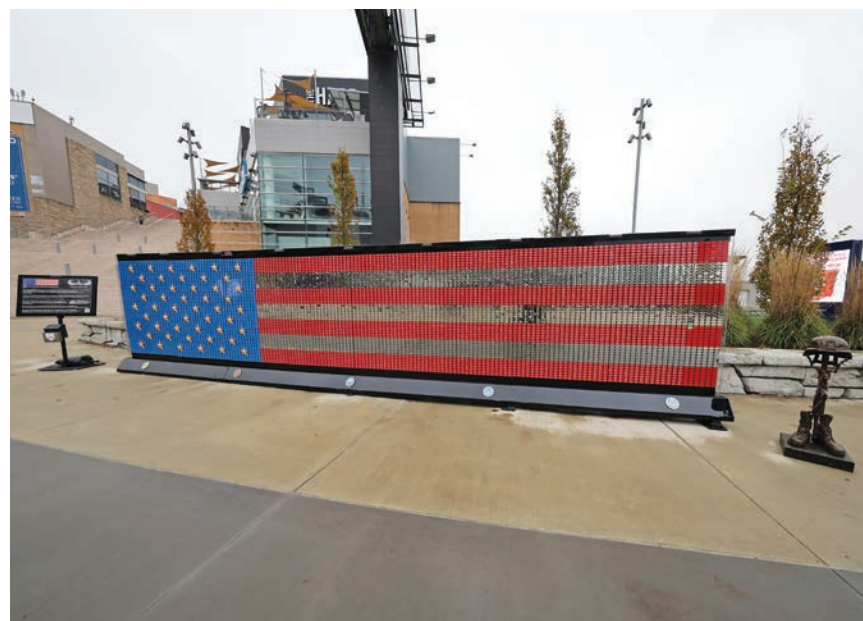
HOMELESSNESS

Patriots players, cheerleaders and panelists served lunch and discussed career paths at a visit with Bridge Over Troubled Water to support a youth Career Café.

CROSS INSURANCE GLOBAL WAR ON TERRORISM MEMORIAL FLAG AND CEREMONY

MILITARY

The Global War on Terrorism Memorial Flag was displayed at Gillette Stadium and dedicated in honor of fallen service members.



"TAILGATE" DOG ADOPTION & WATCH PARTY

PAWTRIOTS

The Pawtriots Dog Adoption "TailGate" led to **30-plus dogs being adopted**. Fans enjoyed a watch party, games, food trucks and visits with Dr. Dana Kraft, cheerleaders, alumni and Pat Patriot.



NIKE RIVALRIES AT HUDSON HIGH SCHOOL

YOUTH FOOTBALL

The Foundation and Nike brought the NFL Rivalries campaign to Hudson High School, distributing custom shirts and rally towels. Patriots players, Patriots Cheerleaders and Pat Patriot attended and served as honorary captains.



CHRISTIAN GONZALEZ MENTAL HEALTH VISIT

HEALTHCARE

Christian Gonzalez connected with North Attleboro High School students to champion mental health awareness and inspire the next generation in partnership with KyleCares.



VISIT TO WOMEN'S LUNCH PLACE

HOMELESSNESS

Robert Kraft and the Patriots Women's Association served lunch and donated care kits from CVS Health to support women at the Women's Lunch Place.



SPECIAL OLYMPICS FLAG FOOTBALL

YOUTH FOOTBALL

For the 15th consecutive year, over 500 Special Olympics athletes took the field at Gillette Stadium to showcase their talents.



VIDEO GAMING NIGHT WITH MILITARY VETERANS

MILITARY



MILITARY PICKLEBALL WITH MA & RI NATIONAL GUARD

MILITARY



READING EVENT AT ADOPT-A-SCHOOL

EDUCATION

The Patriots Foundation in partnership with GEICO traveled to Mattahunt Elementary School for a special reading event. Patriots Cheerleaders read a selection of books from the 2nd & 7 Foundation, an educational nonprofit that was co-founded by Head Coach Mike Vrabel. Following the reading, the school received a collection of 2nd & 7 Foundation books and each student was gifted a Patriots-themed winter hat to prepare for the cold months ahead.

PATRIOTS NFL FLAG REGIONAL TOURNAMENT

YOUTH FOOTBALL

More than **850 young athletes** competed at Gillette Stadium for a shot at the NFL FLAG National Championships.



32ND ANNUAL THANKSGIVING IN A BASKET

HOMELESSNESS

200 Thanksgiving baskets were given to participants in Goodwill's job training and youth programs, ensuring they could enjoy a traditional holiday meal.



