

30
years of

BUILDING STRONGER COMMUNITIES

EST. 1994



2023-2024 COMMUNITY REPORT

MESSAGE FROM THE OWNER

As we reflect on another year of community service and teamwork, this annual report displays the impact our team has on New England and our communities through the Patriots Foundation.

When I first bought the Patriots in 1994, my mission was clear: to build a team that excelled not only on the field, but also as a force for good in our communities. Our goal was to bring championships home to New England, but equally important was our mission off the field — to positively impact lives throughout our region. Over the past 30 years, we have worked to expand our philanthropic efforts, striving each year to better serve the needs of our community's most vulnerable.

With the incredible support of our players, coaches and staff, the Patriots Foundation has been able to make a profound difference in thousands of nonprofits and countless lives. From supporting family healthcare initiatives to combating homelessness and hunger, from aiding our military veterans to promoting education and mentoring, our commitment to our communities has remained steadfast.

This annual report is a testament to the dedication and generosity of everyone involved with the Patriots organization. It showcases the year-round contributions that have made a meaningful and lasting impact on our communities through the Patriots Foundation.

On behalf of my family and the entire Patriots organization, we thank all who have contributed to our success, both on and off the field. Together, we will continue our commitment to positively impact the lives of others.



Robert Kraft



Robert Kraft established the New England Patriots Foundation in 1994 to give back to the communities the Patriots call home. The mission of the foundation is to aid individuals and families that are often marginalized in our society. Through the implementation of year-round programming and support of philanthropic agencies, the foundation is building stronger communities throughout New England.

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30 years of giving

- \$100M in direct dollars and in-kind support donated over 30 years by the Patriots Foundation.
- Thousands of local nonprofits supported through grants, athlete appearances, donations of signed memorabilia and access to Patriots experiences.
- Tens of millions of dollars donated through free use of Gillette Stadium venue.
- Millions of in-kind items donated.
- Millions of individuals and families positively impacted through Patriots Foundation programming and giving.
- Thousands of community events hosted over the last three decades.



— PATRIOTS FOUNDATION —
CORNERSTONE PARTNERS

BANK OF AMERICA 

 **CVS**Health.

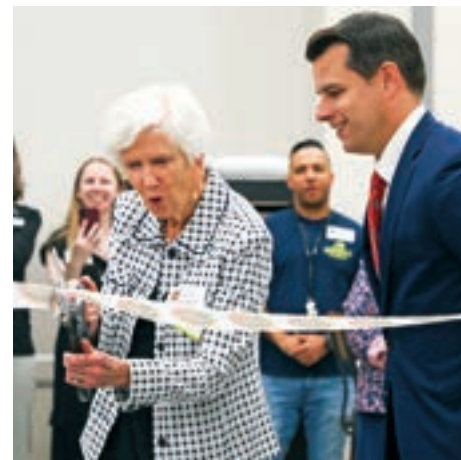
 **CROSS**
INSURANCE

 **DELLBROOK | JKS**

Gillette



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 five of our longstanding partners, each of whom align with a specific pillar of the Patriots Foundation that is important to them and their employees. These partners have been actively involved in community initiatives, all while strengthening the foundation's impact throughout New England. We thank each of our Cornerstone Partners for their commitment to helping us build stronger New England communities.



★★★★★★
 PATRIOTS FOUNDATION
COMMUNITY CAPTAINS



Presented by:
BANK OF AMERICA 

The Kraft family and the New England Patriots Foundation are excited to partner with Bank of America to continue the "Community Captains" program. This charitable initiative was created in 2021 to build deeper relationships with nonprofits and strengthen the impact on the populations they serve. During this two-year partnership, the Patriots Foundation and Bank of America work closely with six nonprofit organizations, with a goal of establishing a deeper understanding of their community efforts and to help each charity serve their constituents more effectively. In 2023, six new nonprofit organizations were selected as the 2023-25 Community Captains.

\$300,000

A total of \$300,000 in donations will be granted to the Community Captains throughout the program, with each nonprofit receiving \$50,000.

2023-25 COMMUNITY CAPTAINS COHORT

In 2023, the Patriots Foundation and Bank of America announced that six nonprofit organizations had been selected as 2023-25 Community Captains. The following organizations were hand-selected to participate in the program:

- Blue Star Families in New England
- Bridge Over Troubled Waters in Boston, Mass.
- Friends of the Children in Boston, Mass.
- My Brother's Table in Lynn, Mass.
- New England Center and Home for Veterans in Boston, Mass.
- Rhode Island Free Clinic in Providence, R.I.

On July 28, staff and board members from each of the six organizations attended a special kickoff event at Gillette Stadium following a viewing of Patriots Training Camp. Josh Kraft, President of the Patriots Foundation, and Miceal Chamberlain, President of Bank of America Massachusetts, led a presentation, outlining the details of the program.

In addition to financial support, each of the nonprofits will receive in-kind donations, visits from the Patriots Foundation and Bank of America, access to additional training, mentorship and support, including Bank of America's Better Money Habits program and much more.



**Blue Star Families
of New England**



**FR1ENDS of the
CH1LDREN**
Boston



COMMUNITY CAPTAINS



2023 PATRIOTS HOME OPENER

The 2023-25 Community Captains organizations were all invited to the Patriots regular season home opener vs. the Philadelphia Eagles on Sept. 10. Each nonprofit was invited to attend with several staff members. They were introduced on the field at Gillette Stadium alongside our partners at Bank of America to highlight this community initiative.

"For our organization, the Community Captains program has been absolutely amazing! From the financial support, the in-kind support, the opportunity for access to the team, games and Gillette Stadium facilities has been incredible. Our service members would not have the opportunity for these experiences otherwise. The opportunity to network with key community leaders, funders and others in our space has been immensely helpful. This program is the best example of how philanthropic partnerships should work."
- Blue Star Families of New England



COMMUNITY CAPTAINS

250 COATS

In partnership with Bridge Over Troubled Waters, Patriots linebacker Matthew Judon gave out more than 250 coats to underprivileged children from the area.



NEW ENGLAND CENTER AND HOME FOR VETERANS VISIT

The New England Patriots Foundation and Bank of America made their first visit to the New England Center and Home for Veterans on Nov. 14. Josh Kraft and Miceal Chamberlain of Bank of America toured the facility and donated more than 2,000 canned goods and bottles of water. The canned goods and bottles of water were repurposed from the Boots on the Ground for Heroes memorial hosted at Gillette Stadium over Veterans Day weekend, where they originally anchored American flags in combat boots to pay tribute to fallen heroes.



“Not only was the day organized well, but there was plenty of help to unload and store the diapers. We have now given away all of the diapers and wipes and everyone was thrilled by the generous donations. We've never done anything like this in Lynn before and it was really well received.”

– My Brother's Table on the Diaper Donation



15,000+ DIAPERS

The New England Patriots Foundation partnered with the Massachusetts State Police to donate thousands of diapers and wipes to My Brother's Table. Women in law enforcement from the New England State Police Administrators Compact held a collection drive of diapers and wipes to benefit local mothers in need. Troopers from all six New England states contributed to the collection. My Brother's Table used the products for their teen mom outreach program.

BRIDGE OVER TROUBLED WATERS VISIT

As part of the Community Captains program, Josh Kraft and Miceal Chamberlain of Bank of America visited Bridge Over Troubled Waters and participated in a service project. Through this visit, staff members at the New England Patriots Foundation and Bank of America were able to gain a deeper understanding of the nonprofit's work and how they can best be supported.



COMMUNITY CAPTAINS

NETWORKING SESSIONS

CORPORATE PARTNERSHIPS

To kick off the first of many networking sessions, the Patriots Foundation's Community Captains organizations came to Gillette Stadium for a discussion led by Chris Starck, Senior Director of Corporate Partnerships at Kraft Sports + Entertainment. The sessions are meant to provide an opportunity to help these nonprofits grow and better serve their constituents. During this first session, nonprofits learned about partnership strategies as well as how to engage and retain donors.

NONPROFIT PANEL

The second networking session featured a panel led by Josh Kraft about recent trends in philanthropy, how they're impacting the nonprofit space, how nonprofit organizations can adjust their approach to securing support and how to deepen existing partnerships. Panelists included Dan Salera, Principal at Salera Consulting; Blake Jordan, Executive Director of the Highland Street Foundation and Hannah Kanstroom, SVP, Philanthropic Strategist at Bank of America Private Bank.



“We at Friends-Boston have really enjoyed the professional development workshops. It is great to have a partnership that has direct impact on youth and staff and this is by far the best one we have had to date that meets both those marks.”

– Friends of the Children – Boston



COMMUNITY CAPTAINS





MY BROTHER'S TABLE UPGRADES

In May 2024, My Brother's Table announced the reopening of their renovated dining room space. Staff members from the New England Patriots Foundation attended the ribbon cutting and had the opportunity to see the improved space. The Patriots Foundation and Bank of America are excited to continue supporting My Brother's Table through future endeavors as they expand their impact in the Lynn community.

FRIENDS OF THE CHILDREN 20TH ANNIVERSARY

At their 20th anniversary Friend Raiser Celebration, Friends of the Children – Boston celebrated two decades of transforming lives and igniting futures of possibilities. The New England Patriots Foundation and the Kraft family were honored with The Power of One Award for their long-time support of the program. Josh Kraft was in attendance to accept the award.



COMMUNITY CAPTAINS

"The unrestricted nature of the donation is critical to our efforts at the Rhode Island Free Clinic. We are grateful for the flexibility allowed by the Patriots Foundation and Bank of America to trust the organizations they have chosen as Community Captains to know how best to use your generous support. We are thankful to have community advocates to spread our story and recognize our impact on the community."

– Rhode Island Free Clinic



Blue Star Families of New England

Blue Star Families empowers families to thrive as they serve. They are committed to strengthening military families by connecting them with their neighbors to create vibrant communities of mutual support.



Bridge Over Troubled Waters provides effective and innovative services to runaway, homeless and high-risk youth, helps youth avoid a lifetime of dependency on social services, guides youth towards self-sufficiency, and enables youth to transform their lives and build fulfilling, meaningful futures.

FRIENDS of the CHILDREN

Boston

Friends of the Children is a national nonprofit organization that selects and invites youth – all of whom have unique talents, interests and dreams, but face multiple systemic obstacles – to be paired with a paid, professional mentor called a Friend. They hire and train Friends to support youth from as early as age 4 through high school graduation.

COMMUNITY CAPTAINS

The mission of My Brother's Table (MBT) is to nourish their community through hospitality, free meals, and unconditional love. Founded in 1982 MBT, the largest soup kitchen on the North Shore, has provided over 7.8 million hot, free meals and outreach to men, women and children in need. My Brother's Table has been open over 13,000 consecutive days, offering free meals to everyone who comes to our door, regardless of race, color, creed or gender.



The mission of the New England Center and Home for Veterans (NECHV) is to equip Veterans who are facing or at-risk of homelessness with the tools for economic

self-sufficiency and to provide them a path to achieve successful and dignified independent living.

Founded in 1999, the Rhode Island Free Clinic's mission is to provide free, comprehensive medical care and preventive health services to adults who have no health insurance and cannot afford those services; and to serve as an educational training site for aspiring healthcare professionals.





The Kraft family and the New England Patriots Foundation believe education is critical to creating a level playing field for children of all backgrounds. To strengthen the local community, the Patriots Foundation founded the Adopt-A-School program to dive deeper with schools over the course of a school year and better address their most pressing needs. As part of the Adopt-A-School program, schools receive several grants and in-kind donations to expand access to educational opportunities and improve learning experiences for students.



KICKOFF

On Sept. 12, Patriots players Chris Board and Tyrone Wheatley Jr. visited the Chandler Elementary Community School in Worcester to announce that they were selected as the Patriots Foundation's 2023-24 Adopt-A-School. At the kickoff event, players and cheerleaders spoke to students about their experiences in school, discussed the importance of education and answered questions from students.

PLAY 60

The Patriots Foundation made their second visit to their Adopt-A-School in recognition of the NFL's Play 60 initiative. The visit included an assembly where Patriots alumni and cheerleaders talked about the importance of living a

healthy lifestyle. Ten students were surprised with tickets to the Play 60 game on Oct. 22 and were recognized on the field. Following the assembly, two classes got to take part in an ultimate gym class led by former Patriots Tully Banta-Cain and Ronnie Lippett.

READ ACROSS AMERICA DAY

In celebration of Read Across America Day on March 1, the Patriots Foundation hosted a Scholastic Book Fair at Chandler Elementary Community School. Each student picked out three free books and the school received 300 books for their collection. Patriots Cheerleaders, Pat Patriot and Patriots alumni Tully Banta-Cain and Ilia Jarostchuk helped students pick out their books.

