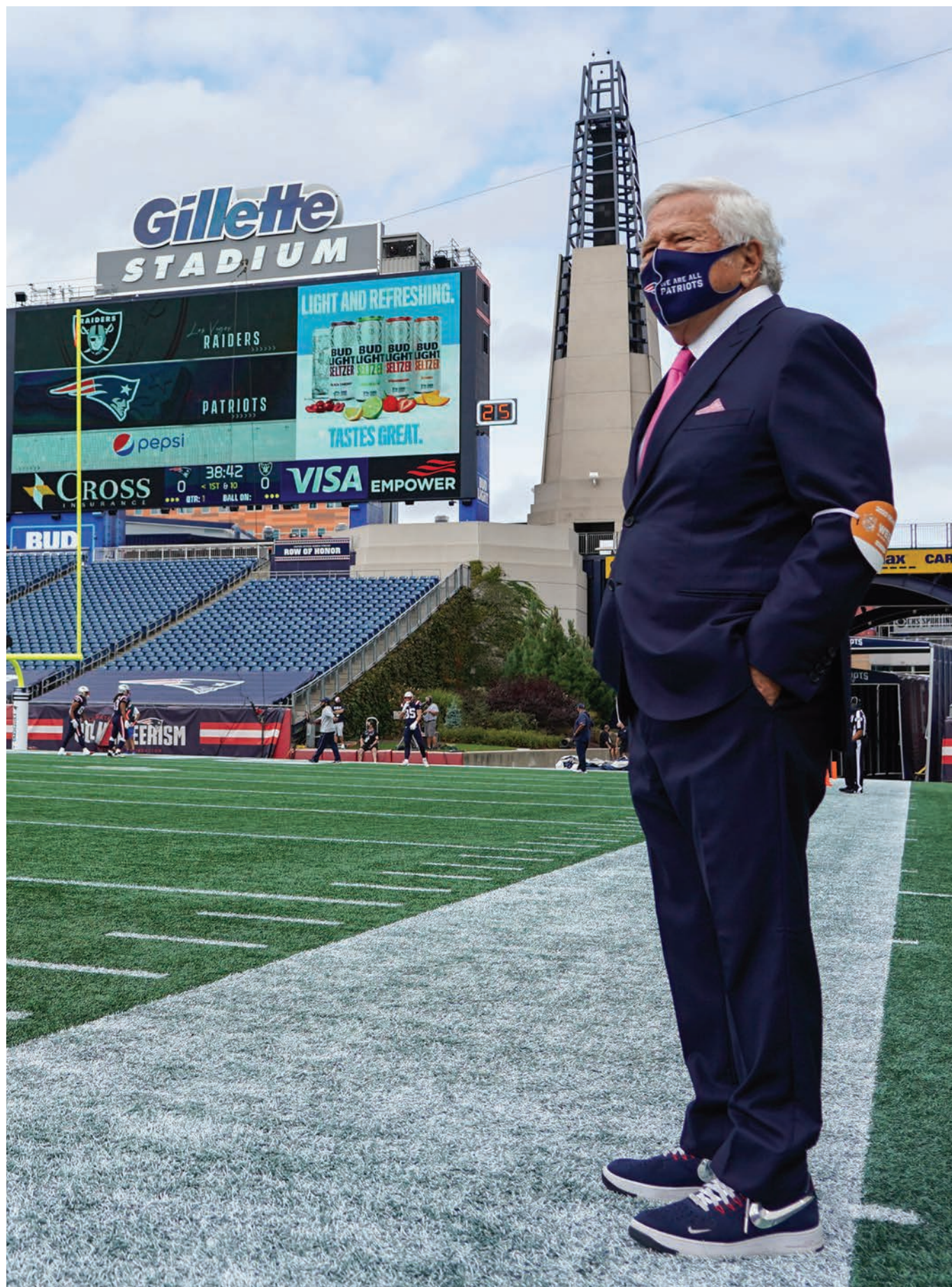




THE KRAFT FAMILY AND NEW ENGLAND PATRIOTS

2020 COMMUNITY REPORT



MESSAGE FROM THE OWNER

When our family bought the Patriots in 1994, our first order of business was to create a team foundation with an emphasis on giving back and positively impacting the lives of people in our own community. With the incredible support of our fans, the Patriots Foundation has grown to help meet the needs of our region's most vulnerable populations. We have provided support to thousands of local nonprofits with initiatives that provide family healthcare, fight homelessness and hunger, support our military and veterans, teach the importance of nutrition and exercise and encourage education and mentoring.

In March of 2020, our focus shifted dramatically in response to the coronavirus pandemic. With health care facilities stretched thin, resources depleted and thousands struggling – due to sickness, job loss and financial insecurity – our family and the Patriots Foundation knew we had a responsibility to step up and support frontline workers and people in need. In April of 2020, we had the honor of teaming with Massachusetts Governor Charlie Baker to secure more than 1.8 million respirator masks for healthcare workers and transporting them from China to Massachusetts, New York and Rhode Island to provide critical supplies during the pandemic's initial spike in cases. Our fans eagerly joined the cause, donating \$180,000 that month to the Patriots Foundation to purchase medical gowns for local hospitals. Throughout the pandemic, we partnered with the Massachusetts Military Support Foundation's Food4Vets program to provide more than five million meals to military, veterans and their families. We hosted 45 blood drives at Gillette Stadium during the spring and summer, facilitated drive-thru testing for public safety officials, purchased laptops and tablets for inner city students to continue their education and donated hundreds of thousands of dollars in food and household materials to homeless shelter programs.

In the midst of this global health crisis, our country faced the harsh realities of another crisis, one that has plagued our society for generations, caused endless tragedy and taken countless victims: racism. Following the murder of George Floyd and the ensuing protests around the world, our conversation shifted to topics like systemic racism, police reform and social justice. Speaking for my family, we were moved to action and education. Although we have always sought to help create equity and social reform, we wanted to do more. Our players wanted to do more. They wanted to talk and listen to each other. They wanted to engage on these difficult topics and in this important work. Together, we created a \$1 million fund to support local grassroots organizations that are making a meaningful impact in the area of social justice. This is only the beginning, but as a family and as an organization, we want to keep listening, learning and working for a better future.