MILITARY



OPERATION SHOWER

30 expecting Military moms were celebrated with support, gifts and encouragement at Gillette Stadium in partnership with PepsiCo and Operation Shower.

TAPS FAMILIES

5 TAPS (Tragic Assistance Program for Survivors) families were hosted at Gillette Stadium to watch a Patriots practice and enjoy a luncheon. The families were also honored during pregame of the Patriots vs. Falcons game on November 2.

COATS 4 VETS

5,000 buckets filled with coats, snacks and essential items for the winter months were picked up by Police officers across Massachusetts & Rhode Island to deliver to areas in the state where there is a high-need homeless population, in partnership with the Mass Military Support Foundation.



COACH OF THE WEEK AWARDS

YOUTH FOOTBALL

11 High School Football Coaches were recognized with the Patriots Coach of the Week Award. Each recipient received \$1,000 for their program and the coach of the year received \$2,000.



Anthony Fallon
Ben Shuffain
Erik Ormberg
Brian Aylward
Jon Marshall
Steve Dembowski
Al Fornaro
Ed Madden
Rocco Zizza
Scott Boyle
Derek Almeida

Canton High School
Sharon High School
Medfield High School
Tewksbury Memorial High School
Randolph High School
Milton High School
Xaverian Brothers High School
Blue Hills RTVHS
Boston Latin Academy
Lowell High School
Fairhaven High School (*Coach of the Year*)



MY CAUSE MY CLEATS



28 players and coaches participated in the NFL's My Cause My Cleats initiative, wearing cleats and shoes that showcase a cause important to them. 15 full-time employees with Kraft Sports + Entertainment were also invited to participate.



INSPIRE CHANGE CHANGEMAKER



Shaheer Mustafa, President & CEO of HopeWell, Inc. was announced as the 2025 Inspire Change Changemaker – an annual recognition celebrating leaders who are driving significant, measurable change in their communities.

WINTER WONDERLAND HOLIDAY PARTY

90 children attended a holiday shopping experience for winter wear and gifts, festive activities, dinner, video games and more at Gillette Stadium. Over 25 Patriots players and alumni were in attendance to help the children shop for gifts and play games, along with Patriots Cheerleaders and Pat Patriot.





NEPF HIGH SCHOOL SCHOLAR ATHLETE SCHOLARSHIP

EDUCATION

8 local student athletes were awarded a total of \$40,000 in college scholarships in partnership with the Patriots Foundation and Paycom.

DECEMBER 2025



VISIT TO FRANCISCAN CHILDREN'S HOSPITAL

HEALTHCARE



VISIT TO THE PLANNING OFFICE FOR URBAN AFFAIRS

HOMELESSNESS

2,000 TOYS

were collected and distributed to organizations in need during the holiday season in collaboration with Project 351, New England Revolution, and WBZ.

DECEMBER 2025

SUPER BOWL SURPRISES

Six pairs of tickets to Super Bowl LX were gifted to deserving individuals across the New England Communities.



NEW ENGLAND PATRIOTS FOUNDATION BOSTON MARATHON KICKOFF DINNER

VOLUNTEERISM

19 runners represented the New England Patriots Foundation Boston Marathon team to raise money for the Myra Kraft Community MVP Awards.



\$185,000

was donated to New England nonprofits in honor of the 2025 Patriots Difference Makers of the Week award.



DIFFERENCE MAKERS OF THE WEEK

VOLUNTEERISM

17 Difference Makers were recognized for going above and beyond to help build stronger New England communities. 16 winners received \$10,000 donated to the nonprofit they serve, and Madeline Cooke, the Difference Maker of the Year, received \$25,000.

NAME	NON-PROFIT	LOCATION
Leslie Credle	Justice for Housing, Inc.	Boston, MA
Bob Fiondella	Amy's Angels	Weatogue, CT
Steve Wong	Horizons for Homeless Children	Roxbury, MA
Jeanne DeSanto	Vineyard Havens, Inc.	Lexington, MA
Jimmy Collins	New Englanders Helping Our Veterans	Harrisville, RI
Patti Hurley-Felt	North Suffolk Community Services	Chelsea, MA
Jay Toland	HeartBrothers Foundation	Northborough, MA
Deivone Tanksley Sr.	New Britain Legacies Corp	New Britain, CT
Mary-Ellen Cooper	Into Action Recovery, Inc.	Tewksbury, MA
Patricia Murphy	The Community Day Center of Waltham	Waltham, MA
Keri Climie	The WAVE @ Sound Life Connections Inc.	Guilford, CT
Jerry Donovan	Golf For All (Northeast Accessible Golf Association, Inc.)	Wellesley Hills, MA
Benjamin Karol	Beth Israel Deaconess Medical Center Inc.	Charlestown, MA
Kathy Chapman	Pawsitively 4 Pink	Worcester, MA
Kathleen Nichols	Future In Sight	Concord, NH
Madeline Cooke	Community Nurse, Inc.	Fairhaven, MA