PLAY SPACE

New England Patriots alumni and cheerleaders visited the Patriots Foundation's Adopt-a-School, Chandler Elementary Community School, for a ribbon cutting ceremony to celebrate new renovations to their play space. The updates were generously donated by Everett, Mass. resident Anthony Rossi and included new pavement, painted lines and the addition of basketball hoops. The ceremony included remarks from the school administration, Andre Tippett and Rossi. The Patriots Foundation enhanced Rossi's donation by awarding the school a \$10,000 NFL Play 60 grant that can be used to purchase additional equipment for their play space. Following the ceremony, Patriots alumni and cheerleaders played on the new space with students.



"We have enjoyed collaborating with you and the team this school year. The generosity of the Patriots Foundation is honestly quite unbelievable! Words cannot begin to express our gratitude and appreciation."
 - Chandler Elementary Community School Staff Member



DIGITAL DIVIDE

New England Patriots cheerleaders and mascot, Pat Patriot, visited Chandler Elementary Community School one final time to celebrate the end of the school year. The visit included a final gift to the school, the \$10,000 NFL Digital Divide grant which will help support technology needs for the next school year. Students attended an assembly led by Gillette Stadium public address announcer Mike Riley highlighting the importance of reading throughout the summer and promoting the Patriots Hall of Fame Read Between the Lines Program.

"The event was a huge success and we are so thankful for the generosity of the Patriots Foundation and the Guy Family Foundation. Our students and families are still talking about the entire evening! Please know that your kindness and generosity impacted hundreds of families and brought joy to many for Thanksgiving."

- Chittick Elementary School Staff Member



KICKOFF

To kick off their partnership with the school, the Guy Family Foundation visited Chittick Elementary in Hyde Park, Mass. to host an assembly focused on the importance of attendance. Lawrence and Andrea Guy talked about the importance of school and encouraged the kids to attend and be excited to learn every day. Chittick Elementary received school supplies, flag football kits, and each kid received a mini football and enjoyed a visit from an ice cream truck that afternoon.

200+

The Guy Family donated a coat to every student at Chittick Elementary School to prepare for the cold winter months.

GUY FAMILY THANKSGIVING

On Nov. 20, the Guy Family Foundation returned to Chittick Elementary to donate Thanksgiving meals for all students' families. More than 200 families received a bag with all the fixings for a traditional Thanksgiving meal including turkey, potatoes, stuffing, gravy, cranberry sauce and vegetables.

SCHOLASTIC BOOK FAIR

The New England Patriots Foundation brought the Scholastic Book Fair to Chittick Elementary School to encourage students to find a love for reading. Former players Jonas Gray and Max Lane helped the students pick out their books. Each student took home three books of their choice and the school also received a book donation for their library.



SLATER FAMILY BACK-TO-SCHOOL EVENT

The Slater Family Foundation hosted a back-to-school assembly at Young Woods Elementary School in Providence, R.I. on Sept. 26. The New England Patriots Foundation hosted multiple events at Young Woods Elementary during the 2022-23 school year to improve student attendance, ending the school year with a celebratory Scholastic Book Fair for their great work in the classroom. Matthew Slater and his wife, Dr. Shahrzad Slater, wanted to continue this relationship between the school and the Patriots and get the students excited for the upcoming year. The Slaters were joined by the Governor of Rhode Island, Dan McKee, and teammates David Andrews, Brenden Schooler, Chad Ryland, Bryce Baringer and Corliss Waitman. They each emphasized the importance of attendance and set goals for the students to reach during the school year.

SLATER FAMILY PERFECT ATTENDANCE CELEBRATION

On Nov. 28, Matthew Slater and Cole Strange returned to Young Woods Elementary School in Providence, R.I. to congratulate the students who have achieved perfect attendance for the first quarter. Slater visited Young Woods in September to encourage students to increase their attendance and Strange visited last school year as an attendance reward. They followed up and visited the school's attendance breakfast before visiting with a few classrooms. The Slater Family adopted the school for the 2023-24 school year.

READING WEEK

On June 7, the New England Patriots joined Young Woods Elementary School for their reading week. Cheerleaders, alumni and players, including Calvin Anderson, Jonathan Jones, Mike Onwenu, Chad Ryland and Cole Strange visited two classrooms each, reading a book to the students and talking about the importance of reading and education. The Patriots Foundation has worked closely with Young Woods throughout the school year promoting attendance.



READ BETWEEN THE LINES

A Patriots Hall of Fame and Patriots Foundation Education Program

READ BETWEEN THE LINES

To kick off the 2023 season's Read Between the Lines program, Cody Davis read *The Magicians Hat* by Malcolm Mitchell to children at the Patriots Hall of Fame presented by RTX. Cody and Patriots cheerleaders participated in a Q&A session and shared their love for reading. The Read Between the Lines program encourages children to be academically active during the summer and carries into the school year through the Super Bowl.



150 BACKPACKS

Lawrence Guy and the Lawrence Guy Family Foundation hosted 150 local youth at Gillette Stadium for the Foundation's 12th annual backpack giveaway. Guy met with youth from Crossroads MA, a year-round program that empowers young people to unlock their potential and positively impact the world through social-emotional learning, leadership, civic engagement and postsecondary access and success. Each child received a new backpack filled with school supplies and had opportunities to receive haircuts and nail hygiene in preparation for the 2023-24 school year.

BACK-TO-SCHOOL SHOPPING

In preparation for the upcoming school year, Matthew and Dr. Shahrzad Slater took more than 30 foster children back-to-school shopping at Target. Each child got to pick out new clothes and school supplies.

"I would like to thank you very much for this opportunity. It means a lot to me to be able to experience something like this. Having this additional impact gets a better grip on what type of college course I will pursue and help with a future financial situation. It's very much appreciated and means a lot to go to a Patriots game. New opportunities are always great ones and I'm really excited to have one as big as this."

- Paycom Scholarship Recipient



PAYCOM SCHOLARSHIP

During the 2023 NFL season, the Patriots Foundation welcomed a recipient of the Paycom STEM Scholarship to each home game. Each of these 2024 high school graduates received \$4,000 to pursue a college degree in a STEM field. The eight winners were all student athletes and will be first-generation college students. The Patriots Foundation partners with local nonprofits to select students for these scholarships.

STEM WEEK

Jonathan Jones hosted a STEM event for students at St. John Paul II Catholic Academy in Dorchester, Mass. Where 50 children learned about science, technology,



engineering and math in a fun and interactive way. Dinner was provided for all the families in attendance. Jones also recorded a video message that was amplified during STEM week in Massachusetts the week of Oct. 16 in partnership with Governor Maura Healy's office. Jones was one of the STEM Bassadors for the week.

STEM TEACHER OF THE YEAR

Nancy Gifford of Monomoy Middle School in Chatham, Mass. was named the STEM Teacher of the Year by the Patriots Hall of Fame presented by RTX. She was presented with an award by Josh Kraft for this recognition.





HISPANIC HERITAGE MONTH

Matt Sokol visited the Jordan Boys & Girls Club in Chelsea on Sept. 26 to participate in activities with students in the club's after-school programs. Some of these activities were themed for Hispanic Heritage Month. Sokol interacted with more than a hundred students at the club.



TACKLE READING

In recognition of Read Across America Day on March 1, the Patriots Foundation worked with Dr. Seuss Enterprises and Creative Minds Publications who teamed up with the NFL for the eighth annual Tackle Reading event in celebration of Dr. Seuss's 120th birthday. Patriots alumnus Max Lane visited the Patriots Foundation's 2022-23 Adopt-A-School, Lafayette School in Everett, for a morning of reading and fun.



INTEGRATION INITIATIVE PROGRAM

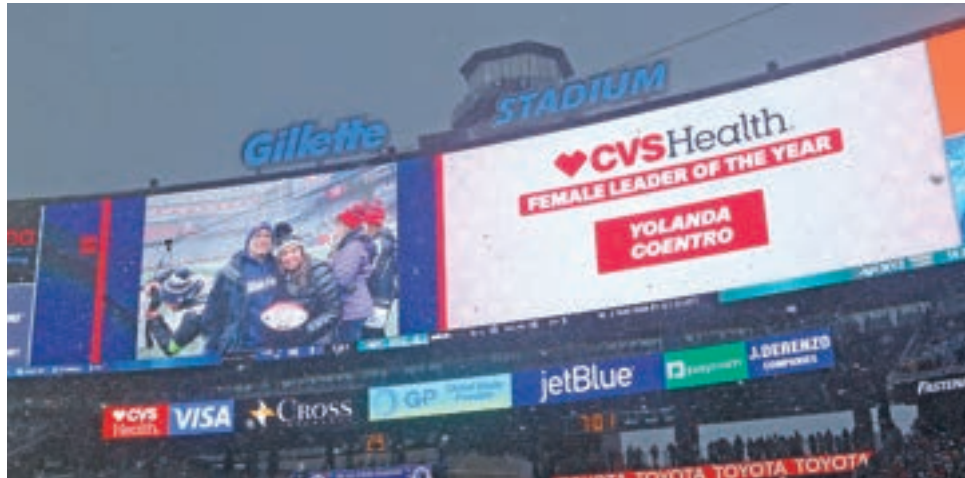
Patriots player Brenden Schooler hosted a holiday party at the Foxborough YMCA for the Integration Initiative Program. The program provides opportunities for children, teens and young adults with special needs and their families. Attendees enjoyed a holiday meal provided by Cracker Barrel and a night of games with Schooler and his teammates Bryce Baringer, Chris Board and Chad Ryland.



BLACK HISTORY MONTH

As part of the Patriots Foundation's Black History Month initiatives, two student groups were able to visit the Museum of African American History in Boston free of charge. On Feb. 22, 25 teenagers from the Boys & Girls Clubs of Boston visited the museum with Patriots alumni Tully Banta-Cain and Jermaine Wiggins. Students enjoyed a self-guided tour and then a presentation of the African Meeting House. On April 19, students from Youth Guidance visited the museum. Shawn Brown, the 2023 Patriots Inspire Changemaker Award winner is the executive director of Youth Guidance.





CVS Health®

The Kraft family and the New England Patriots Foundation have a long history of supporting initiatives designed to empower and encourage women in the sports industry. The goal of our female empowerment initiatives is to support girls and women in all industries by providing resources for success. We look forward to building upon these efforts with our partners at CVS Health and appreciate their shared commitment to celebrating and empowering women and girls.



3RD ANNUAL BABY SHOWER

On Oct. 17, Lawrence Guy and his wife, Andrea, hosted their third annual baby shower for women in need at Gillette Stadium. They hosted 50 women who are expecting or recently welcomed a child. Guests received items, including strollers, car seats, bassinets and more. The moms were pampered by having their hair and nails done.



FEMALE EMPOWERMENT

500+

The Guy Family donated more than 500 baby items to expectant mothers.

STROLLER DONATION

Lawrence and Andrea Guy donated 40 strollers to the Brookside Community Health Center in Jamaica Plain. The strollers were also distributed to other Mass General Brigham (MGB) health centers in the region, including Southern Jamaica Plain Health Center, Charlestown HealthCare Center, Chelsea HealthCare Center and Revere HealthCare Center. For this donation, Lawrence won the NFLPA Week 13 Community MVP award.



WOMEN'S LUNCH PLACE VISIT

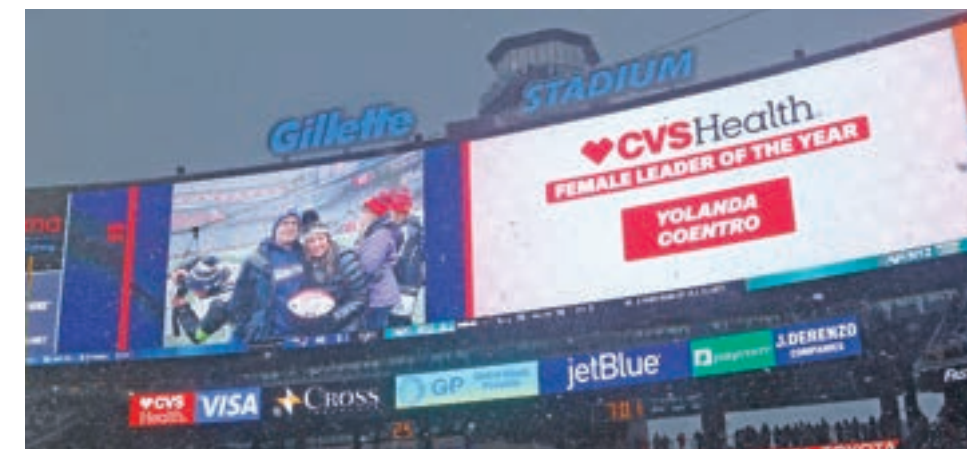
As part of an annual tradition, the Patriots Women's Association, consisting of the significant others of Patriots players, coaches and football staff, made a special visit to the Women's Lunch Place in Boston. The women were joined by Robert Kraft and Dr. Dana Kraft who helped to prepare and serve lunch to women experiencing homelessness. The Patriots Women's Association also participated in craft projects and donated personal care items and purses to the shelter guests.