Throughout the history of the Patriots Foundation, we have remained committed to supporting the New England community and the multitude of needs that exist, but never has there been a year like 2020. We know that our work is far from over, and there is still plenty of work to do. As we continue to do our part to prevent the spread of coronavirus, now, more than ever, we need to remain "Together While Apart."

This annual report provides a review of the many different ways that my family and the Patriots Foundation supported our New England communities. On behalf of my family and the entire Patriots organization, I want to thank everyone who has contributed to the success of our team, both on and off the field.

With sincere gratitude,

A handwritten signature in white ink, reading "Robert Kraft", with a stylized, cursive script.

Robert K. Kraft



The New England Patriots Foundation is the nonprofit organization established by Robert Kraft in 1994 to support charitable and philanthropic agencies throughout New England. The foundation's primary goal is to support programs that aid the youth and families of the New England region by assisting programs that foster cultural diversity, education, family and health. The foundation has taken special interest in youth programs that encourage education, creativity and development of character.



The Kraft family has a long history of making philanthropic investments that support a vision of social justice. Through the years, the family has given hundreds of millions of dollars to nonprofits in support of service to the community. That tradition continues today through the Kraft Family Foundation and its philanthropic investments, which are governed by the principle of creating equity for our most vulnerable populations. The Kraft Family Foundation supports initiatives that provide equity, create opportunities, facilitate social and economic mobility and create social safety nets where they do not currently exist.

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TOGETHER *while* APART

In March of 2020, as the world faced new challenges due to the coronavirus pandemic, the Patriots Foundation, in partnership with the Kraft Sports + Entertainment family of businesses, sought new opportunities to support those most in need throughout New England. During a time unlike any our country or world had seen, the Kraft Sports + Entertainment entities were united in their pursuit to remain connected – to each other, to their fans and to the community.

While the focus of Kraft Sports + Entertainment has always been to bring people together and provide great entertainment, the focus shifted to being “TOGETHER while APART.” This unique initiative provided essential resources to New England families and outlined a variety of ways that New Englanders could join the organization in giving back. In doing so, the Patriots Foundation shifted its overarching vision into immediate action and support, meeting urgent community needs, especially for those most marginalized, in a time of crisis.

TOGETHER *while* APART



\$10,000,000+

Through financial and in-kind donations, the Kraft family and the Patriots Foundation provided more than \$10 million in COVID-relief support to the New England region in 2020.

\$1,800,000+

The Kraft family and the Patriots transported more than 1.8 million respirator masks from China to Massachusetts, New York and Rhode Island.



40,000,000+

More than 40 million pounds of fresh produce and frozen food items were donated to veterans, New England-area homeless shelters and food pantries.

TOGETHER *while* APART



5,600,000+

Through the Food4Vets program, more than 5.6 million meals were distributed to families in ten different states.



\$250,000

In March of 2020, the Kraft family donated \$250,000 to purchase laptops and tablets for students in need in the Boston Public School system to continue at-home learning.

350,000+

The Kraft family donated more than 350,000 face masks to the Massachusetts State Police and police departments from every city and town in the Commonwealth.



TOGETHER *while* APART



25,000+

More than 25,000 bottles of hand sanitizer were donated to Boys and Girls Clubs, hospitals, healthcare vans and shelters.

150+

More than 150 food pantries and homeless shelters received donations of fresh produce and frozen food items in 2020.



8,000+

Gillette Stadium served as one of the state's largest COVID-19 public safety testing sites, conducting more than 8,000 screenings for front line workers.

TOGETHER *while* APART



45+

From April to July of 2020, Gillette Stadium hosted more than 45 blood drives.



45,000+

As part of the Coats4Vets program, more than 45,000 coats, masks and other essential items were distributed to people experiencing homelessness in Massachusetts.

7,500+

During the 2020 holiday season, more than 7,500 toys were distributed to homeless shelters and foster care organizations.



TOGETHER *while* APART



\$100,000+

In March of 2020, Gillette Stadium donated more than \$100,000 in frozen food and paper products to local food banks, senior centers and homeless shelters.

\$100,000

In April of 2020, the Kraft family and the Patriots Foundation donated \$100,000 in support of Casa Myrna, allowing the nonprofit to continue to provide a statewide domestic violence hotline and supportive services free of charge to survivors during the pandemic.

\$400,000

In May of 2020, the Kraft family and Patriots Foundation donated \$400,000 to four domestic violence prevention organizations, helping to support their emergency funds.

\$93,000+

Thanks to the support of Patriots fans during the 2020 NFL Draft, the Kraft family and the Patriots Foundation donated more than \$93,000 in support of Meals on Wheels programs throughout New England.

\$35,000+

More than \$35,000 in CVS gift cards were donated to domestic violence prevention organizations and homeless shelters, helping to cover the costs of prescriptions and personal care products.

TOGETHER *while* APART



In addition to their involvement in foundation initiatives, Patriots coaches and players continuously went above and beyond to give back to those in need in 2020. In the midst of the pandemic, coaches and players quickly jumped into action to address some of the most pressing issues. From supporting families in their hometowns to providing donations to New England communities, coaches and players were able to make a positive impact in underserved communities across the country. This support included:

\$84,000+

worth of grocery gift cards provided to frontline workers and families in need.

\$200,000+

in educational needs provided to underserved communities.

6,000+

Thanksgiving meals provided to families across the country.

\$10,000+

worth of Empowerment coats donated to those experiencing homelessness.

\$180,000+

in holiday shopping gift cards donated to underserved families during the holidays.

24,000+

books, toys and other gifts were donated to families during the holidays.