SUPER BOWL LX

VISIT TO HUMANE SOCIETY OF SILICON VALLEY

PAWTRIOTS

Dr. Dana Kraft and Patriots Cheerleaders visited the Humane Society of Silicon Valley in Milpitas, California. The visit included getting to interact with the shelter animals and a **\$5,000 donation to the Humane Society** on behalf of the Kraft Family and the Pawtriots Program.



SECOND HARVEST VOLUNTEER EVENT

VOLUNTEERISM

Family and friends of players, coaches and football staff sorted **over 14,400 pounds** of produce at Second Harvest, a food bank in the Santa Clara area dedicated to combatting food insecurity.



FEBRUARY 2026

GIRLS FLAG KICKOFF PARTY

YOUTH FOOTBALL



425 athletes and coaches from across the region gathered for an exciting evening of celebration, inspiration, and advocacy.



PATRIOTS CHEERLEADERS COMMUNITY DAY

The Patriots Cheerleaders traveled out to three different nonprofits and organizations; **Animal Rescue League of Boston, Christopher's Haven,** and the **Foxborough Community Center**, to spend the day giving back.

FEBRUARY 2026

BOOK DONATION

EDUCATION

18 elementary schools across all 6 New England states received a total of 1,200 donated books by the 2nd & 7 Foundation along with a narration from Head Coach Mike Vrabel.



RHYMES WITH REASON SCHOOL EVENT

EDUCATION

In collaboration with Rhymes with Reason, the Patriots Foundation visited Mattahunt Elementary to showcase their music-based vocabulary program, where students created and performed their own songs, raps, and poems to strengthen literacy.

MARCH 2026

PATRIOTS GIRLS FLAG JAMBOREE

YOUTH FOOTBALL

100 athletes attended the Girls Flag Jamboree for skill building drills and introductions to the sport. The event supported both returning players and girls new to flag football in partnership with the Patriots Flag Program, RCX Sports and NFL FLAG.



FLAG OFFICIALS CLINIC

YOUTH FOOTBALL

High school officials from all five conference groups came together for focused training to support the rapid growth of Girls Flag football in Massachusetts.

MARCH 2026

VIETNAM PINNING CEREMONY

MILITARY

50 Vietnam veterans were honored with a special pinning ceremony as part of the National Vietnam War Veterans Day. Robert Kraft, Andre Tippett, and Jonathan Cross presented official lapel pins, marking the Patriots ninth year of participating in the program.



MILITARY VIDEO GAMING EVENT

MILITARY

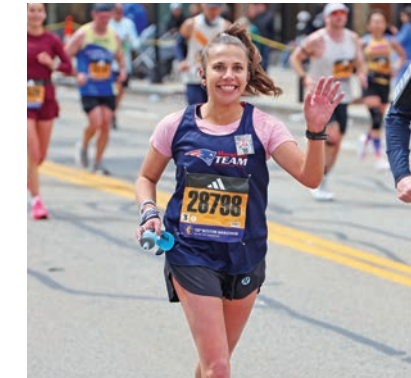
To celebrate the Month of the Military Child, over 100 people came to Gillette Stadium for a gaming night for local military families.



BOSTON MARATHON TEAM RUNNERS

VOLUNTEERISM

The Patriots Foundation congratulated all runners who completed the 130th Boston Marathon, including 19 team runners who raised over \$300,000 for the Myra Kraft Community MVP Awards.



FURNISH VETERAN'S HOME

HOMELESSNESS

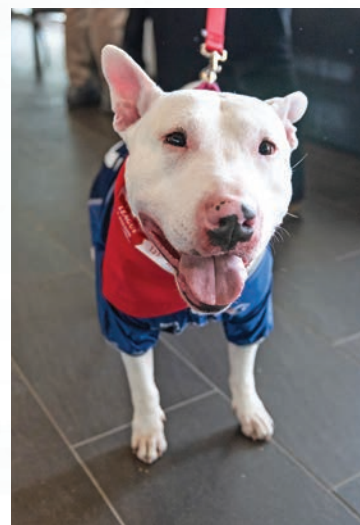
After experiencing homelessness, a U.S. Army veteran and his family were surprised with a shopping spree and housewarming party for their fully furnished home in partnership with Bob's Discount Furniture.