FEMALE LEADER OF THE YEAR

The New England Patriots and CVS Health are committed to the advancement, empowerment and development of female leaders. Each year, they recognize a woman who has made a significant impact on the New England community as a leader, mentor and innovator. The 2023 recipient of the CVS Female Leader of the Year Award was Yolanda Coentro, President and CEO of the Institute of Nonprofit Practice (INP). Yolanda and INP equip nonprofit leaders across the country with skills and resources to advance their organization missions. The New England Patriots Foundation and CVS Health honored Yolanda on the field at the final home game of the season.

100+

More than 100 purses filled with hygiene items were donated to women at the Women's Lunch Place during the Patriots Foundation's 2023 visit. Purses were donated by employees at Kraft Sports + Entertainment, as well as the women of the Patriots Women's Association.



FEMALE EMPOWERMENT

PROFESSIONAL DEVELOPMENT

To celebrate Women's History Month, the New England Patriots Foundation hosted a career development workshop on the campus of Roxbury Community College. In partnership with CVS Health, the event offered students an opportunity to get their headshot taken, learn about resume building, participate in roundtables and more. To help further support students at Roxbury Community College, CVS Health made an in-kind donation that was presented to the Rox Box, the college's food pantry, during the event. This donation included hundreds of feminine products, diapers and wipes to support the college's students.



WOMEN AND GIRLS IN SPORTS CLINIC

The New England Patriots and New England Revolution Foundations partnered to host a women and girls in sports clinic on March 27. The event featured a joint football and soccer clinic with the 5x WFA Pro National Champion Boston Renegades and New England Revolution, followed by a panel featuring women in the sports industry. Fifty young adults from local organizations were invited to attend.

MOTHER'S DAY

To celebrate Mother's Day, Patriots defensive tackle Davon Godchaux and his wife, Chanel Iman Godchaux, invited 45 new and expecting mothers to attend a luncheon at Gillette Stadium. Each mom in attendance received a new stroller from the Godchaux Foundation. Mothers enjoyed a luncheon, received flowers, saw the Gillette Stadium field and took a tour of the lighthouse. Several of Davon's teammates and coaches stopped by to greet the moms, including head coach Jerod Mayo. Attendees for this event came from the following organizations: Bridge Over Troubled Waters, Casa Myrna, Florence House, Mass General Brigham healthcare centers, Ruth House, Sojourner House, St. Mary's Center for Women and Children and UMass Memorial Hospital.

"All the Mass General Brigham patients that were able to attend have never been to Gillette Stadium and that was just the cherry on top. I know being a mother in general, it is difficult to go out and this not only did all that for these patients, but they felt appreciated, and left the event with new mom friends and memories that will last a lifetime."

— Mass General Brigham Staff Member





PATRIOTS
FOUNDATION
CELEBRATE VOLUNTEERISM

The Kraft family and the Patriots Foundation are dedicated to improving the health and wellness of our community and increasing access to proper treatment. From promoting early detection of cancer, to donating funds to healthcare centers, to having current and former players visit hospitals, the Patriots Foundation is committed to supporting healthcare initiatives across the region. We strive to bring joy to local patients and provide critical resources to support healthcare research and services.

HEALTHCARE

HEALTHCARE



40

In October, 40 patients and their families enjoyed the Patriots and Revolution Halloween party. The patients came from Massachusetts General Hospital, Boston Children's Hospital, Dana-Farber Cancer Institute, Hasbro Children's Hospital, UMass Memorial Hospital and local nonprofits.

TRAINING CAMP

During training camp, the Patriots Foundation hosted patients from the Dempsey Center and Boston Children's Hospital. These individuals enjoyed a special VIP experience in the foundation's private tent. The Patriots Foundation also hosted several wish recipients from Make-A-Wish Massachusetts and Rhode Island in honor of the organization's 40th anniversary. Guests had visits from Patriots players and coaches.

MAKE-A-WISH

On Oct. 5, Jake Drake from Melbourne, Fla. had his wish granted by Make-A-Wish Massachusetts and Rhode Island and Make-A-Wish Northern and Central Florida when he met former Patriots tight end Rob Gronkowski. He and his family flew up from Florida to spend the day with Gronk, and went bowling at Splitsville at Patriot Place. He even got to learn how to do a perfect Gronk spike. Jake and his fam-

ily were surprised with tickets to the team's Crucial Catch game, where he met Robert Kraft and was the Keeper of the Light.

RAMIE DARLING

Ramie Darling was diagnosed with Hepatoblastoma, a rare liver cancer that impacts children, in December 2022. His family set out to find the best care possible at the Jimmy Fund Clinic, but it meant the family would have to split up between Vero Beach, Fla. and Boston, Mass. during his treatment. Mac Jones called Ramie, who is a big fan of his, to invite him and his dad to the team's in-stadium practice in August 2023. He was later invited to the team's first preseason game of the 2023 season, where he met Robert Kraft and several players. Most importantly, he was reunited with his mom and sisters who traveled up from Florida for the game. He served as honorary captain alongside Matthew Slater.

HOSPITAL VISITS

Patriots special teamer Brenden Schooler visited with several patients at Boston Children's Hospital and Dana-Farber's Jimmy Fund Clinic. One patient included Marcus Bisson who Brenden met at a game in 2022. Brenden and Marcus have since formed a relationship and kept in touch.

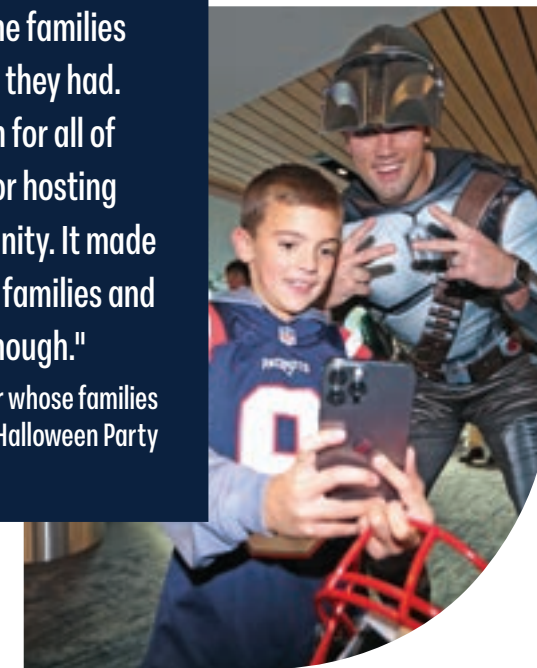


HALLOWEEN PARTY

In celebration of the NFL's Crucial Catch: Intercept Cancer initiative, the New England Patriots and New England Revolution hosted pediatric cancer patients and their families at Gillette Stadium for an outer-space-themed Halloween Party. Players and kids participated in many fun activities, including pumpkin decorating, a balloon artist, space-themed games and photos. Patriots and Revolution players, including Matthew Slater, David Andrews, Hunter Henry, Andrew Farrell, Brandon Bye and others, dressed up in outer-space-themed costumes.

"We are still getting texts and emails from the families about how much fun they had. Thank you all so much for all of your hard work and for hosting this amazing opportunity. It made a huge impact on our families and we can't thank you enough."

- Nonprofit partner whose families attended the Halloween Party





DAY OF PAMPERING

The Patriots Foundation invited 18 cancer survivors to Gillette Stadium for a day of pampering as part of the NFL's Crucial Catch Campaign on Oct. 3. The day involved candle and jewelry making, manicures, facials, massages and a visit to the field. The survivors are currently receiving treatment at Mass General Hospital, Dana-Farber Cancer Institute and surrounding area hospitals. They were joined by Patriots players David Andrews and Shaun Wade, as well as Patriots Hall of Famer Andre Tippett. The survivors were also surprised when Robert Kraft presented each of them with tickets to the Patriots Crucial Catch game on October 8.



SHRINERS CHILDREN'S HOSPITAL VISIT

To celebrate Halloween, Patriots players Chris Board, Matthew Judon, Vederian Lowe, Calvin Munson, Chad Ryland and Matt Sokol visited patients at Shriners Children's Hospital in Boston. Players dressed in Disney-themed costumes and participated in fun games and activities with 10 children receiving care at Shriners.

CHAMPIONS FOR CHILDREN'S

Cody Davis was honored as this year's Champions for Children's honoree by Boston Children's Hospital for his commitment to bringing joy to their patients. Cody started "Cody's Gamers," an in-person and virtual program in which he plays video games with patients at the hospital weekly throughout the year.



200+

CANCER PATIENTS AND SURVIVORS

The New England Patriots welcomed the women from the Day of Pampering event for the Crucial Catch game, as well as hundreds of season ticket members who have battled cancer, for pregame and halftime ceremonies. These patients were celebrated during the Patriots Oct. 8 game versus the New Orleans Saints.

"I will forever be grateful for making us cancer survivors feel so special and cared for! It is a memory I will cherish forever. You truly made a difference in my life and I am forever grateful for your generosity and care...A life changing event that inspired me to be a more compassionate person."

— Day of Pampering Attendee



"To get doted on in that manner is extra special for me because it's always about necessities and this is just about extra abundance and being cared for, so that really hits home for me. It's not often you can be around people who have gone through what you've gone through. The understanding is just next level. The way we can talk to each other is unfiltered and we don't really hold back."

— Day of Pampering Attendee



HEALTHCARE

"I cannot begin to tell you how much we appreciate the amazing day we had. My kids have missed out on so much the last few years because of cancer and days like today just bring us together like nothing ever bad happened. Walking out on the field brought tears to my eyes and every step of the day was just magical."

— Parent of a cancer survivor



HEALTHCARE



SEND SILENCE PACKING

In recognition of Suicide Prevention Awareness Month, the New England Patriots Foundation partnered with Active Minds and KyleCares to bring the national Send Silence Packing Tour to Patriot Place on Sept. 21. This transformational, interactive exhibit featured nearly 100 backpacks representing young lives lost to suicide that uplift their stories in order to galvanize conversation around mental health and provide critical resources around mental health awareness.



250+

More than 250 high school students attended the Send Silence Packing exhibit on school field trips in addition to hundreds of people from the general public.



KYLECARES CONFERENCE

KyleCares, in partnership with the New England Patriots Foundation, hosted their second annual mental health conference. One of the few conferences of its kind in New England, this innovative conference for student mental health brought together nearly 500 high school and college students to deepen their knowledge, skills and training around mental health. Josh Kraft welcomed the students and Patriots linebacker Joshua Uche shared his experiences with mental health.

HEALTHCARE



FRANCISCAN CHILDREN'S HOSPITAL

The Patriots Foundation visited Franciscan Children's Hospital to deliver toys, crafts and art supplies that were collected during the KyleCares Mental Health Conference in April. Patriots linebacker Joshua Uche participated in an interactive craft with the children, then visited children in certain units throughout the hospital. Patriots safety Kyle Dugger visited patients at the hospital in June.



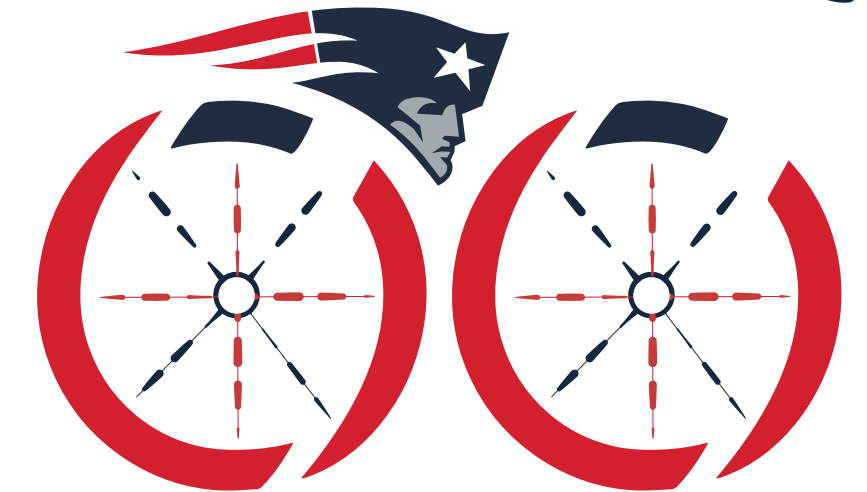
WORLD BLOOD DONOR DAY

In honor of World Blood Donor Day, the Kraft family and the New England Patriots Foundation teamed up with the Kraft Family Blood Donor Center to host an employee blood drive on June 14 at Gillette Stadium.