CELEBRATE VOLUNTEERISM

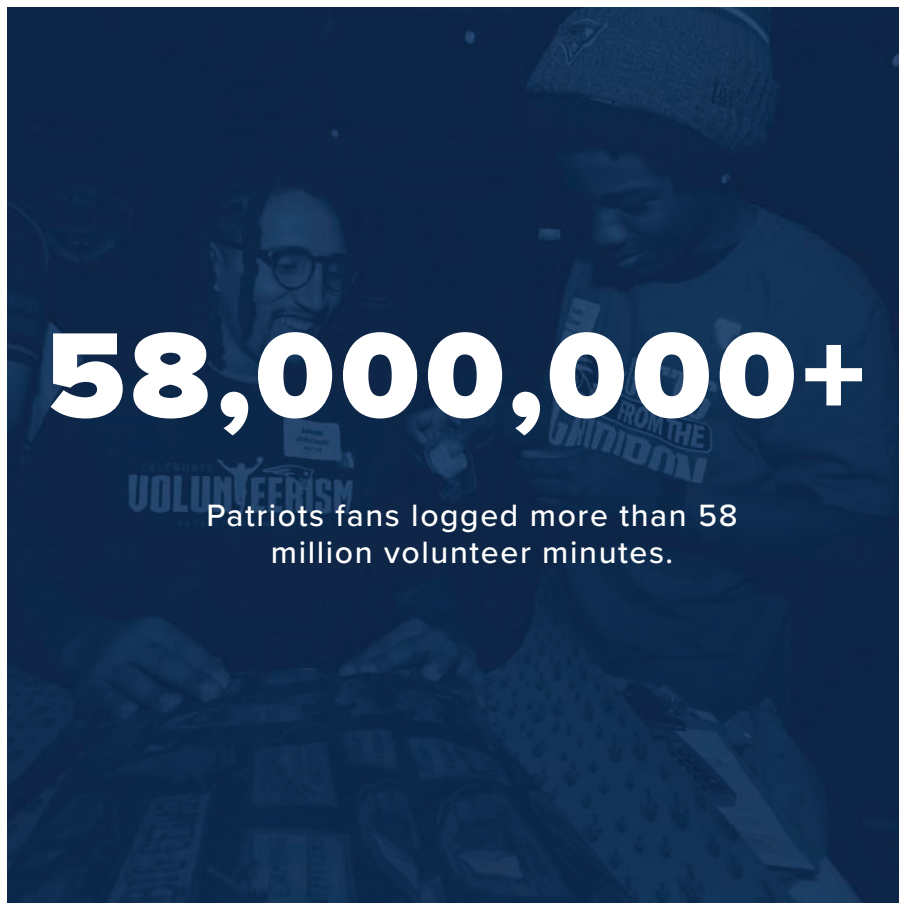
Since the foundation's inception in 1994, the Kraft family and Patriots players have dedicated countless hours to giving back to their New England communities. In 2011, the foundation established its Celebrate Volunteerism initiative as a way to educate people about the need for volunteering, increase awareness for volunteer opportunities, honor deserving volunteers and encourage others to follow the Kraft family's example of being lifelong volunteers.



HUDDLE FOR 100

In honor of its 100th season, the NFL launched a charitable initiative called, “Huddle for 100.” The ultimate goal of the program was to get one million fans to volunteer for 100 minutes in their local communities. The program launched with the 2019 NFL Draft and ran through the ensuing season. Throughout the year, the Kraft family and Patriots Foundation encouraged fans to get involved, promoted volunteer opportunities and hosted a variety of community service projects. The Kraft family, current and former players, cheerleaders, Pat Patriot, employees, corporate sponsors, Season Ticket Members and avid fans across the world participated in this initiative.

The Huddle for 100 initiative concluded in February of 2020 and was an overwhelming success. More than one million fans generated a total of 397 million minutes of volunteerism across the globe. The Patriots and their fans played a major role in this success as more than 113,000 Patriots fans participated in Huddle for 100, logging more than 58 million minutes.





MYRA KRAFT COMMUNITY MVP AWARDS

For the past 23 years, the Kraft family and the Patriots Foundation have been celebrating New England area volunteers with a special award. The program was initially known as the “Community Quarterback Awards,” but in 2011, they were renamed in honor of Myra Kraft, celebrating her lifelong commitment to volunteering. Since its inception, the program has recognized more than 375 volunteers and provided more than \$3.5 million in grants to local nonprofit organizations.

In October of 2020, the Kraft family hosted a virtual celebration to honor 26 outstanding volunteers – ranging in age from 14 to 97 – from across New England. Each of the honorees received \$10,000 grants for their respective charities. Robert Kraft also announced one grand prize winner – Bonita Berman of Worcester, Mass. – that received a \$25,000 grant to support CASA Project of Worcester County.

The winners represented all six New England states and supported a wide range of causes including education, foster care, healthcare, homelessness, mental health awareness, military and veteran support, social justice and violence prevention, among others. Robert Kraft, Josh Kraft and Andre Tippet participated in the virtual presentation and congratulated each of the 26 honorees.

2020 MYRA KRAFT COMMUNITY MVP AWARD WINNERS

<i>FIRST AND LAST NAME</i>	<i>HOMETOWN</i>	<i>ORGANIZATION</i>	<i>ORGANIZATION TOWN</i>
Hannah Addi	Franklin, Mass.	The Elisha Project	E. Providence, R.I.
Alison Bologna	Pawtucket, R.I.	Shri Service Corps	Pawtucket, R.I.
Bonita Berman	Worcester, Mass.	CASA Project	Worcester, Mass.
Julie Brennan	N. Easton, Mass.	We Do Care, Grief & Loss	N. Easton, Mass.
Dennis Dean	Kittery, Maine	A House for ME	Kittery, Maine
Ryan DeRoche	Melrose, Mass.	United Spinal Association	Woburn, Mass.
Mary Dibinga	Roslindale, Mass.	Boston Debate League	Boston, Mass.
Lotte Diomede	Sudbury, Mass.	SMILE Mass	Sudbury, Mass.
Joan "Ducky" Donath	Burlington, Vt.	Holbrook Community Center	Burlington, Vt.
David Eustace	Stoneham, Maine	No Limits Foundation	Wales, Maine
Michael Faucher	Haverhill, Mass.	ALS ONE	Whitman, Mass.
Carleton "Zeke" Finch	Fitchburg, Mass.	Habitat for Humanity	Acton, Mass.
Suzanne Fox	Falmouth, Maine	The Yellow Tulip Project	Falmouth, Maine
Hannah Galvin	N. Andover, Mass.	Bridge Over Troubled Waters	Boston, Mass.
Colleen Garrity	Laconia, N.H.	Belknap House	Laconia, N.H.
Linda Gilley	Somers, Conn.	Fidelco Guide Dog Foundation	Bloomfield, Conn.
Daniel Hebert	Hillsboro, N.H.	NH Jumpstart Coalition	Hillsboro, N.H.
Pat Hubbell	Nashua, N.H.	Candorful, Inc.	Boston, Mass.
Patrick Leahy	Bethany, Conn.	St. Thomas More Soup Kitchen	New Haven, Conn.
Skyla Libby	Jonesport, Maine	Crossroads Youth Center	Saco, Maine
Kevin Lynch	E. Falmouth, Mass.	The Quell Foundation	N. Falmouth, Mass.
Jason Main	Bolton, Mass.	Friends Never Forget	Bolton, Mass.
Katerina Papadopoulos	Stratford, Conn.	Norma Pfriem Breast Center	Fairfield, Conn.
Joan Philips	Pittsfield, Mass.	HopeWell, Inc.	Dedham, Mass.
Peg Ricardo	Tewksbury, Mass.	Project Sweet Peas	Warwick, R.I.
Michael Rocha	Dartmouth, Mass.	Boys & Girls Club New Bedford	New Bedford, Mass.