PAWTRIOTS DRAFT PARTY

PAWTRIOTS

25 dogs were adopted at the Pawtriots Draft Party. Robert and Dr. Dana Kraft welcomed fans with adoptable dogs and attendees heard from a panel of Patriots players and alumni while the NFL Draft was livestreaming.



SHELTERS IN ATTENDANCE

- Animal Rescue League of Boston
- Baypath Humane Society of Hopkinton
- Potter League of Rhode Island
- Second Chance Animal Services
- Vintage Pet Rescue



PROJECT 351 LEADERSHIP REUNION

VOLUNTEERISM

The annual Project 351 Leadership Reunion returned to Gillette Stadium, bringing together students and alumni ambassadors from across Massachusetts for a day of gratitude, recognition, and service. Josh Kraft presented the Myra H. Kraft Scholarship to intern Jay Patel, and Patriots players joined students in community service projects.

APRIL 2026



COMPUTER LAB REFRESH

EDUCATION

The Patriots Foundation and NWN celebrated new upgrades to Mattahunt Elementary's computer lab, including a custom AI learning program introduced through a hands-on student workshop. Artist Eamon White created a mural for the space, and the Foundation awarded the school a **\$7,500 Digital Divide Grant** to further support its technology needs.

NURSES APPRECIATION WEEK

HEALTHCARE



Over 50 nurses were celebrated for Nurses Appreciation Week at Mass General Brigham Healthcare Center.



VAN DONATION

Robert Kraft gifted a new wheelchair accessible van to a local family after their previous van was destroyed.



CPR TRAINING

HEALTHCARE

12 CPR kits and 3 AED machines were donated to a total of 12 Schools with the support of the American Heart Association and the NFL Foundation CPR Education Grant.



TEAM COMMUNITY DAY

YOUTH FOOTBALL

200 students from Young Woods Elementary spent a day at the New Balance Athletics Center, rotating through football drills and activities with Patriots players, coaches, and staff.



BANK OF AMERICA

GOOD SPORTS VISIT

VOLUNTEERISM

The Patriots Foundation and Bank of America visited Good Sports, a Community Captain organization, to sort new sports equipment and donate 10 youth flag football kits to support the continued growth of flag football.



new balance

GIRLS FLAG FOOTBALL STATE CHAMPIONSHIPS

YOUTH FOOTBALL

The Patriots are rapidly expanding girls flag football in New England, growing from an eight-team pilot in 2023 to **90 Massachusetts teams in 2026** and launching **Rhode Island's first 10-team league**. Both states crowned champions, showcasing the sport's accelerating momentum and the athletes driving its future.



ROOKIE COMMUNITY DAY

YOUTH FOOTBALL

Members of the Patriots 2026 rookie class visited Newton North High School to lead skill stations and drills for **150 students** as part of a Juneteenth community event to support Newton Community Education and Newton Youth Success Collaborative.

JUNE 2026

PAWTRIOTS HELP HAZEL

PAWTRIOTS

Abandoned and pregnant, Hazel was quickly taken in by the Walpole Police Department for close observation. A few days later, Hazel gave birth to six beautiful puppies. Robert and Dr. Dana Kraft visited Hazel and offered to cover all veterinary expenses for her and her puppies.



PLAY60 AT ADOPT-A-SCHOOL

EDUCATION



To wrap up the year with the Adopt-A-School, Mattahunt Elementary, students participated in a unified flag football game. The school also received a PLAY60 donation to further invest in health and wellness.

JUNE 2026

BLUE SQUARE ALLIANCE AGAINST HATE

THE BLUE SQUARE ALLIANCE AGAINST HATE

The *Blue Square Alliance Against Hate* is a national movement-building organization working to make standing up to Jewish hate – and hate of all kinds – a shared American norm. In 2019 Robert Kraft witnessed the rising tide of hate against the Jewish community and communities across the country and decided he had to act, establishing the Foundation to Combat Antisemitism, now known as the Blue Square Alliance Against Hate.

The Blue Square Alliance uniquely reaches non-Jewish Americans who are on the sidelines of the fight against hate: those who do not harbor hate, but who lack the familiarity, confidence and sense of urgency to act when antisemitism and hate appears in their communities and inspires them to become active allies, to join a growing community standing up to hate together.

THE BLUE SQUARE

The Blue Square is the symbol of unity in the fight against Jewish hate and hate of any kind. First launched in 2023, it symbolized the small percentage of the U.S. population that is Jewish (2.4%), receiving nearly 70% of all religious hate.

The Blue Square is a visual call to action, encouraging people to stand as a community united against hate by wearing the pin or sharing the blue square emoji 🟠 online. Wearing and sharing the Blue Square is a declaration of unity and community with the Jewish community and with any community experiencing hate.