HEALTHCARE

PATRIOTS

Platelet Pedalers



One Team One Mission

\$16,655,100

The Patriots Platelet Pedalers team celebrated their 16th anniversary riding with the Patriots in the Pan Mass Challenge. One hundred percent of the money raised is earmarked for Dr. Kenneth Anderson, the Kraft Family Professor of Medicine at Harvard Medical School and Dana-Farber Cancer Institute, to support his multiple myeloma research and development of novel therapies. The 2023 Patriots Platelet Pedalers team raised \$1,502,334.00. The 16-year total raised by the team is \$16,655,100.



DELLBROOK | JKS

The Kraft family and the Patriots Foundation are dedicated to supporting initiatives that provide clothing, food, gifts and other essential items to children and families in need. Since the foundation's inception, the Kraft family has remained steadfast in their commitment to provide essential items to families in need, partnering with hundreds of local charitable organizations that provide healthy meals and unwavering support to the most vulnerable populations in our region. With the support of Dellbrook|JKS, we are able to provide essential services to those experiencing homelessness.



BOWLING FUN

On July 19, more than 30 foster children attended a fun-filled afternoon of bowling and games at Splitsville at Patriot Place. Children and families bowled with current and former Patriots players DeMario Douglas, Ed Lee, Ty Montgomery, Matt Sokol and Shaun Wade. The foster families came from organizations including Bridges Homeward, LUK, Inc. Plummer Youth and Rise Above Foundation.



"Thank you so much for everything. Seeing the childrens' faces when they were getting their bikes and helmets was priceless. They were so happy, they couldn't believe it. A couple of them said 'today is the best day of my life.' There are no words to express how grateful we are for what you guys do for these kids in need of love."

- LUK, Inc. Staff Member, Bike Recipients



45 BIKES

To kickoff training camp, the Patriots Foundation and cornerstone partner Dellbrook|JKS partnered to donate 45 bikes to children in foster care. The children and their foster families were invited to watch training camp, and then were surprised when Patriots players brought them their new bikes at the conclusion of practice. Dellbrook|JKS employees helped assemble the bikes to be presented to the kids.



1,000

Providing support to shelters across the region, 1,000 Empowerment Plan coats were donated to shelters in each of the six New England states, as well as in Germany.



200 BEDS

The Patriots Foundation and Bob's Discount Furniture teamed up on Aug. 14 to donate 200 beds to youth from five different organizations throughout New England at the Bed Zone Bash event at Gillette Stadium. After being surprised with a new bed, children participated in a fun-filled afternoon, including face painting, obstacle courses, balloon artists and more.

"Your invitation to the Bed Zone Bash has resulted in so much goodwill. On behalf of all the many residents and staffers associated with Georgetowne Homes, we thank you for your compassion and the way in which you gave your very best to not only coordinate an event, but also facilitate every aspect of it in such a way that people are still talking about it and look forward to more interaction with you, the team and the foundation."

- Georgetowne Homes Staff Member, Bed Zone Bash Attendee



WORLD HOMELESS DAY

In October 2023, the German men's national soccer team used the Revolution and Patriots training facilities to train for their match against the U.S. men's national team. After arriving in New England, they joined the New England Patriots and New England Revolution to hold an event at Gillette Stadium on Oct. 10 in recognition of World Homeless Day. Joined by Dellbrook|JKS and Empowerment Plan, the organizations spoke on the importance of addressing homelessness and packed 200 outreach kits and 100 Empowerment Plan coats into Pine Street Inn's outreach vans. The outreach kits were packed with food, clothing, winter essentials and handwritten cards by players of the Patriots, Revolution and German national team.



THANKSGIVING-IN-A-BASKET

For the 30th consecutive year, the Kraft family and the New England Patriots Foundation teamed up with Goodwill to distribute 200 Thanksgiving-themed baskets to individuals from Goodwill's job training and youth programs for a traditional Thanksgiving Day dinner. Many of these individuals have faced significant challenges in their lives and have come to Goodwill to gain the skills and confidence they need to build better lives for themselves. Robert Kraft, Dr. Dana Kraft, Josh Kraft and several current and former Patriots helped families bring the baskets to their cars. In addition to the annual Thanksgiving-in-a-basket event, several Patriots players hosted events to donate Thanksgiving meals.

24,000

Since the first Thanksgiving-in-basket event was held in 1994, 24,000 individuals have been positively impacted by the Thanksgiving meals donation made annually to Morgan Memorial Goodwill by the Kraft family and the Patriots Foundation.

30 years

The Kraft family and the New England Patriots Foundation have been working with Morgan Memorial Goodwill since the Kraft family bought the team in 1994, holding the 30th annual Thanksgiving-in-basket event in 2023.

"Thank you for everything you did to make the Thanksgiving in a Basket tradition a resounding success again this year. You helped make the 30th event the best yet! Your efforts to secure the donated items for the 200 Thanksgiving baskets and coordinating logistics with the Goodwill team made it possible for Goodwill program participants to celebrate the wonderful American Thanksgiving tradition at home with their families."

- Goodwill Staff Member



"On behalf of the Key Program, thank you for inviting Key's youth to the Children's Holiday Party. Key's youth had a great time. It brings such joy to the holiday season to see the smiles on the faces of our youth and having so much fun. We greatly appreciate everything the New England Patriots and the Patriots Foundation does to bring such happiness to Key's youth."

- Key Program Staff Member, Children's Holiday Party Attendee



30 years

Since buying the team in 1994, the Kraft family and the New England Patriots Foundation have been working with the Salvation Army for the Children's Holiday Party. In 2023, the 30th annual Children's Holiday Party was held at Gillette Stadium.

6,000

Throughout the last 30 years, 6,000 children in need have celebrated the holidays and received gifts from the Kraft family and the Patriots Foundation at the annual Children's Holiday Party.

CHILDREN'S HOLIDAY PARTY

The Kraft family, the New England Patriots Foundation and the Salvation Army partnered to host their 30th annual New England Patriots Children's Holiday Party on Dec. 12 at Gillette Stadium. Over 200 children in need from the Salvation Army and community centers throughout New England were in attendance for a night of food, holiday-themed games and presents. Patriots players and cheerleaders helped to serve dinner and participated in holiday-themed games, including the annual Trim-a-Tree tradition.



4,000+

The 2023 Toy Drive collected over 4,000 toys. Thanks to our partners and fans, the toys were distributed to more than 10 nonprofits serving youth and families throughout New England during the holiday season.



GIFTS FROM THE GRIDIRON

The New England Patriots Foundation, in partnership with Bass Pro Shops and Patriots players Deatrich Wise Jr. and Jonathan Jones hosted “Gifts from the Gridiron,” a holiday shopping spree at Bass Pro Shops at Patriot Place for 50 children from local homeless shelter programs. On Dec. 19, children ages 10 to 17 visited Bass Pro Shops for a night of holiday fun. Each child received a \$400 gift card, compliments of the Patriots Foundation, Deatrich Wise, Jonathan Jones and Bass Pro Shops. The children were encouraged to purchase winter wear, including a coat, gloves and a hat, as well as gifts for themselves and loved ones. Patriots players, alumni, cheerleaders and Pat Patriot were in attendance to help the children conduct their holiday shopping. The evening featured dinner, photos with Santa in Bass Pro Shops’ Santa’s Wonderland, gift wrapping and more.

SLATER FAMILY HOLIDAY PARTY

Matthew Slater and his wife, Dr. Shahrzad Slater, hosted 30 foster kids from Hopewell and Wonderfund for a holiday party at Gillette Stadium. The kids participated in fun holiday-themed activities, visited with Santa and each family was gifted a Christmas tree to take home.



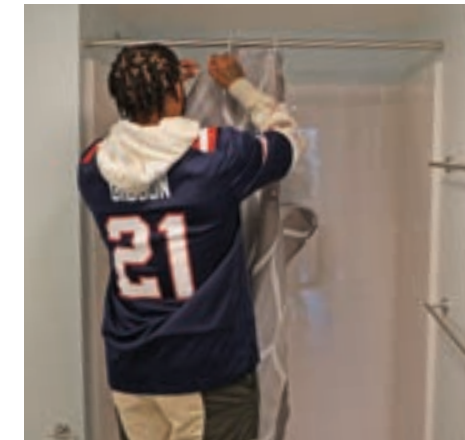
HOPEWELL

Patriots player Tyrone Wheatley Jr. and Patriots Foundation staff members assisted with refurbishing apartments by repairing walls and painting. These apartments are for children aging out of foster care.

FOSTER FORWARD

On May 1, the Patriots Foundation along with Bob’s Discount Furniture unveiled three new apartments reserved for youth aging out of foster care in Foster Forward’s new affordable housing complex in East Providence, R.I. In each apartment, the bedroom, living room, kitchen, and bathroom were fully furnished with a bed, couch, tables, chairs, storage, food, cleaning supplies and other household essentials. Current and former Patriots players, including Jacoby Brissett, Austin Hooper, Nathan Rourke, Kevin Harris, Tyrone Wheatley Jr. and Antonio Gibson helped the young adults move into their new apartments.

“Thank you for bringing the star power of the Patriots players, cheerleaders and mascots to cap off the moment and for meaningfully engaging them in this service opportunity. We were so impressed with how they really understood the assignment and their message points, actions and the care with which they welcomed our resident to her new home was noticed and appreciated by everyone on our staff and board. After years of moving around in foster homes, group homes, on couches and in single rooms, she is finally home.”
- Foster Forward Staff Member



NONPROFIT NETWORKING

Foster care nonprofits who received funding from the Kraft family’s \$1 million catalyst grant attended a networking session ahead of the Revolution match on May 25 at Gillette Stadium. Nonprofits included Bridges Homeward, Foster Forward, Hopewell, Plummer Youth Promise, LUK, Inc., Rise Above Foundation and Wonderfund. Tickets were provided to foster care families to enjoy the Revolution match.




CROSS INSURANCE

The Kraft family and the New England Patriots have a longstanding commitment to supporting active duty military, veterans and their families. As part of the year-round Salute to Service initiative, the Kraft family and Patriots Foundation are committed to celebrating those who dedicate their lives to protecting our freedoms. Our partners at Cross Insurance share the same commitment to military, veterans and their families. Together, we celebrate and honor the true Patriots for their selfless dedication to our country.



VETERANS DAY BREAKFAST

As part of the Patriots year-round Salute to Service efforts, U.S. Naval Reserve Lieutenant and Patriots long snapper, Joe Cardona, visited Pierce Middle School in Milton, Mass. to speak to students and guests about his experience in the military.

PICKLEBALL

On Nov. 7, current and former Patriots players played pickleball with 60 service members from the Massachusetts National Guard. The Kraft family and the New England Patriots Foundation teamed up with military cornerstone partner Cross Insurance to provide an afternoon of fun to those actively serving our country.

TRAGEDY ASSISTANCE PROGRAMS FOR SURVIVORS

Throughout the year, the Kraft family and the New England Patriots work with Tragedy Assistance Programs for Survivors (TAPS) to create meaningful experiences for the families of America's fallen heroes. Five families were invited to watch training camp from the Patriots Foundation's VIP tent. After practice, U.S. Naval Reserve Lieutenant and Patriots long snapper Joe Cardona stopped by the tent to greet the families and sign autographs.

In November, the Patriots paid tribute to U.S. military fallen heroes during the team's Salute to Service game versus the Washington Commanders. To honor those who have made the ultimate sacrifice in service to our country, the Kraft family and the New England Patriots Foundation invited five families from TAPS to a dinner reception on Nov. 4. When the families arrived, they learned that players would wear stickers with the initials of their fallen hero, and coaches would wear photo buttons during the game. Families were surprised with an autographed helmet with the signatures of the players and coaches who represented their loved one. At the Nov. 5 game, the families had the opportunity to meet the entire team and coaching staff, as well as Patriots owner Robert Kraft.

"We were blessed by an invitation from TAPS which is an organization that supports Gold Star Families. We were selected as one of five Gold Star Families in New England to attend the New England Patriots Salute to Service weekend... the people from TAPS, and the Patriots organization could not be nicer or more accommodating. It was a peak experience we'll never forget."