\$275,000

Total grants awarded to New England charities represented by the 2020 Myra Kraft Community MVP Award winners.



PROJECT 351

Project 351 is a Massachusetts-based nonprofit dedicated to raising the next generation of leaders through the yearlong engagement of eighth grade student ambassadors from every city and town in the Commonwealth. Former Governor Deval Patrick launched this program in 2011 and with the continued support from Governor Charlie Baker, more than 4,100 students have participated in the program and left a positive impact on more than 989,000 people across the state.

On Jan. 19, 2020, Project 351 and its student ambassadors gathered in Boston for their annual Launch and Service Day. During the event, Patriots defensive backs Devin and Jason McCourty were recognized as “Service Heroes” for their tireless community efforts. The Kraft family and the Patriots Foundation continue to support this program throughout the year and traditionally host the annual leadership reunion at Gillette Stadium. The Kraft family also presents a \$20,000 Myra H. Kraft Giving Back Scholarship to a Project 351 alumni and graduating senior.

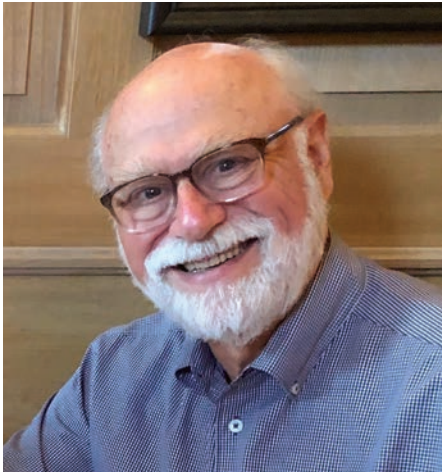
PATRIOTS DIFFERENCE MAKERS

Since 2011, the Kraft family and the Patriots Foundation have been recognizing New England-area volunteers with their Patriots Difference Maker of the Week award. Each week during the NFL season, a volunteer is celebrated for going above and beyond to give back to their local community. Throughout the NFL season, 17 individuals were celebrated on a weekly basis for their tireless volunteer efforts. As part of this recognition, the Kraft family and the Patriots Foundation donated \$5,000 to each of their respective charities.

At the end of the year, Robert Kraft, Josh Kraft and Andre Tippett hosted a virtual celebration to thank the volunteers for their unwavering dedication. The Kraft family also made a surprise announcement – selecting Barbara Gillmeister from Wrentham, Mass., as the Patriots Difference Maker of the Year. In honor of her selection, Gilly's House received a \$20,000 donation.



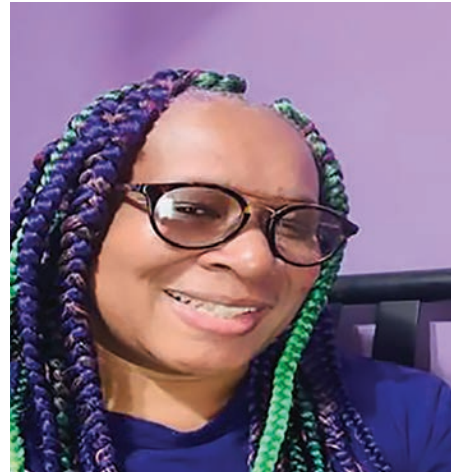
2020 NEW ENGLAND PATRIOTS **DIFFERENCE MAKER** OF THE WEEK



BILL WOLFF
FRIENDS OF THE BLACKSTONE SCHOOL
BOSTON, MASS.



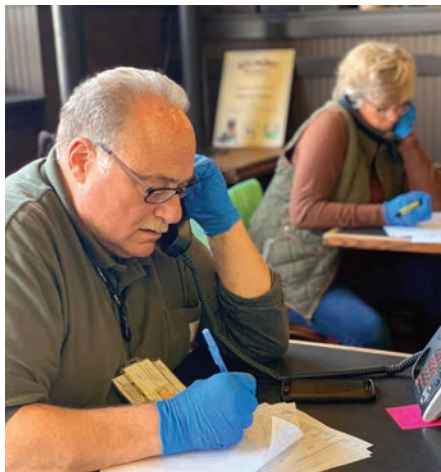
HEIDI HOLLAND
THE S.E.A.L. FOUNDATION
LAKEVILLE, MASS.



KIM CARRINGTON
PLAYWORKS NEW ENGLAND
BOSTON, MASS.



JOANIE CULLINAN
15-40 CONNECTION
WATERTOWN, MASS.



KEVIN SULLIVAN
SOUTHERN RI VOLUNTEERS
SOUTH KINGSTOWN, R.I.



DONNA FESSLER
WOMEN'S LUNCH PLACE
WELLESLEY, MASS.



ISABEL POVEY
SEEDS OF HOPE
HAMPSTEAD, N.H.



THE LEBLANC FAMILY
SEW THE MASKS INITIATIVE
ASHBURNHAM, MASS.



GREG CHASTAIN
VOICES OF HOPE
WINCHESTER, MASS.



BARBARA GILLMEISTER
GILLY'S HOUSE
WRENTHAM, MASS.



ROBERT SKIRVIN-ORR
TEAMWALK FOR CANCER CARE
NASHUA, N.H.



BOB CROOK
UNITED WAY OF TRI-COUNTY
WAYLAND, MASS.



MADISON QUINN
STRONG LITTLE SOULS
PITTSFIELD, MASS.