Since its debut, the Blue Square campaign has generated over **30 billion impressions** and reached **more than 200 million Americans** through advertising campaigns, partnerships and events and social media. Reaching that much of the country with messaging that inspires, requires precision.



THE COMMAND CENTER

Everything the *Blue Square Alliance Against Hate* does flows from the Command Center — a real-time insight engine that tracks billions of social media posts and national survey data to identify the narratives and trends in antisemitic beliefs and allyship to the Jewish community. The Command Center uses a combination of real-time tracking and a regular cadence of nationally representative surveys of more than 7,000 Americans to understand shifts in attitudes about hate and then uncover the moments and messages most likely to move people who are not yet paying attention. The Command Center team is also working to test and validate the quality of their messaging with the audience, ensuring they are finding the most impactful approaches to reaching and influencing hearts and minds.

This measurement framework tracks three outcomes: familiarity with antisemitic events, empathy toward Jewish communities and a willingness to stand up on behalf of a person experiencing hate. The Command Center analysis of the impact of the messaging shows a 36% increase in familiarity with recent events, 41% increase in appreciation of antisemitism as a serious issue, and 27% increase in willingness to stand up after seeing our message.

Stand Up to Jewish Hate: The US Antisemitism Landscape Survey Dec 2025 survey of 7,028 US adults, fielded in partnership with SSRS and Research Narrative

MESSAGES TO MOVE AMERICA

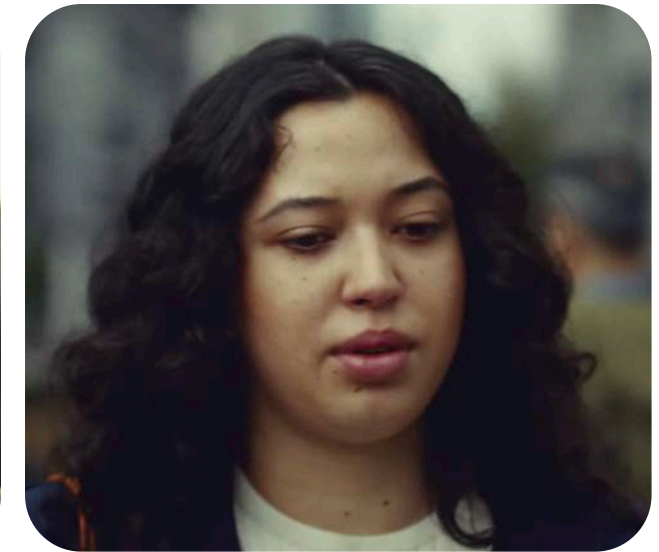
In 2025, the Blue Square Alliance didn't just raise awareness, **they shifted how people understand and respond to hate**. Guided by real-time insights from the Command Center, these campaigns delivered clear, culturally relevant messages at the moments that mattered most.



At the Super Bowl, Tom Brady and Snoop Dogg **showed millions how irrational hate is** and how much stronger people are together.