- TAPS Parent

"My son said his birthday was super awesome and his father heard his prayers."

- TAPS Spouse

5,800+

More than 5,800 people visited the Boots on the Ground for Heroes Memorial over Veterans Day weekend, paying their respects to our nation's fallen heroes.



BOOTS ON THE GROUND FOR HEROES MEMORIAL

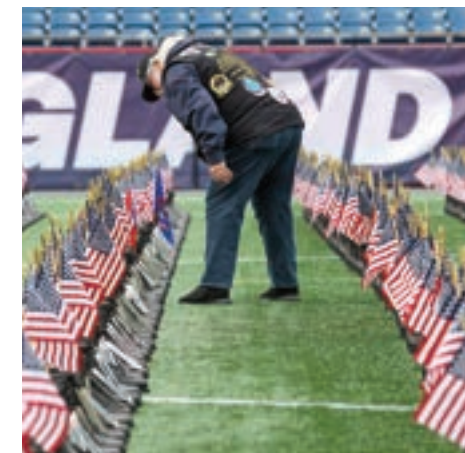
From Nov. 10-12, the Boots on the Ground for Heroes memorial was displayed on the Gillette Stadium field. The memorial pays tribute to 7,026 U.S. service members who were killed in action post 9/11 in the Global War on Terror. On Nov. 10, a special ceremony was held for more than 75 Gold Star Family members from New England who have a loved one remembered in the memorial.

"The event on Veterans Day weekend was amazing. Viewing the boots on the field of Gillette Stadium was truly a sight to be viewed."

- Gold Star Family Member

"It was an incredible display and a great way to honor all of the fallen."

- Gold Star Family Member



The Kraft family and the Patriots Foundation were proud to partner with Cross Insurance and Operation Stand Down Rhode Island to honor men and women who answered the call of duty following the September 11th terrorist attacks and made the ultimate sacrifice in defense of freedom. Veterans Day weekend marked the first time the memorial had left the State of Rhode Island.



OPERATION SHOWER

As part of Salute to Service, the Patriots Foundation and Operation Shower invited 30 expecting moms from military bases throughout New England to Gillette Stadium for a baby shower. Operation Shower's goal is to provide support to the families who sacrifice so much while serving our country by showering them with gifts for their impending or recent arrival. Each family received a Patriots baby gift bundle and a visit from Patriots players including David Andrews and Deatrich Wise Jr.



5,000 COATS4VETS

The Patriots Foundation invited police officers from cities and towns across Massachusetts and Rhode Island to drive to Gillette Stadium to pick up buckets filled with a coat, snacks and other essential items to be delivered to areas in the state where there is a high need, homeless veteran population. This event is part of the Massachusetts Military Support Foundation's Coats4Vets program. Volunteers were joined by Robert Kraft and Josh Kraft to help distribute 5,000 buckets to the officers.

U.S. NAVAL ACADEMY MINORITY ASSOCIATION

U.S. Naval Reserve Lieutenant and Patriots long snapper, Joe Cardona, was joined by teammates Deatrich Wise Jr., Bryce Baringer, Chad Ryland and Matt Sokol who helped lead STEM activities for 60 students at Ashfield Middle School in Brockton, Mass. The Kraft family and the New England Patriots Foundation were proud to partner with the U.S. Naval Academy Minority Association to host the event in the New England community in the lead up to the Army-Navy Game presented by USAA. The goal of the program is to expose students to STEM fields while developing relationships to attract and recruit future leaders from middle schools and high schools to the United States Naval Academy.



120+
Service members sat in the Row of Honor in 2023.



ROW OF HONOR

In 2023, the Kraft family announced that the Row of Honor at Gillette Stadium would expand to from five seats to eight, allowing for additional service members to be recognized at stadium wide events. More than 120 active-duty service members have enjoyed concerts and Patriots and Revolution games since the row was expanded.

"As a Vietnam Era Veteran, I experienced the horror of the way our fellow citizens treated those of us who chose to honor our duty as citizens and serve in our military. While little can make up for the errors of our past, the commitment demonstrated today makes me feel as though my service mattered. This is one of the first times I can say that, and it has been over four decades since I left the U.S. Navy."

- Vietnam Pinning Ceremony Attendee



VIETNAM PINNING

In celebration of Vietnam War Veterans Day, the Kraft family, the New England Patriots Foundation and Cross Insurance hosted more than 100 Vietnam veterans for a special pinning ceremony at Gillette Stadium. The United States of America Vietnam War Commemoration established the Commemorative Partner Program, an initiative to thank and honor Vietnam veterans and their families. For the seventh time, the Patriots joined them in their efforts to pay tribute to those who served. Robert Kraft, Josh Kraft and Jonathan Cross presented Vietnam veteran lapel pins to the men and women to recognize, thank and honor them for their service during the Vietnam War.



ROW OF HONOR AND POW/MIA SEAT REDEDICATION

During the Vietnam Pinning Ceremony, the Kraft family and the Patriots Foundation rededicated the Row of Honor and the Prisoner of War/Missing in Action seat to those who are serving and have served. It was announced in 2023 that the Row of Honor at Gillette Stadium would be upgraded to eight seats and feature a new LED board to best honor those in attendance. In 2012, Gillette Stadium became the first major professional sports venue to leave a seat permanently unoccupied in recognition of the many service members who are POW/MIA.



FOOTBALL FOR YOU

The New England Patriots Foundation and military cornerstone partner, Cross Insurance, teamed up with former New England Patriots players to lead an exclusive football clinic at Joint Base Cape Cod in Buzzards Bay, Mass. on April 3. April is the Month of the Military Child and to honor the military for their dedication, former Patriots Rick Buffington, Rick Cash, Ronnie Lippett, Ilija Jarostchuk and Nathan Rourke led this clinic for the children of servicemen and women. Children ages 7 to 14 had the opportunity to be a part of the football clinic and learn from players about the importance of exercise and teamwork.



PATRIOTS GAMERS

As part of Month of the Military Child, the Patriots Foundation and Cross Insurance hosted an event at Helix eSports at Patriot Place with 50 children of service members from the Massachusetts National Guard and Blue Star Families — New England. All the children in attendance have parents who have served or are currently serving. The event featured a video game tournament, food and time for the children to interact with Patriots players including William Bradley-King, Azizi Hearn, Joshua Uche, Shaun Wade and Tyrone Wheatley Jr.



37,000+ FLAGS

Since 2010, the Massachusetts Military Heroes Fund has planted 37,000+ flags at the Soldiers and Sailors Monument on Boston Common. Each flag represents a brave Massachusetts service member who gave their life defending our country since the Revolutionary War. Volunteers from the Patriots Foundation and Cross Insurance helped plant these flags, including Patriots players Sione Takitaki and Trysten Hill. The flag garden was on display from May 23 – May 27.



Gillette

In 2011, the foundation established the Celebrate Volunteerism initiative as a way 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 the Kraft family's example of becoming lifelong volunteers. We are excited to partner with our good friends at Gillette to inspire the next generation of volunteers and to celebrate individuals for their dedication and service to our New England communities.



RON BURTON TRAINING VILLAGE

Current and former Patriots players, as well as Kraft Sports + Entertainment staff, visited the Ron Burton Training Village on July 11 to meet with 2023 campers and offer advice, provide leadership and help facilitate a workout. The Ron Burton Training Village supports young men and women in their spiritual, physical and educational growth by mentoring year-round over a seven-year period. David Andrews, Devin McCourty and Matthew Slater spoke to the group about what helped them become successful leaders on and off the field. Deatrich Wise Jr. visited the Ron Burton Training Village for the first time after winning the prestigious Ron Burton Community Service Award in 2022.

RON BURTON COMMUNITY SERVICE AWARD

Since 2003, the Kraft family and the Patriots Foundation have celebrated Patriots players that go above and beyond

to give back. The Ron Burton Community Service Award is presented annually to a Patriots player in recognition of his many contributions in the community. The award is named after Ron Burton, the first player drafted in franchise history, who left a lasting legacy by dedicating his life to helping others. At the 2023 Patriots Premiere, defensive back Jonathan Jones was awarded the New England Patriots Ron Burton Community Service Award. Jones originally joined New England as a rookie free agent out of Auburn in 2016. His many contributions to the community include becoming the first male ambassador for Play Like A Girl, hosting a fundraiser to support the Auburn Sustenance Program in February 2023 and partnering with SleeFs, with all proceeds from the partnership donated to charities benefiting single mothers. He also founded the Trojan Student-Athlete Development fund in 2023, endowed with a \$100,000 naming gift, to support programs that promote his mission of practical life education, professional development, mentorship, character development, leadership and healthy lifestyles.



TEAM-WIDE COMMUNITY DAY

During minicamp in June, the Patriots turned their focus to their impact off the field, participating in a team-wide Community Day in lieu of mandatory practice. The team split into four groups and visited four different locations throughout Massachusetts. Players and coaches visited the Perkins Community Center/Lee School, Lila Fredericks Middle School, Elevated Thought and Meryl's Safe Haven.

The Perkins Community Center/Lee School in Dorchester is a Boston Public School for children K-8. Players interacted with the children, played soccer, kickball, football, basketball and created art projects.



A quarter of the team also attended Lila Fredericks Middle School in Boston for more field day activities.

In addition, members of the team also traveled to Lawrence, Mass. to attend Elevated Thought, an art and social justice organization that develops spaces for youth and communities to understand creativity's liberating power.

Another quarter of the team traveled to Worcester, Mass. to visit Meryl's Safe Haven, an emergency assistance shelter committed to helping young people transition on a path to self-sustainability.



COMMUNITY SERVINGS

On May 24, Patriots players Brenden Schooler and Sione Takitaki volunteered at Community Servings in Mansfield, Mass. to help pack meal deliveries for critically and chronically ill individuals in Massachusetts and Rhode Island. The organization provides medically tailored meals to people experiencing critical or chronic illness.



\$230,000+

The New England Patriots Foundation had 20 runners complete the 128th annual Boston Marathon. The Patriots Foundation team raised more than \$230,000 for the Myra Kraft Community MVP Awards.

PROJECT 351

The New England Patriots Foundation is proud to partner with Project 351 to engage eighth grade ambassadors from all of Massachusetts' 351 cities and towns. These students engage in leadership and service throughout the year. Every June, the Kraft family hosts the Project 351 Leadership Reunion at Gillette Stadium. Ambassadors and alumni of the program come together for a day of service and leadership development.

At the 2024 reunion, Jill Calistra from North Attleboro High School was presented the Myra H. Kraft Giving Back college scholarship by Josh Kraft. Jill will be attending the University of Connecticut in the fall. Patriots players Antonio Gibson, Hunter Henry and Austin Hooper were in attendance to help with service projects including packing meals, preparing hygiene kits, making kindness blankets and more.



VOLUNTEERISM

PATRIOTS DIFFERENCE MAKERS OF THE WEEK

Though the spirit of volunteerism is felt throughout New England year-round, the Kraft family, the New England Patriots Foundation and cornerstone partner Gillette celebrated the season-long Patriots Difference Maker of the Week initiative in a special pregame ceremony during the Patriots regular season finale versus the New York Jets on Sunday, Jan. 7 at Gillette Stadium.

Throughout the season, the foundation presented a weekly "Patriots Difference Maker of the Week" award, which aims to recognize deserving volunteers who go above and beyond to help build stronger New England communities. Robert Kraft, Josh Kraft, Andre Tippett and Community Affairs Coordinator for Gillette, Rachel Forbes Elwell, were on the field prior to the game to congratulate all of the 2023 honorees

ORGANIZATION	PATRIOTS DIFFERENCE MAKER	HOMETOWN
Boys & Girls Clubs of Metro South	Macey Russell	Boston, Mass.
Dignity Matters	Judith Locke	Framingham, Mass.
Follow My Steps Foundation	Kashawn Sanders	Springfield, Mass.
Joe Q Veteran Coffee Break, Inc.	Carole Kenney	East Falmouth, Mass.
RAMP (Real Access Motivates Progress)	Tina Guenette	Burrillville, R.I.
Day Kimball Healthcare Foundation	Roger Franklin	Putnam, Conn.
Friends Way	Josh King	East Greenwich, R.I.
Elbowbumpkid Inc.	Saige Merwin	Haddam, Conn.
WARRIORS SOAR	Shannon Blake	Shelburne, VT
Alzheimer's Association MA/NH	Joe Montminy	Plymouth, Mass.
Special Olympics Maine	Charlie Austin	Brunswick, Maine
Camp No Limits	Matthew Reid	Cheshire, Conn.
De Novo Center for Justice and Healing	John Hand	Cambridge, Mass.
Jenna's Promise	Dawn Tatro	Johnson, VT
Providence Promise	Richard Lappin	Dedham, Mass.
Girls on the Run Rhode Island	Kirk Hamel	Hope Valley, R.I.
Parkinson's Fitness	Linda Hall	Salem, Mass.