DIANE NADEAU
WINDHAM CHAMBER FOUNDATION
MANSFIELD, CONN.



ROBIN ABRAMSON
BOYS & GIRLS CLUB OF BURLINGTON
SOUTH BURLINGTON, VT



CELEBRATING PLAYERS

ART ROONEY SPORTSMANSHIP AWARD FINALIST – **MATTHEW SLATER**

Named in honor of the founding owner of the Pittsburgh Steelers, the Art Rooney Sportsmanship Award was created in 2014 and is presented annually to an NFL player best demonstrating on-field sportsmanship with fair play, respecting the game and opponents and integrity in competition. For the second consecutive year and for the third time in his career, Patriots special teams captain Matthew Slater was selected as a finalist for this award. A 10-time team captain and nine-time Pro Bowler, Slater is a vocal leader both on and off the field, with a steadfast commitment to his family, faith and community.

RON BURTON COMMUNITY SERVICE AWARD – **DAVID ANDREWS**

At the 2020 Patriots “Virtual” Premiere, Patriots center and team captain David Andrews became the 18th recipient of the Patriots Ron Burton Community Service Award. The award is named in honor of the late Ron Burton, the first player drafted by the team and a community leader whose widespread charitable work was a model for how a Patriots player can make an impact off the field. “David embodies everything the Patriots organization is about: determination, dedication and a team-first attitude, on and off the field.” said Robert Kraft. “Leadership is best exemplified in times of adversity, and David’s commitment to helping others was on full display in 2019. Despite missing the 2019 season for health reasons, David still volunteered his time to serve and support our community. We are so proud of David for all he’s accomplished, but most importantly, for who he is.”

SALUTE TO SERVICE AWARD FINALIST – **JOE CARDONA**

The Salute to Service Award is part of the NFL and USAA’s year-round commitment to recognize and honor the military community. All 32 NFL clubs nominated coaches, active players, legends and team executives and personnel who best demonstrated support for the military community. Patriots long snapper Joe Cardona was selected as a finalist for the award. A lieutenant in the United States Naval Reserve, Cardona has facilitated more than 20 re-enlistment and retirement ceremonies at Gillette Stadium, led football clinics for military children, participated in Memorial Day and Veterans Day celebrations and advocated for nonprofits that empower veterans and families of fallen heroes.

WALTER PAYTON MAN OF THE YEAR NOMINEE – **DEVIN McCOURTY**

The Walter Payton NFL Man of the Year Award presented by Nationwide recognizes an NFL player for his excellence on and off the field. The award was established in 1970 and was renamed in 1999 after the late Hall of Fame Chicago Bears running back, Walter Payton. Each team nominates one player annually who has had a significant positive impact on his community. Representing the best of the NFL's commitment to philanthropy and community impact, 32 players are selected as their team's Man of the Year and become eligible to win the national award.

For the fourth time in his career, Devin McCourty was the Patriots nominee for the NFL's most prestigious honor. He has consistently been the most active player in the community since being drafted in 2010. Whether its promoting exercise and fitness, offering support to families during the holidays, or advocating for criminal justice and education reform, Devin is determined to make a difference. Devin has been a member of the Players Coalition Task Force since the nonprofit's inception and is committed to making an impact on social justice and racial equality at the federal, state and local levels. In this role, Devin focuses on bail reform, education and prosecutor accountability. He is also the Chair of the Players Coalition Education and Economic Advancement committee.

In response to the pandemic, Devin and his brother Jason donated \$140,000, helping to provide technology to underserved communities in Massachusetts and New York. In June, after one-on-one conversations with Devin, the Kraft family announced the creation of the Kraft Family/Patriots Player Collaborative Fund to distribute \$100,000 per month for 10 months to local grassroots organizations fighting for equity, working to end systemic racism and creating meaningful change in the community. Devin was one of four players on the steering committee, helping to hand pick all of the recipients. He is also a leader on the Patriots Player's Social Justice Fund. Since 2018, the fund has donated more than \$1.4 million to charitable organizations focused on social justice and racial equality, including in the areas of education, economic development, police relations and criminal justice.

In 2013, Devin and Jason launched the "McCourty Twins Tackle Sickle Cell" initiative. The campaign aims to educate the public, increase blood donations and raise funds to support research and treatments. They have hosted blood drives up and down the east coast, met with doctors and researchers across the world to learn more about the research that's being done and advocated for those who are battling the disease. Since its inception, the McCourty Twins have raised more than \$2 million to support the Boston Medical Center, the Embrace Kids Foundation and Next Step, helping ease the burden and improve the quality of life for children battling sickle cell and other blood disorders. In 2020, Devin and his brother Jason were named finalists for ESPN's Muhammad Ali Sports Humanitarian of the Year Award in 2020.



\$40,000

In honor of Devin's nomination, a \$40,000 donation was made to the Rockland Community Foundation, helping to provide technology to students in underserved communities.



EDUCATION

Schools across the country faced a series of challenges as they moved to online learning amidst the pandemic. The Kraft family and the Patriots Foundation were committed to providing donations and resources to ensure that students could continue their education and teachers had the proper support. Throughout the year, the Kraft family and the Patriots Foundation tackled the technological gap for inner city students, promoted literacy during a series of reading programs, engaged in video sessions with classrooms, provided digital educational programming and celebrated students and teachers for their perseverance.



30 YEARS

Josh Kraft provided 30 years of service to the BGCB.

In the summer of 2020, Josh Kraft announced that – after 30 years of service – he was stepping down from the Boys & Girls Clubs of Boston (BGCB) and accepted a new position as president of Kraft Family Philanthropies. In addition to serving as the president of the Patriots Foundation, Josh will manage the Kraft family’s many philanthropic initiatives, including the Kraft Family Foundation, the Revolution Charitable Foundation and the Foundation to Combat Anti-Semitism. He will also oversee the family’s relationships with the Kraft Center for Community Health and the REFORM Alliance.



BOYS & GIRLS CLUBS
OF BOSTON

In 1990, Josh began his career at BGCB serving as the youth outreach program coordinator for the Edgerley Family South Boston Club. In 1993, he became the founding executive director of the nonprofit’s newest Club in Chelsea. In that position, Josh led the fundraising and construction of what is now the state-of-the-art Gerald and Darlene Jordan Boys & Girls Club. Josh was named the Nicholas President and CEO in 2008 and led the organization through tremendous growth. Under his leadership, BGCB expanded the presence of its Clubs and YouthConnect program, more than doubled its annual operating budget and more than tripled its endowment.