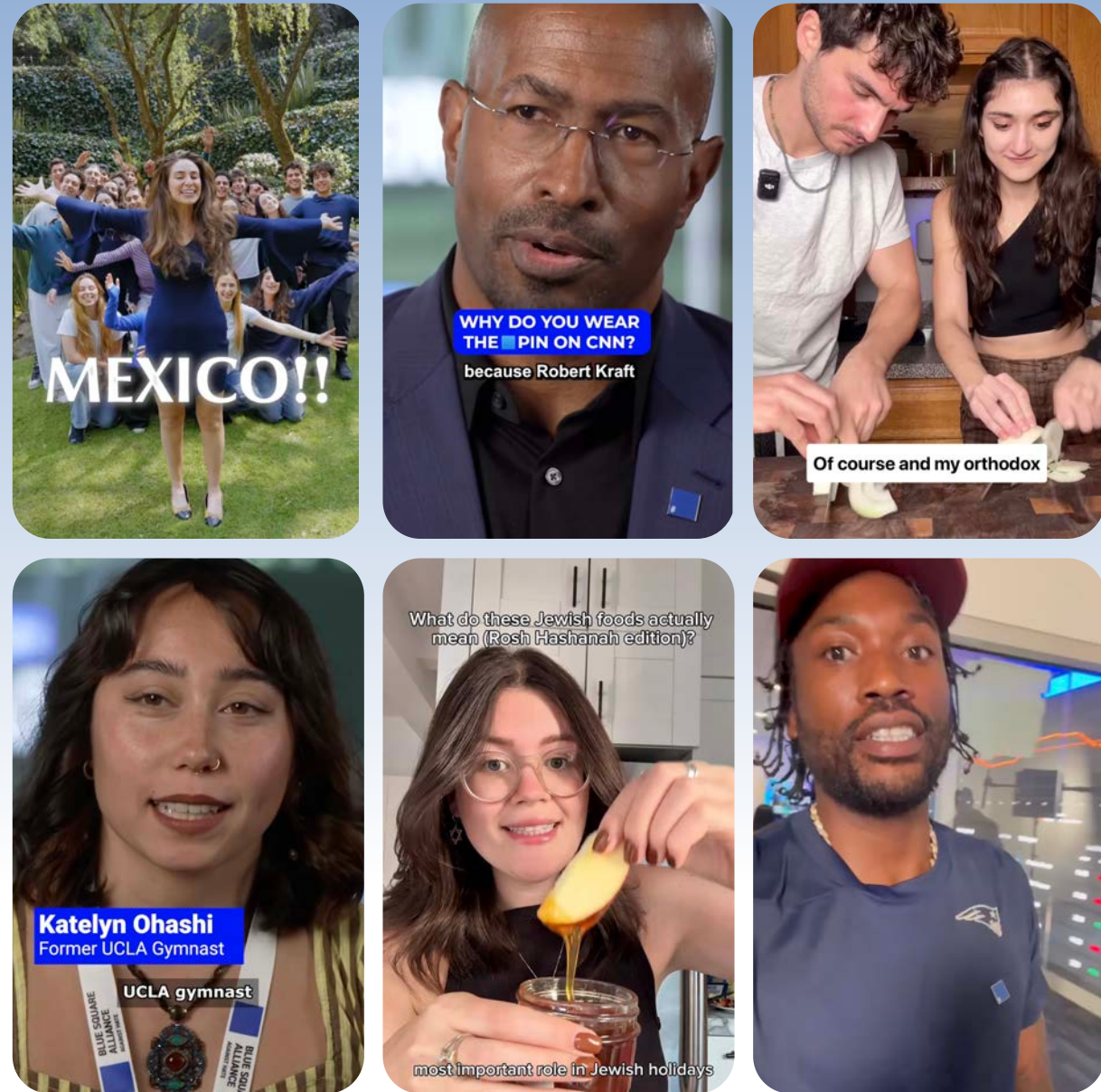
In the spring, as antisemitic incidents surged, we launched a nationwide billboard campaign, including a Times Square takeover, with a clear message: **Enough is Enough**.



In the fall, *When There Are No Words* gave people a simple way to act. **The Blue Square became more than a symbol**; it became a tool helping people show support and stand up, even when they don't know what to say.



ACROSS EVERY CAMPAIGN, THE GOAL WAS THE SAME: MAKE HATE IMPOSSIBLE TO IGNORE AND TURN ALLYSHIP INTO ACTION.



SOCIAL MEDIA

Messages travel furthest when carried by voices people already trust. They have built a network of athletes, entertainers, faith leaders, and cultural figures who bring this work into their communities with authenticity and authority. In 2025 the Alliance partnered with more than **50 Jewish and non-Jewish creators across social platforms**, generating more than **30M impressions** and engagement rates well above industry standard.



PARTNERSHIPS

Beyond creators, collaborations with Appeal of Conscience, UNCF and Hillel are bringing together people from across faiths, cultures, and communities to **create opportunities for meaningful dialogue, connection and relationship-building**. Also, deep and enduring partnerships with the major US sports leagues and NASCAR are enabling the Alliance to frame their message of **coming together to stand up to hate as one team** in particularly powerful ways for sports fans across America.

At its core, the Blue Square Alliance Against Hate **is about turning awareness into action**. By meeting people where they are, equipping them with the language and confidence to respond, and uniting trusted voices across culture, faith, and sport, they are helping make allyship the norm, not the exception.

THIS IS HOW WE TURN A SYMBOL INTO A MOVEMENT, AND A MOVEMENT INTO LASTING CULTURAL CHANGE.

KRAFT CENTER FOR COMMUNITY HEALTH

KRAFT PRIZE FOR EXCELLENCE AND INNOVATION IN COMMUNITY HEALTH

Launched in February 2025, the Kraft Prize for Excellence and Innovation in Community Health recognizes and celebrates transformative organizations making measurable impacts on community health. The prize is an opportunity for the Center to recognize other innovators working creatively and effectively to tackle some of the most pressing issues impacting community health, namely cancer, heart disease, maternal health and substance use disorder.