Presented by
Gillette

\$100,000

To honor the 2023 Patriots Difference Makers of the week, the Kraft family announced that each of the Patriots Difference Makers would be receiving a \$5,000 grant to support the nonprofit organizations for which they volunteer. They also presented a \$20,000 grant to WARRIORS SOAR on behalf of the 2023 Patriots Difference Maker of the Year, Major Shannon Blake, U.S. Army (Ret.).

VOLUNTEERISM

Myra Kraft COMMUNITY MVP AWARDS

PATRIOTS FOUNDATION • CELEBRATE VOLUNTEERISM

PRESENTED BY: **Gillette**

Since 1998, the Kraft family and the New England Patriots Foundation have recognized volunteers for going above and beyond to give back to their communities through the Myra Kraft Community MVP Awards program. Alongside cornerstone partner, Gillette, the 26 winners of the 2024 Myra Kraft Community MVP Awards were honored during a special luncheon at Gillette Stadium on June 6. Award winners were recognized for their volunteer efforts at local nonprofit organizations throughout New England. Each organization received a \$10,000 donation in the name of their honoree. The Kraft family also announced that Richard Giacoppo was selected as the \$25,000 grand prize winner for his volunteer efforts at Ricky, Inc. The 2024 Myra Kraft Community MVP honorees range in age from 14 to 85 years old and represent four of the six New England states. The selected nonprofits provide support for many causes, including education, food insecurity, grief support, healthcare, homelessness, mental health, violence prevention and more.



500+

Since the program's inception in 1998, more than 500 volunteers have been honored with the Myra Kraft Community MVP Award, formerly known as the Community Quarterback Awards prior to be renamed in memory of Myra Kraft in 2011.

VOLUNTEERISM

\$3,750,000+

The Kraft family and the New England Patriots Foundation have donated more than \$3.75 million to New England based nonprofits through the Myra Kraft Community MVP Awards program.

2024 MYRA KRAFT COMMUNITY MVP AWARD WINNERS

NAME	HOMETOWN	ORGANIZATION	LOCATION
Marie Boutin	Cumberland, R.I.	MAE Organization, Inc.	Cranston, R.I.
Mick Brunache	Hyde Park, Mass.	NXT ERA PANTHERS	Roxbury, Mass.
Natalie Cafeteiro	Dracut, Mass.	Adam Keenan Foundation	Lowell, Mass.
Kyra Conciatori	Boston, Mass.	Soccer Without Borders	East Boston, Mass.
Richard Giacoppo	Norwood, Mass.	Ricky, Inc.	Norwood, Mass.
Bryan Grillo	Watertown, Mass.	Association of Blind Citizens Boston Renegades	Holbrook, Mass.
Linda Holtslander	Peaks Island, Maine	Preble Street	Portland, Maine
Joan LeMay	Derby, Conn.	The Umbrella Center for Domestic Violence Services	North Haven, Conn.
Steve Lepow	Longmeadow, Mass.	Rachel's Table of Western Massachusetts	Springfield, Mass.
Christine E. Margulies	North Easton, Mass.	Schools on Wheels of Massachusetts	East Bridgewater, Mass.
Nina Skolsky Metz	Holyoke, Mass.	Cancer Connection	Northampton, Mass.
Donna Moore	Cherry Valley, Mass.	Project New Hope, Inc.	Worcester, Mass.
Alisha Neal	Buzzards Bay, Mass.	Angel Babies	Buzzards Bay, Mass.
Julie Norton	Wayland, Mass.	Eliza J. Norton Foundation	Wayland, Mass.
Tanya Oliveira	Attleboro, Mass.	Love Life Now Foundation	Avon, Mass.
Gail Pryce	Oakham, Mass.	Dismas House of Massachusetts	Worcester, Mass.
Dale Robinson	Randolph, Mass.	No More Murder National Organization	Randolph, Mass.
Virginia Ryan	Boston, Mass.	Haley House	Boston, Mass.
Alan Sauer	Vernon, Conn.	The Cornerstone Foundation, Inc.	Vernon, Conn.
Glenn Shapiro	Longmeadow, Mass.	KodiakCare	Simsbury, Conn.
Alan Simpson	Woburn, Mass.	The Children's Room	Arlington, Mass.
Michael Thompson	Providence, R.I.	Coaching4Change	Taunton, Mass.
Ciro Valiente	Stoughton, Mass.	First Literacy	Boston, Mass.
Carol White	Peabody, Mass.	Cycling Without Age	Peabody, Mass.
Angela Whitten	Wells, Maine	Stay; For Life	Wells, Maine
Connor Wright	Lynnfield, Mass.	Connor's Kindness Project	Lynnfield, Mass.

VOLUNTEERISM



The Kraft family and the Patriots Foundation are committed to developing the skills of local children and building character through youth football. By supporting youth football camps, donating equipment and providing grants to area football programs, the Patriots Foundation aims to create equal access for all to be able to play the sport. A major initiative of the Patriots Foundation is expanding girls flag football across the region, with a goal of getting the sport sanctioned in all six New England states.



NOBULL

In July 2023, Mac Jones hosted 30 kids from the MetroWest YMCA at the team's field house in collaboration with NOBULL and the Patriots Foundation. He ran them through warmups, drills and eventually coached them up to start running routes.

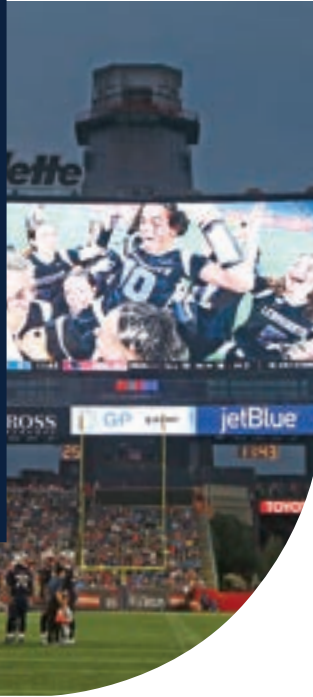
PLAY FOOTBALL MONTH

In recognition of Play Football Month, the Patriots Foundation hosted youth football groups at training camp and the Patriots home preseason game. Groups including the NXT ERA Panthers, YMCA Flag and the Worcester Tech football team attended training camp and got to interact with players and receive autographs. At the Patriots vs. Texans preseason game at Gillette Stadium on Aug. 10, the Billerica Chiefs, Middletown Islanders, Boston Raiders and Dighton-Rehoboth Falcons participated in a halftime scrimmage on the field in front of fans. The 2023 Massachusetts Girls Flag High School State Champions, the Leominster Blue Devils, were celebrated during the game with a special shout out on the HD board.



"We are so appreciative of the recognition. Thank you again so much for all the Patriots and the Kraft family have done for this sport. Our girls were able to complete at a whole new level this year, something some of these girls had only dreamed of until now. Thank you for helping to bring their dreams to life, we cannot thank you all enough for the many opportunities the Patriots have provided this year."

— Leominster Blue Devils Coach



YOUTH FOOTBALL



HISPANIC HERITAGE MONTH

In celebration of Hispanic Heritage Month, the New England Patriots and New England Revolution partnered to host a skills and drills clinic for 50 youth at Hennigan Community Center in Jamaica Plain. For 90 minutes, Patriots alumni Matt Chatham, Paul Francisco and Jim Murphy led football drills focusing on tackling, agility, throwing and catching. The kids from Boston Centers for Youth and Families also participated in soccer stations led by Revolution players Ryan Spaulding and Gustavo Bou.

BRIDGESTONE X PLAY LIKE A GIRL

The Patriots Foundation partnered with Bridgestone, Play Like a Girl and the Boston Renegades to support young women in sports and STEM in our community. By pairing STEM education with sports, they can excel in any game, any classroom and any career. Patriots cornerback Jonathan Jones helped lead skills and drills stations for more than 30 girls on the Gillette Stadium field. Jones became the first male ambassador of Play Like a Girl in 2023.

15 YEARS

Special Olympics Massachusetts hosted their 2023 Flag Football State Tournament at Gillette Stadium on Nov. 18. 30 teams within 10 divisions competed for their medals. The event has been hosted at Gillette Stadium for 15 years.

GIRLS FLAG HALFTIME SCRIMMAGE

At the Patriots vs. Chargers game on Dec. 3, the Patriots recognized girls high school flag football athletes by inviting them to scrimmage at halftime. The participating teams included the Peabody Tanners and the Woburn Tanners.



YOUTH FOOTBALL

28 YEARS

For the past 28 years, the Patriots have joined the National Football League in conducting the High School Coach of the Week program, recognizing outstanding high school coaches and promoting youth football throughout New England.

COACH OF THE WEEK

Throughout the season, Andre Tippett awarded local high school football coaches with the Coach of the Week award. All the 2023 winners were recognized at the Dec. 17 Patriots vs. Chiefs game.

NAME	SCHOOL
Brian Kelliher	Hanover High School
Doug Kopsco	Needham High School
Duane Sigsbury	Billerica Memorial High School
Justin Flores	Everett High School
Ben Shuffain	Carver High School
Matt Bouchard	Salem High School
Jack Martinelli	Foxborough High School
Kevin Gadson	O'Bryant High School
Bob Almeida	Stoneham High School
Al Fornaro	Xaverian Brothers High School

COACH OF THE YEAR

Following Xaverian Brothers High School's victory in the Division 1 State MIAAA High School Football Championship against St. John's Prep, head coach Al Fornaro was named the New England Patriots High School Coach of the Year. Coach Fornaro has coached for 43 years and has been the head coach at Xaverian Brothers for seven years, capturing his first state title to earn him this recognition.



DORCHESTER EAGLES

At the Patriots vs. Jets game on Jan. 7, Robert Kraft met and congratulated the Dorchester Eagles, the first Boston team to win the Pop Warner National Championship.

NIKE NEXT ONE

Nike invited the top 33 high school football athletes, one from each NFL club and one international athlete to compete in the ultimate football experience in Las Vegas. The New England Patriots invited Blake Herbert, a quarterback from Central Catholic High School and a Clemson University commit to the Patriots vs. Jets game on Jan. 7. Robert Kraft and Andre Tippett surprised him with the Nike Next Ones experience in Las Vegas.

VISA FINANCIAL FOOTBALL

On Feb. 29, the Patriots partnered with Visa to host Visa Financial Football for 75 local high school student athletes. Visa Financial Football allows students to learn financial

concepts through a fast-paced, interactive program that engages students while teaching them money management skills. They learned from experts from Visa, Patriots cheerleaders, Patriots alumni Andre Tippett, Rob Ninkovich and Jonas Gray and played a game similar to the Madden football video game to learn about financial literacy.

RHODE ISLAND GIRLS FLAG

In May 2024, six Rhode Island high schools gathered at Johnston High School for the first girls flag football tournament in the state. Players Calvin Anderson and Brenden Schooler were on site to greet the teams and encourage the athletes.

"I want to thank you for everything you've done up to this point. You've made my dream come true. The tournament was a huge success! Please thank Calvin Anderson and Brenden Schooler from the bottom of my heart because they made the girls day! I'm hoping with the success of the tournament, other schools will sign off and make this an official league next year. I couldn't have done this without you!"

— R.I. Girls Flag Football Coach





STATE CHAMPIONS

Leading the efforts in girls flag football in Massachusetts, the New England Patriots Foundation has expanded their girls high school flag football league from eight to 23 Massachusetts high school teams. On June 18, eight teams competed at Gillette Stadium in a tournament-style bracket to ultimately crown the Patriots girls high school flag football champion. The final game featured a rematch from the 2023 championship, with Leominster High School and St. Mary's Lynn facing off for the title. St. Mary's Lynn took the lead with just seconds left on the clock following a one-handed catch in the end zone, ultimately clinching the 2024 Massachusetts state championship. The Patriots Foundation aims to have the sport sanctioned by the Massachusetts Interscholastic Athletic Association and looks forward to expanding into other New England states in the future.



GIRLS FLAG FOOTBALL COLLEGE SHOWCASE

The first-ever Patriots NFL Flag Showcase offered girls flag football athletes graduating high school in 2024-28 an opportunity to showcase their skills, gain exposure and talk with college coaches who are actively recruiting from the NAIA and NJCAA. More than 70 girls from across the Northeast showed off their skills in agility and position drills during the event on June 21.