During Josh’s 30-year career, he made a direct impact on the lives of tens of thousands of children, teens and their families and worked tirelessly to narrow the opportunity gap that exists for so many of the youth in Boston, Chelsea and beyond. As a tribute to his leadership and positive impact, the street adjacent to the Gerald and Darlene Jordan Club in Chelsea will be named “Josh Kraft Way.”

\$25,600,000

As Nicholas president and CEO, Josh more than doubled the annual operating budget, raising it to \$25.6 million, with programs, service, staffing and facility growth.

\$20,000,000

Josh led a fundraising effort that increased BGCB's annual operating fundraising from \$11.3 million to \$20 million.

\$67,000,000

Under Josh's leadership, the BGCB more than tripled their endowment, from \$21 million to \$67 million.



\$132,000,000

Josh led a five year Opening Doors Campaign that raised nearly \$132 million for the BGCB.

11 SITES

Josh grew BGCB to 11 sites by adding two shared space Clubs and Mattapan Teen Center, plus expansion efforts at the Edgerley Family South Boston Club.

1,300

In 2020, the BGCB remained in contact with 1,300 families each week.

550

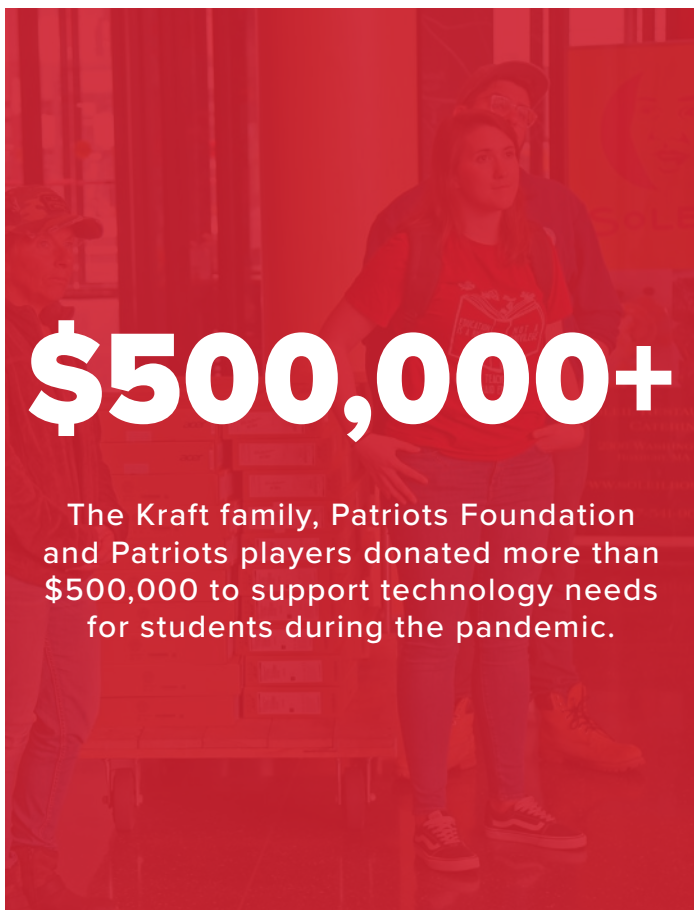
During the pandemic, the Club at Home program provided 550 different at-home activities.

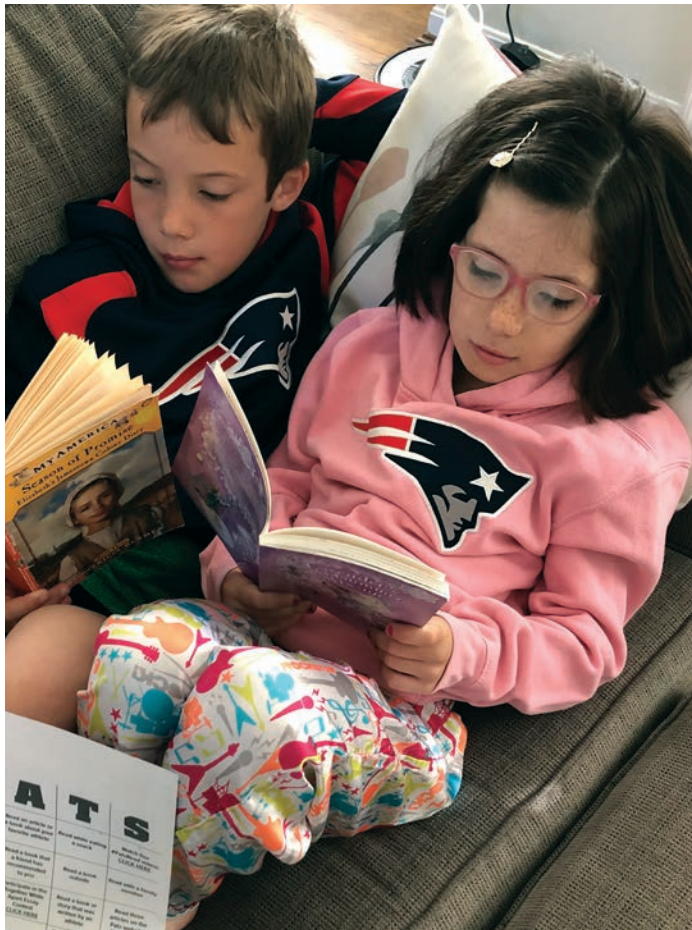
TECHNOLOGY SUPPORT

As COVID-19 spread across the world, schools were forced to close and students transitioned to a remote learning format. Immediately following the closure of the Boston Public School system in March, Robert Kraft donated \$250,000 to the Boston Resiliency Fund. This donation funded the purchase of laptops and tablets for children in the Boston Public School system to ensure that all students could participate in online learning programs. Devin and Jason McCourty joined the effort, purchasing \$90,000 worth of laptops and tablets for students who did not have access to computers at home. The new devices supported students in the Rockland County area of New York, where Devin and Jason grew up.