During its inaugural year, nearly 150 applications were received from across the country, awarded at the Mass General Brigham World Medical Innovation Forum (WMIF) in September. In September it was announced that ThriveLink, a telephonic AI enrollment solution that empowers families to verbally complete and submit applications for safety-net programs like health insurance, food stamps and utility assistance, won the \$100,000 grand prize along with the opportunity to present at the World Medical Innovation Forum and tailored support and mentorship through Mass General Brigham Innovation.

Two additional finalists were awarded \$10,000: Mae, a digital health platform working to improve maternal health outcomes, and Sober Sidekick, a peer-led application that aims to decrease the rate of relapses among individuals seeking treatment for substance use. Applications are underway for the 2026 Kraft Prize, and the Year 2 winner will be announced later this summer.



KRAFT CENTER COMMUNITY HEALTH CHAMPIONS AWARDS

Bringing together nearly 120 leaders from Mass General Brigham, local communities, and the business, biotech, and philanthropy worlds, the celebratory event honored the inaugural recipients of the Kraft Center Community Health Champions Awards. Six local public health leaders received the inaugural awards, sponsored by M&T Bank. Four Mass General Brigham employees and two local organizations were recognized for their extraordinary work in improving community health outcomes.

The event also marked the announcement of the Community Health Improvement Corps, an initiative established with seed funding from the Biogen Foundation. The program will train and support individuals to become ambassadors of health improvement in their local communities, equipping them with the skills needed to prevent and manage chronic diseases that lead to premature mortality. We are anticipating a launch in early 2026.



KRAFT CENTER FOR COMMUNITY HEALTH

MOBILE POSTPARTUM CARE UNIT (MPCU)

The Mobile Postpartum Care Unit (MPCU) is a component of the broader Driving Equity and Maternal Health (DREAMH) initiative and is funded by CVS Health. The program focuses on reducing complications in people who recently gave birth and are at high risk during the postpartum period. The MPCU offers health care at patient's doorstep for one year postpartum to each participating patient and provides connections to mental health care, housing, and financial support. So far it had helped more than 130 postpartum individuals, with a goal of reaching 200 by the end of the second year of the program.

KRAFT CENTER SPONSORS PANEL AT BOSTON MEDICAL CENTER'S TOGETHER FOR HOPE 2026 CONFERENCE

At the Boston Medical Center (BMC) Grayken Center's Together For Hope Conference in April 2026, The Kraft Center for Community Health at Mass General Brigham sponsored a panel called Rolling Toward Recovery: How Mobile Clinics are Rewriting Access to Substance Use Disorder and Harm Reduction. Our Senior Medical Director for Mobile and Specialty Services, Dr. Priya Sarin Gupta, led a discussion on the successes, opportunities, and challenges presented by mobilizing addiction care with leaders in the field, including Dr. Jessie Gaeta, Monique Horton, Jillian Joseph, and Allyson Pinkhover. The Center remains grateful for the ongoing support of Massachusetts Department of Public Health Bureau of Substance Addiction Services (BSAS) in expanding mobile programming statewide.



COMMUNITY CARE IN REACH

In 2025, the Community Care in Reach® mobile addiction services teams had 19,551 total encounters, 8,826 harm reduction encounters, 5,942 clinical encounters, 894 unique individuals received clinical care, and 234 unique individuals received buprenorphine treatment. Participating programs include Boston Health Care for the Homeless Program and the Boston Public Health Commission's AHOPE team in Boston; Brockton Neighborhood Health Center in Brockton; Tapestry in Springfield and Holyoke; and UMass Memorial Medical Center in Worcester. Together, these collaborations enhance access to critical health services for vulnerable populations across multiple communities.

COMMUNITY CARE VAN

The Kraft Center coordinates the Mass General Brigham Community Care Van Program, a mobile care model aimed at improving access and reducing preventable chronic disease complications. The program operates three, clinically equipped vans addressing conditions like cardiometabolic disease, substance use disorders, cancer screening and care. Partnering with over 120 local organizations, the vans target communities facing significant health inequities. In 2025, the program recorded over 7,000 patient visits and over 10,000 care interactions focused on hypertension, diabetes, vaccines, cancer screening and substance use disorder. Since inception of the program less than 5 years ago, the service line has cared for over 40,000 patients.



KRAFT FAMILY BLOOD DONOR CENTER

AT BRIGHAM AND WOMEN'S HOSPITAL & DANA-FARBER CANCER INSTITUTE

The Kraft Family Blood Donor Center was established more than 40 years ago when Robert and Myra Kraft worked closely with Dr. Kenneth Anderson to create a center dedicated to support lifesaving apheresis treatments.