NIKE 11-ON

In continuation of their commitment to developing the next generation of football athletes, the NFL and Nike developed the Nike 11-ON initiative, a scholastic-based, team-oriented, character-building program. This initiative supports a scholastic high school football team competition that focuses on building transferable life skills while also creating an alternative to individual all-star formats. On June 24, the New England Patriots hosted their first Nike 11-ON with four local high school football teams at Catholic Memorial High School including Cathedral High School, Malden High School and Lynn Classical High School. The Catholic Memorial High School football team was crowned the Patriots Nike 11-ON champions.

"Thanks for all your great work. We so appreciate it. We love partnering with you."

— Catholic Memorial High School Staff Member



"We are beyond grateful and excited for this event! Personally, it is one of my life dreams to be on the Patriots field at Gillette Stadium. My dad has been a season ticket holder since the 1970s and I grew up LOVING the New England Patriots. I've followed them to Super Bowls and never had I ever dreamed this would be a part of my life. I wish I had this opportunity to play football when I was in high school, but I am so grateful that my daughter and her teammates can do this."

— Massachusetts Girls Flag Football League Parent



"We are brand new to the league and barely got off the ground this season. My daughter started working with school administration last fall and kept running into barrier after barrier with them. They finally conceded to letting her run the team this year but wouldn't allow or support funding, transportation or field space. We decided that we would figure it out and do it anyway. Needless to say, getting uniforms, referee funding, equipment and Patriots memorabilia from you has saved our team!"

— Massachusetts Girls Flag Football League Parent



YOUTH FOOTBALL

YOUTH FOOTBALL





While the New England Patriots Foundation focuses on the core pillars of education, female empowerment, healthcare, homelessness, military, volunteerism and youth football, throughout the year, we aim to create programs that address the additional needs of the communities we call home. The following section highlights these outreach initiatives.





PATRIOTS PREMIERE

On Aug. 29, the Patriots Foundation hosted the Patriots Premiere to kick off the 2023 football season. The event is the largest annual fundraiser for the Patriots Foundation. The evening featured introductions of the entire 2023 Patriots roster and coaching staff who interacted with some of the organization's biggest supporters. The event highlighted the Patriots Foundation's core pillars of giving, which include education, female empowerment, healthcare, homelessness, military, volunteerism and youth football. At the end of the night, Patriots cornerback Jonathan Jones was surprised with the 2023 Ron Burton Community Service Award. Since joining the team as an undrafted free agent in 2016, Jones has been one of the most active players in the community.



9/11 MEMORIAL

In recognition of the anniversary of the tragic events of 9/11/2001, the New England Patriots Foundation created photo walls to display in the plaza of Gillette Stadium prior to the Patriots vs. Eagles game on Sunday, September 10. Fans viewed the memorial to remember the lives lost that day.



UTEC STREETWORKERS CONFERENCE

Patriots defensive end Deatrich Wise Jr. attended the UTEC Streetworkers Conference held at Gillette Stadium in September 2023. UTEC's Streetworkers meet young adults where they are at. This 24/7, on-call outreach takes a variety of forms: visits to gang hotspots and locations that are susceptible to escalated violence, home visits to recently-justice involved young people, hospital visits after a youth is shot or stabbed, funeral presence to prevent retaliation, visits to juvenile detention facilities and county jails, and monitoring of social media. The Streetworker Conference provides space and time for reflection, sharing best practices, professional development and building a network of peers across the region who are engaged in this work.



WHEELCHAIR FOOTBALL

In 2023, the New England Patriots Foundation and Adaptive Sports New England announced the launch of the New England Wheelchair Football Team, one of the newest members of the Move United Sport USA Wheelchair Football League. The USA Wheelchair Football league is the first of its kind; the league helps adults with disabilities reach their highest potential through a competitive, fast-paced team sport. On Sept. 13, the team came to Gillette Stadium to practice and were gifted matching swag to wear on their trip to Buffalo for a tournament.

"FLAG" FLAG FOOTBALL

In September 2023, the Patriots Foundation partnered with FLAG Flag Football, Hope & Comfort and The Wonderfund for FLAG's inaugural Impact Day. They packed 2,500 hygiene kits benefitting Massachusetts children involved with DCF.

CELEBRITY BURRITO ROLLING

As part of Hispanic Heritage month from Sept. 15 – Oct. 15, the New England Patriots Foundation partnered with

"I will forever be thankful to Adaptive Sports New England, the New England Patriots, the staff, coach, and my teammates for my first traveling experience as part of an adaptive sports team. Thank you for being the vehicle that got my competitive juices flowing again and gave me the opportunity to make lasting friendships!"

— Wheelchair Football Team Competitor



Anna's Taqueria in Newton, Mass. to support the New England Association for Colombian children. Former Patriots players Lawrence Guy Sr. and Pharoah Brown met with fans and rolled burritos for customers. All proceeds from burrito sales were donated to NEACOL.





LEGENDS BALL

Jonathan Jones was named one of this year's 2023 Legends Honorees by the Hockomock Area YMCA at their annual Legends Ball. The Hockomock Area YMCA has branches in Franklin, Foxborough, Mansfield and North Attleborough. Jones was honored alongside reporter Butch Stearns for their passion and commitment to children and adults with special needs and their families.



MY CAUSE MY CLEATS

The Patriots wore custom cleats for the charities of their choice as part of the NFL's 'My Cause My Cleats' campaign. The causes chosen reflect the Patriots' passions off the field — whether they have personal ties to the cause or want to use their platform to bring awareness to one. More than 35 players and coaches wore custom cleats during the Patriots vs. Chargers game on Dec. 1. Additionally, for the first time 10 full-time employees of Kraft Sports + Entertainment were randomly selected to participate in the campaign. They were each provided a pair of shoes and the cost of customization was covered.



INSPIRE CHANGE

As part of the NFL's Inspire Change initiative, Robert Kraft presented Shawn Brown of Youth Guidance Boston with a \$10,000 grant before the Patriots vs. Chiefs game on Dec. 17 in recognition of Shawn being named the Patriots 2023 Changemaker. Shawn was also surprised with two tickets to Super Bowl 58 in Las Vegas for the impact he is making in the community.



"Youth Guidance Boston is honored and grateful to the New England Patriots and the National Football League for their donation of \$10,000 in honor of Shawn Brown's selection as an Inspire Change Changemaker. The donation will help Youth Guidance deliver school-based counseling and mentoring services to over 1,000 6th-12th graders across Boston, Somerville, and Cambridge through its Becoming A Man (BAM) and Working On Womanhood (WOW) programs."

— Youth Guidance Staff Member



MCI NORFOLK

In recognition of Black History Month, former Patriots Devin McCourty and Matthew Slater spoke to 150 prisoners at MCI Norfolk. On Feb. 15, Devin and Matthew were hosted by the prison's African American Cultural Committee, a group of 200-300 hundred men inside the prison that work on civic engagement and educational programming. This group has been actively involved in writing and presenting two bills to the state for voting rights and police reform. The committee is led by an executive board of six to eight incarcerated men at the prison. They meet monthly with Andrew Peck, the Undersecretary for Criminal Justice, leading the executive office of Public Safety.



SUPER BOWL SURPRISE AND DELIGHTS

Josh Kraft and Andre Tippett surprised four deserving members of the community with an expense-paid trip to Super Bowl LVIII in Las Vegas in February 2024. The recipients included Jim Johnson of the KyleCares Foundation, Mary Doherty Cahill of the Boys & Girls Clubs of Boston and Jerry McDermott of the Parkway Girls Softball League. All of these individuals have gone above and beyond to give back to their local community.



JONATHAN JONES SUPER BOWL SURPRISE

As the Patriots Walter Payton Man of the Year nominee, Jonathan Jones was given the opportunity to surprise someone with tickets to Super Bowl LVIII in Las Vegas. Jones selected Eric Rivas of the Blue Hills Boys & Girls Club for his work with local youth.

LEWISTON-AUBURN COMMUNITY SUPPORT



PATRIOTS EXPERIENCE

The Lawrence Guy Family Foundation hosted family members of the victims of the Lewiston, Maine mass shooting at Gillette Stadium and Patriot Place the first weekend in January. The families arrived the Saturday before the final home game of the season by bus where they spent the weekend participating in fun activities. The all-inclusive weekend included a hotel stay, a locker room tour, photos on the field, tickets to the Patriots vs. Jets game and so much more.



“Someone who went down over the weekend came to the Resiliency Center yesterday. Before yesterday, they’d been very hesitant to come in and reserved when they were there. They had an hour-long conversation yesterday, shared photos of their family, and talked about being open to joining support groups - something they weren’t interested in before. They said that the change was because of their weekend in Foxborough.”

— Lewiston Resiliency Center Staff Member



COMMUNITY DAY

The New England Patriots Foundation and the New England Revolution Foundation visited Lewiston, Maine on May 19 to host a fun day of activities to bring the Lewiston-Auburn community together to remember loved ones and heal following the tragedy of October 25, 2023. The event was open to the public with Patriots and Revolution activations, photo opportunities, food trucks and family games and activities. The Patriots and Revolution hosted a joint football and soccer clinic for youth. It was also announced that the Kraft family would be donating \$10,000 to the One Lewiston Resiliency Fund.



RACIAL EQUITY GIVING

An overarching theme that has long guided the Kraft family's philanthropy is its emphasis on racial equity. Kraft Family Philanthropies strives to ensure equal footing for communities of color in several focus areas: educational attainment, access to quality healthcare, criminal justice equality, economic mobility and career advancement. To achieve this vision, Kraft Family Philanthropies is honored to actively support organizations and leaders whose missions coincide with addressing racial inequities at the grassroots and systemic levels. These organizations are assertively challenging these imbalances by improving educational opportunities, providing housing assistance and offering workforce and leadership opportunities for members of our BIPOC (Black, Indigenous & People of Color) communities.

RECENT LEADERSHIP PHILANTHROPIC INVESTMENTS INCLUDE:

National Museum of African American History and Culture

The National Museum of African American History and Culture is a place where all Americans can learn about the richness and diversity of the African American experience, what it means to their lives, and how it helped us shape this nation. **Investment: \$1 million**

The New Commonwealth Racial Equity and Social Justice Fund

Providing essential support, resources and thought leadership for uncovering and dismantling systemic racism and all of its various and insidious forms, with institutions in Boston and across the other 351 cities and towns in the Commonwealth of Massachusetts. **Investment: \$1 million Founding Donor**

Institute for Nonprofit Practice – Black Leadership Initiative

Mission: Black Leadership Initiative connects, inspires, and uplifts senior-level Black leaders shaping social impact across the country and across sectors. BLI supports Black leaders with the resources, network, and community to build upon their social, financial, knowledge, and cultural capital as they step into positions of greater power and influence. **Investment: \$250,000 Founding Donor**

MGH Community Health and Health Equity

Addressing health care disparities caused by race, ethnicity, geography, and economic status through the \$50 million gift to Massachusetts General Hospital described below.

\$50,000,000

MASSACHUSETTS GENERAL HOSPITAL

The Kraft Family has made a record-setting donation to Massachusetts General Hospital. The donation was made in an effort to address healthcare disparities caused by race, ethnicity, geography, and economic status. The gift, which the hospital said is the largest one it has received that supports community health and health equity initiatives, will support a permanent Robert K. Kraft Endowed Chair in Diversity, Equity and Inclusion to be held by the medical director of the Comprehensive Sickle Cell Disease Treatment Center at MGH. Research into this genetic blood disorder, which primarily affects Black Americans, has historically been underfunded. Further, the gift will drive expansion efforts at the Kraft Center of Community Health and at the MGH Blood Donor Center, which will be renamed for the Kraft family. The center, one of the largest in the country, provides approximately 30 percent of the blood transfused for patients across Mass General Brigham hospitals. The goal is to become the primary source of blood for patients treated at MGH and to create a diverse donor population to support the care of patients with sickle cell and other blood disorders that affect minority populations.

\$500,000

While visiting a TGH program in Dorchester, Josh Kraft announced the \$500,000 grant to support ongoing efforts to connect more households in Boston with affordable, high-quality internet access.

TECH GOES HOME

Tech Goes Home (TGH), a leading nonprofit committed to advancing digital equity across Massachusetts, received a major new grant from the New England Patriots Foundation. Across Boston, 13 percent of all households currently lack a home broadband connection. Equipped with a stable home internet connection, more Bostonians will be able to apply for jobs, complete school work, access telehealth, find essential community resources, connect with loved ones and more.