In August, the Kraft Family/Patriots Player Collaborative Fund made a \$100,000 donation to Tech Goes Home, an organization that empowers communities to access and use digital tools to overcome barriers and advance lives. This donation provided a full year of free broadband internet access to more than 680 families with students in the Greater Boston area. This high-speed internet access allowed students to effectively participate in at-home learning during the pandemic. Homes with service were also able to meet other critical needs, like applying for jobs and accessing telehealth resources.

In October, the McCourty twins announced a \$50,000 donation to Great Egleston High School in Boston. The donation was conducted in partnership with the Players Coalition to help ensure that high school students received the appropriate technology needs for the school year. These funds also supported students experiencing financial hardships by providing clothing, hygiene products and other necessities.





READING INITIATIVES

To assist with the transition to online learning, the Patriots Hall of Fame presented by Raytheon Technologies offered a variety of educational resources to students, families and teachers during the pandemic. One of these educational initiatives included a special edition of the Read Between the Lines program. This reading blitz, conducted in partnership with the Patriots Foundation, encouraged students to continue reading while they were learning from home. Two different versions of the program ran from March to May, asking students to complete a series of reading challenges. From reading to a friend on the phone to reading an article about their favorite athlete, the program was designed to keep students engaged during the stay at home orders.

The Read Between the Lines program also featured the traditional summer reading blitz, encouraging students to stay academically active during their “offseason.” Students were challenged to spend more than 1,500 minutes reading while also completing new educational challenges. Participants were entered to win various Patriots prizes including tickets to a 2021 Patriots home game, autographed items, Patriots gift bags and more.

Current and former Patriots players, Revolution players and Patriots cheerleaders joined the cause by doing some reading of their own. The celebrity readers shared videos of themselves reading children’s books. Families were encouraged to watch the videos and to engage with the Patriots on social media with #PatriotsRead.



Education

The Patriots Hall of Fame presented by Raytheon Technologies implements a real and relevant education enrichment program that touches several academic disciplines with a specific focus on math and science. Using on-site modules, the education programs are tailored for grade-specific levels. The Hall augments classroom instruction in an entertaining environment that promotes teamwork and learning. The Hall typically hosts more than 20,000 school field trip visitors annually.

As classrooms moved to virtual learning in 2020, The Hall created lesson plans and at home activities designed to support teachers and students with fun educational opportunities that could be accessed digitally and used in either small pieces or as part of a larger lesson plan. The Hall also facilitated their Read Between the Lines program, hosted special essay contests for students and hosted their eighth annual STEM Teacher of the Year program.

The 2020 committee selected Tori Cameron from the Gordon W. Mitchell School in East Bridgewater, Mass. as their STEM Teacher of the Year. Cameron teaches grades three to six, runs the Girls Who STEAM Club, hosts educational podcasts, facilitates summer programming and even teaches graduate classes at Fitchburg State University centered around science, technology, engineering and math. She was honored by Massachusetts lieutenant governor Karyn Polito in a virtual STEM session and her school received a \$5,000 grant for STEM education. Cameron will also serve on the governor's STEM Council for one year.

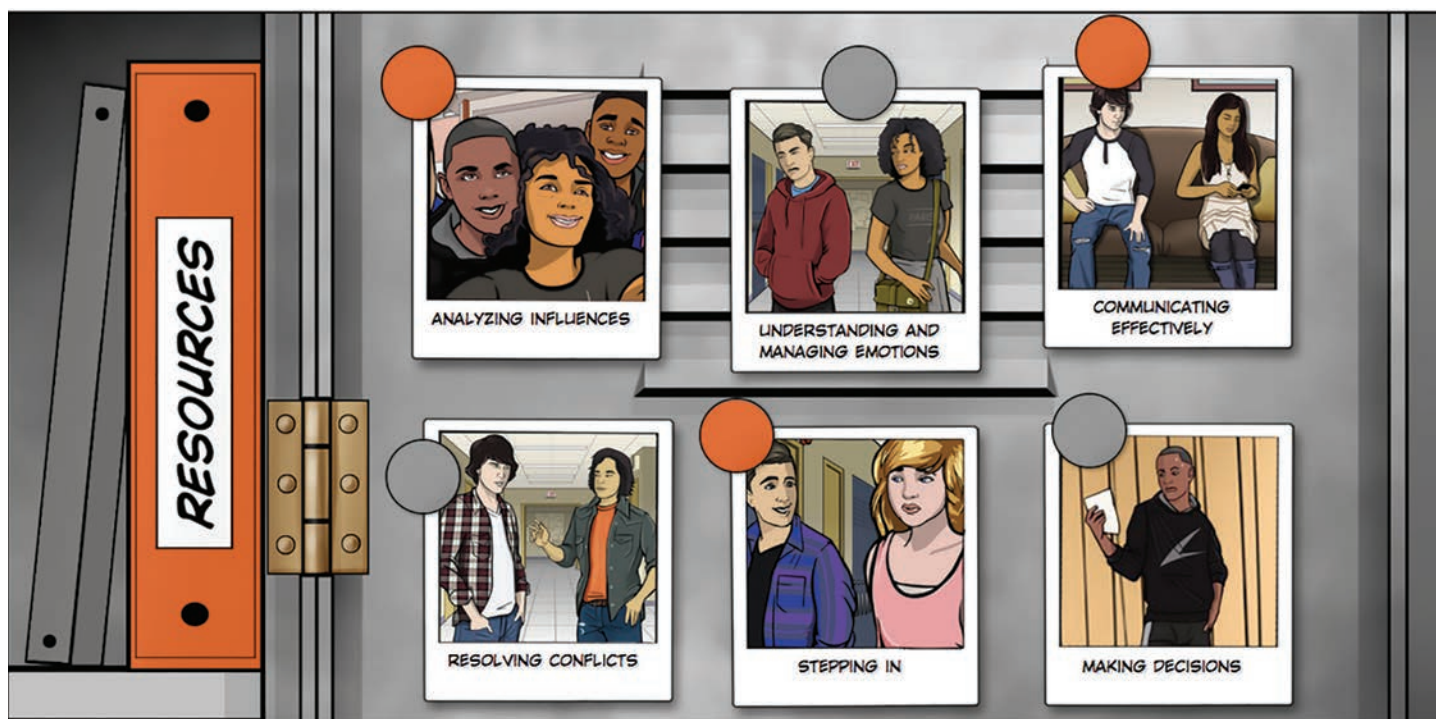
As students continue their virtual learning in 2021, The Hall will launch a series of virtual programming for schools. These virtual visits will begin in January and will feature many of The Hall's modules tailored for digital usage. They will also include information about The Patriots Hall of Fame presented by Raytheon Technologies and demonstrations featuring items from The Hall's archival collection, along with a question-and-answer session.