- They were inspired by former Boston Patriot, Ron Burton, who bravely battled multiple myeloma and required numerous blood transfusions throughout his fight.
- Today, the Kraft Family Blood Donor Center collects whole blood and platelets and performs essential therapeutic procedures.
- Since opening, the Kraft Family Blood Donor Center has supplied products for nearly 9,000 stem cell transplants.

All blood and platelet donations made at the Kraft Family Blood Donor Center directly benefit patients being treated at both Brigham and Women's Hospital and Dana-Farber Cancer Institute, helping save lives right in our own community.



In the past year, the impact of the incredible donor community has been nothing short of inspiring:

\$185,000

blood products were collected, helping nearly 24,000 patients receive lifesaving treatments.

>11,000

generous donors rolled up their sleeves to support the mission and make a difference.



134

Our bloodmobile hosted 134 mobile blood drives, expanding access to donation opportunities throughout the community.



796

stem cell products were collected, offering hope to patients in need of transplants and different therapies.

KRAFT FAMILY ENDOWMENTS AND MAJOR GIFTS

The Kraft family believes that equity of access for all to social & economic mobility, healthcare, and racial equity are the cornerstones to a vibrant and successful community. By establishing these endowments and major gifts, the Kraft family is helping to ensure that individuals receive equal access to opportunities at best-in-class institutions.

Benjamin Franklin Institute	The Myra H. Kraft Giving Back Emergency Assistance Fund Boys & Girls Clubs of Boston	Kraft Scholars for Hornstein Program Endowed Fund Brandeis University
Birthright Israel Foundation		
Blue Square Alliance Against Hate	FCAS/BSA Fellowship Program Endowed Fund Brandeis University	The Kraft Family Distinguished Chair in Cardiovascular Medicine Brigham and Women’s Hospital
Kraft Family Professorship Fund Boston College	Myra & Robert Kraft and Jacob Hiatt Professor of Christian Studies Brandeis University	The Wolf Scholarship in Medical Education Endowment Fund Brigham and Women’s Hospital
Kraft Family Non-Profit Emergency Fund The Boston Foundation	Myra & Robert Kraft Chair in Arab Politics Brandeis University	World of Music Education Endowment Carnegie Hall
United Way Millennium Fund/ The Kraft Family Fund Boston Foundation	Myra ’64 and Robert Kraft Endowed Scholarship Brandeis University	The Kraft Center Endowment Fund (Columbia/Barnard Hillel) Columbia University
Myra and Robert Kraft Chair Fund Boston Symphony Orchestra	Myra & Robert Kraft Israel Initiative Endowment Brandeis University	Robert Kraft Family Scholarship Fund Columbia University
The Myra H. Kraft Giving Back Scholarship Fund Boys & Girls Clubs of Boston		
The Myra H. Kraft Giving Back Volunteer Fund Boys & Girls Clubs of Boston	Myra Kraft Achievers Program Scholarship Endowment Fund Brandeis University	The Kraft Family Interfaith and Intercultural Awareness Fund Columbia University

The Kraft Center Myra Kraft Shabbat Fund
Columbia University

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

Combined Jewish Philanthropies Capital Campaign

Myra & Robert Kraft Passport to Israel Fund
Combined Jewish Philanthropies

Robert K. Kraft Family Fund
Combined Jewish Philanthropies

Sarah Kraft Prize Endowment
Kehillath Israel

Brigham & Women's / Dana Farber - Kraft Family Blood Donor Center

Kraft Family Chair
Dana-Farber Cancer Institute

Kraft Family Fund for the Centers for Early Detection and Interception (CEDI)
Dana-Farber Cancer Institute

Kraft Family Professorship in Medicine at Harvard Medical School
Dana-Farber Cancer Institute

Foundation to Combat Antisemitism

Friends of United Hatzalah

Kahillah Endowment Scholarship Fund
Gann Academy

Robert K. Kraft Family Fellowship Fund
Harvard Business School

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

Challenger Memorial Scholarship
College of the Holy Cross

JFNA LiveSecure Campaign The Kraft Center for Community Health
Massachusetts General Brigham

Campaign for Massachusetts General Hospital

Jonathan Kraft Prize for Innovation in Cancer Research
Massachusetts General Hospital

The New Commonwealth Racial Equity & Social Justice Fund

REFORM Alliance

Kraft Family Fund
The Rivers School

National Museum of African American History and Culture
Smithsonian Institution

The Myra Kraft Community Leadership Scholarship Fund
U-Mass Foundation

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

Kraft Family Fund for Internships
Williams College

Myra Hiatt Kraft Endowed Global Scholarship
Worcester Polytechnic Institute

Robert K. Kraft Blue Square Scholars
Yeshiva University





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