BLACK WOMEN LEAD IN PARTNERSHIP WITH KRAFT FAMILY PHILANTHROPIES

GreaterGroveHallMainStreets (GGHMS), in partnership with the New England Patriots Foundation, announced the inaugural members of the Black Women Lead project. In all, 212 of Boston's most admired, beloved, and successful Black Women leaders are being featured on banners stretching for two miles along Blue Hill Avenue, making this exhibit the largest public art project in the city. These women shaped Boston through their work in arts and culture, legislation, health, education, community building and raising future generations of leaders, further improving the quality of life for everyone in the city. Each banner features a commissioned portrait for each woman, her name and certain credentials.



\$125,000,000+

Since 2010, Kraft Family Philanthropies has provided over \$125 million in giving and commitments to close to 200 nonprofits advancing racial equity or serving predominantly BIPOC communities.



KRAFT FAMILY BLOOD DONOR CENTER

Before he was the chairman and CEO of the New England Patriots, Robert Kraft, along with his family, was making a difference for Boston-area patients in need.

- More than 40 years ago, Robert and Myra Kraft worked closely with Dr. Kenneth Anderson, a world leader in multiple myeloma research, to found the Kraft Family Blood Donor Center.
- The Kraft family continued to further Dr. Anderson's transformative work by establishing his Kraft Family Professorship in Medicine at Harvard Medical School.
- An inspiration to them was former Boston Patriot (and friend of Dr. Anderson) Ron Burton, who fought bravely against the blood cancer multiple myeloma and needed multiple blood transfusions throughout his battle.

Today, the state-of-the-art Kraft Family Blood Donor Center collects blood and platelets and performs essential therapeutic procedures for patients at both Dana-Farber and Brigham and Women's Hospital.

6,300+

More than 6,300 blood donations were collected on the Kraft Family Blood Donor Center Bloodmobile within a year.



200,000+

Thanks to the Kraft Family Blood Donor Center, more than 200,000 patients have received blood products since being founded more than 40 years ago.



THE KRAFT CENTER

for Community Health

MATERNAL HEALTH EQUITY

The Kraft Center's Driving Equity and Maternal Health (DREAMH) Initiative served its first mobile patients in May 2024. With funding from CVS Health Foundation, the DREAMH program addresses inequities in maternal health through doula access expansion, education and mobile clinics that include clinical care, mental health support, lactation assistance and social risk mitigation brought curbside to pregnant and postpartum patients in their community.



CANCER CARE EQUITY

The Implementation Science Center for Cancer Control Equity (ISCCCE), a partnership between The Kraft Center, Harvard T.H. Chan School of Public Health and the Massachusetts League of Health Centers, partners with community health centers to improve cancer screening and equity in underserved communities. Since 2019, ISCCCE has:

- Distributed over \$4 million dollars to community partners
- Conducted 21 pilots at community health centers to improve cancer screening & care access
- Hosted 18 Implementation Learning Community Meetings with 41 participating health centers

COMMUNITY CARE VAN

The Kraft Center and Mass General Brigham Community Care Vans make healthcare more accessible in communities most impacted by health disparities. In collaboration with over 100 community partners, the mobile teams, offer walk-in clinics for hypertension, diabetes, and substance use disorder. From October 2023 through May 2024, there were more than 3,600 encounters in 20 high-risk communities across Greater Boston.



NATIONAL CONFERENCE ON ADDICTION CARE

The Kraft Center partnered with RIZE Massachusetts Foundation to host "Community Care in Reach® — Mobilizing Addiction Services," a national conference on mobile care for substance use disorders. In all, 86 unique learners participated from all over North America on topics including outreach strategies, safety, stimulant use and starting a mobile program.

MOBILE HEALTH CARE TECHNICAL ASSISTANCE & EVALUATION

In June 2024, the Massachusetts Department of Public Health awarded The Kraft Center with a \$900,000 grant to provide technical assistance and evaluation to state-funded mobile addiction service sites. The Kraft Center, in partnership with Brandeis University, has provided

consultation, ongoing support, real-time troubleshooting, and data collection and analysis since 2020.

COMMUNITY CARE IN REACH®

The Kraft Center's Community Care in Reach® mobile addiction services program now has five sites across Massachusetts with state funding — Boston, Brockton, Springfield, Worcester and a newly funded site in Lowell set to launch in Fall 2024. The program uses public/private partnerships to bring harm reduction services and clinical care directly to areas hardest hit by overdose. In 2023, the Community Care in Reach programs had:

- 10,285 contacts with individuals with substance use disorder
- 6,422 clinical care encounters
- 364 patients initiated or received ongoing buprenorphine treatment

FCAS

In 2019, Robert Kraft saw the rising tide of Jewish hate and all hate in America and created FCAS as a fact-based, non-confrontational, actionable approach to fighting it.

We believe hate can't thrive in the face of empathy and understanding, and we know people are fundamentally good. With the right tools and information, they will make change. Our mission is to stop the trajectory of hate by reaching those Americans sitting on the sidelines, and giving them the tools to stand up to Jewish hate and all hate.

The only organization of its kind, FCAS generates insights that drive our messaging strategy, allowing us to create meaningful connections with our audience at scale. Through our partnerships across industries, we convene thought leaders and influencers in the fight against hate. Our ability to constantly measure our impact powers our decision-making to ensure we are always reaching for the most effective solutions.

FCAS launched #StandUpToJewishHate in 2023, with a nationwide campaign including television, social media, billboards and partner organizations to establish the Blue Square as the universal symbol for fighting antisemitism and all hate.



#StandUpToJewishHate

In 2024, the campaign expanded to include a new series of television commercials and social media content highlighting real-life instances of Jewish hate, and modeling how people of all backgrounds can stand against it.

The audience for our mass messaging are people who may not have a full understanding of what Jewish hate is and may underestimate the scale of the problem. The job of our communications is to help them see antisemitism as an urgent issue and inspire them to stand against it.

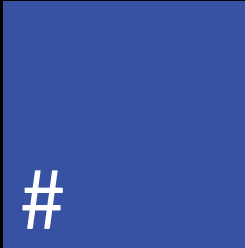
These films run nationally across broadcast and streaming television, in highly-viewed live sports and culture programming like the Super Bowl and the Oscars.



ABOVE: COMMERCIAL THAT AIRED DURING SUPER BOWL LVIII



When one hate rises, they all do.



STAND UP TO JEWISH HATE

While our empathy-building messaging is key to reaching hearts and minds, there are also moments that demand we stand up and use our voice to help create direct and immediate change. Following the attacks of Oct. 7th we launched a television spot to highlight how quickly hate against one community can result in hate for others.

In the spring of 2024, as college campuses erupted in protest and hate became all too real for students, we responded with a new campaign called Don't Bring Hate to the Protest. At a time when protests became violent and hate was in the lead, this campaign, running on television, on billboards, in major newspapers across the country and on social media, acknowledged every American's right to protest and encouraged people to use their voices for change, not for hate.



CAMPAIGN IMPACT

The #StandUpToJewishHate campaign has reached hundreds of millions of people in the United States and garnered more than 15 billion impressions. Most importantly, when people see our ads, change happens.

FOR TARGET AUDIENCE WHO SEE OUR COMMERCIALS, THERE IS A:

- 41%** increase in people who strongly agree that antisemitism is an issue in today's world.
- 40%** increase in people who are familiar with recent antisemitic events.
- 33%** increase in people who are very likely to stand up on behalf of a Jewish person experiencing antisemitism.



PARTNERSHIP HIGHLIGHTS: SPORTS CONVENINGS

Sports are an important part of how the Foundation engages our audiences in fighting hate. The spirit of community, unity and one team working toward a common goal is perfectly aligned to the Foundation's aim to create change together.

In October 2023, FCAS hosted its first Sports Leaders Convening at Gillette Stadium. Representatives from leagues and teams across the sports world were in attendance to learn and share ways to effectively raise awareness of and combat antisemitism. In January 2024, FCAS followed up this event by convening major sports league commissioners from the NFL, NBA, MLB, MLS and more, for the first time ever, to discuss ways in which sports could act as a vehicle to mitigate the spread of all hate.

These convenings opened up an ongoing partnership and dialogue with the major sports leagues leading to a monthly Sports Leaders Call, bringing together representatives from across leagues to discuss how leagues and individual clubs can come together to fight hate. From running FCAS commercials in stadiums to coaches and players wearing the Blue Square, the sports world has embraced the fight against Jewish hate and all hate and our partnership is growing. This fall, we will launch a new campaign featuring coaches and athletes from all eight major leagues calling for an end to hate. The national campaign will include television in high-profile sports programming, social and digital media, radio and podcast and even a connection to Fantasy Football.





In addition, the Command Center conducts primary research to track Americans' attitudes around antisemitism over time. Our semi-annual survey of American adults measures people's awareness, attitudes and actions around Jewish hate and other forms of prejudice, enabling us to identify how allies, haters and the large number of unengaged Americans in between are changing over time in the context of world events. The survey also enables us to measure the impact of our ad campaign and informs how we learn and pivot as an organization.

ENGAGING GEN Z ON SOCIAL MEDIA

Gen Z's influence in all areas of culture can't be ignored and we recognize how critical it is to reach and engage with this audience to push the movement forward to end Jewish hate and all hate. While our mass media communications likely reach a portion of this audience — especially via live sports — we know we need to find them where they are: on social media. In June FCAS launched, #WhatsUpWithHate a new social media handle custom created for Gen Z, focused on TikTok and Instagram. Everything from the look and feel of the handle to the tone of voice we use in community management is developed to be authentic and relevant to this generation. Through carefully curated content, partnerships with Gen Z-approved creators and a tone of voice that feels in-line with their own, we aim to turn this passionate generation into Allies and supporters against hate.



PARTNERS HELP US BRING THE BLUE SQUARE TO COMMUNITIES ALL OVER THE COUNTRY

FCAS continues to engage its diverse coalition of over 200 partners at the local, regional and national levels to spread the Stand Up To Jewish Hate and All Hate message. Partners bring the campaign to life in a variety of ways, including social media and digital integrations, programs and events, as well as localized community Blue Square campaigns.

COMMAND CENTER: UNDERSTANDING JEWISH HATE IN AMERICA

The Command Center is FCAS' thought leadership engine, providing the data, research and insights that inform our strategy, messaging and content. We monitor online content and conversation in real time to deliver insights on what is entering mainstream public discourse. Every day we analyze 500 million posts from the Internet and social media to find and synthesize all of the online conversation around the topic of antisemitism. The Command Center is informing our partners and influential leaders about the conversations taking place on social media in order to enable those individuals to make change happen. For example, universities tap into the Command Center to track the conversations around Jewish hate on college campuses. In many cases, when university presidents visit FCAS, they tell us we know more about their campus than they do. The FCAS team creates custom reports that are shared with university leaders to show the conversations happening real-time.

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.

BIRTHRIGHT ISRAEL FOUNDATION

KRAFT FAMILY PROFESSORSHIP FUND
Boston College

KRAFT FAMILY NON-PROFIT EMERGENCY FUND
The Boston Foundation

MYRA AND ROBERT KRAFT CHAIR FUND
Boston Symphony Orchestra

THE MYRA H. KRAFT GIVING BACK SCHOLARSHIP FUND
Boys & Girls Clubs of Boston

THE MYRA H. KRAFT GIVING BACK VOLUNTEER SCHOLARSHIP FUND
Boys & Girls Clubs of Boston

THE MYRA H. KRAFT GIVING BACK ASSISTANCE FUND
Boys & Girls Clubs of Boston

MYRA & ROBERT KRAFT AND JACOB HIATT PROFESSOR OF CHRISTIAN STUDIES
Brandeis University

MYRA & ROBERT KRAFT CHAIR IN ARABIC STUDIES
Brandeis University

MYRA '64 AND ROBERT KRAFT ENDOWED SCHOLARSHIP
Brandeis University

MYRA & ROBERT KRAFT ISRAEL INITIATIVE ENDOWMENT
Brandeis University

MYRA KRAFT ACHIEVERS PROGRAM SCHOLARSHIP ENDOWMENT FUND
Brandeis University

MYRA KRAFT ACHIEVERS PROGRAM ALUMNI SCHOLARSHIP ENDOWMENT FUND
Brandeis University

ROBERT KRAFT FAMILY-BRANDEIS UNIVERSITY COLLABORATION ON ANTI SEMITISM
Brandeis University

THE KRAFT FAMILY DISTINGUISHED CHAIR IN CARDIOVASCULAR MEDICINE
Brigham and Women's Hospital

THE WOLF SCHOLARSHIP IN MEDICAL EDUCATION ENDOWMENT FUND
Brigham and Women's Hospital

WORLD OF MUSIC EDUCATION ENDOWMENT
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