ADOPT-A-SCHOOL

The Patriots Foundation launched their Adopt-A-School program during the fall of 2020 as a way to engage with classrooms all across the region while promoting education, healthy activity and positivity in classrooms during a challenging time. Patriots players and cheerleaders participated in biweekly video sessions with schools in all six New England states. The special guests spent time getting to know the students, reading to classrooms, participating in virtual learning sessions and offered their support to each of the schools.





CHARACTER PLAYBOOK™

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POWERED BY EVERFI

Character Playbook is an innovative digital learning experience that uses evidence-based strategies to educate students on how to cultivate and maintain healthy relationships during their critical middle school years. For the past four years, the Patriots, the NFL and United Way have teamed with EverFi to give schools across the country access to this digital social emotional learning program at no cost.

Since 2016, Character Playbook has reached almost 500,000 students in over 5,000 schools nationwide. Character Playbook teaches real world skills about healthy relationships, conflict resolution and managing emotions to students, educators and school districts. Schools that teach character education report higher academic performance, improved attendance, reduced violence, fewer disciplinary issues, reduction in substance abuse and less vandalism. During the pandemic, Character Playbook focused on mental health awareness, offering lessons and tips for educators, parents and students on prioritizing wellness, maintaining social connections and understanding how to seek help.



STUDENTS & TEACHERS

The Kraft family and the Patriots Foundation offered their support to teachers and graduating students during the pandemic. Robert Kraft and current and former Patriots players conducted virtual meet and greets with students and teachers all across New England.

They also created video messages to thank teachers for their dedication and to congratulate students who missed out on a proper graduation ceremony. At the conclusion of the school year, the Patriots organization surprised Foxboro teachers – who retired at the end of the 2020 school year – with personalized Patriots jerseys and gift bags.



KRAFT FAMILY ENDOWMENTS

The Kraft family believes that equity of access for all to quality of education and healthcare are the cornerstones to a vibrant and successful community. By establishing endowments at organizations committed to education, healthcare and social service, the Kraft family is helping to ensure that individuals receive equal access to opportunities at best-in-class institutions.

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 Politics
Brandeis University

Myra '64 and Robert Kraft Endowed Scholarship
Brandeis University

Myra & Robert Kraft Israel Initiative Endowment
Brandeis University

Myra Kraft Transitional Year Program Scholarship Endowment Fund
Brandeis University

Myra Kraft Transitional Program Alumni Scholarship Endowment Fund
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
Carnegie Hall

The Columbia/Barnard Hillel Kraft Center Endowment
Columbia University

Robert Kraft Family Scholarship Fund
Columbia University

The Kraft Family Interfaith and Intercultural Awareness Fund
Columbia University

Myra Kraft Shabbat Fund
Columbia University

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

Kraft Family Fund to Fight Anti-Semitism
Combined Jewish Philanthropies

Myra & Robert Kraft Passport to Israel Fund
Combined Jewish Philanthropies

Robert K. Kraft Family Fund
Combined Jewish Philanthropies

Mission Possible
Dana-Farber Cancer Institute

Kraft Family Chair
Dana-Farber Cancer Institute

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

Kahillah Endowment Scholarship Fund
Gann Academy

The Robert K. Kraft Family Endowment
Harvard Business School

The Robert & Myra Kraft Fellowship Fund
Harvard Business School

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

Challenger Memorial Scholarship
College of the Holy Cross

Jonathan Kraft Prize for Innovation in Cancer Research
Massachusetts General Hospital

The Kraft Center for Community Health
Massachusetts General Hospital

Kraft Family Fund
The Rivers School

The Myra Kraft Community Leadership Scholarship
U-Mass Foundation

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

United Way Millenium Fund/Chelsea Boys & Girls Club Fund
United Way

Kraft Family Fund for Internships
Williams College

Myra Hiatt Kraft Endowed Global Scholarship
Worcester Polytechnic Institute



HEALTHCARE

As coronavirus spread across the world, the Kraft family knew they had a responsibility to support frontline workers and healthcare facilities. The Kraft family and the Patriots Foundation were determined to ease the burden on the healthcare system and ensure that all doctors, nurses and first responders had the proper equipment. From transporting protective face masks, to hosting blood drives at Gillette Stadium, to providing meals to hospital staff, the Patriots organization remained steadfast in their commitment to the healthcare industry.



PERSONAL PROTECTIVE EQUIPMENT

A couple of weeks into the stay at home orders, the Kraft family helped transport more than 1.8 million respirator masks to assist those working on the frontlines against the spread of the coronavirus. They provided the Patriots team plane to travel to China in early April to pick up 1.2 million masks that Massachusetts Governor Charlie Baker had acquired. The plane returned to Boston on April 2. The next day, Robert Kraft had 300,000 of those masks delivered to New York City, the epicenter for the pandemic at the time. The Kraft family coordinated the shipment of an additional 500,000 respirator masks from China the following week. Separately, Robert Kraft purchased and donated 100,000 masks to Columbia Presbyterian Hospital in New York City.

In the weeks following this donation, the Patriots and Revolution received overwhelming support from fans who wanted to support their efforts. Together they collected more than \$180,000 in donations, helping to purchase thousands of medical gowns for healthcare workers.

1,800,000+

In early April, the Kraft family transported more than 1.8 million respirator masks from China to Boston. The equipment benefited healthcare workers in Massachusetts, New York and Rhode Island.





45+

Gillette Stadium hosted more than 45 blood drives throughout the spring and summer.

BLOOD DRIVES

The COVID-19 pandemic resulted in a tremendous shortage in blood donations. In response to the shortage, the Kraft family and the Patriots Foundation hosted a series of blood drives at Gillette Stadium. The collections took place in the Cross Insurance Pavilion & Business Center in support of the Kraft Family Blood Donor Center at Dana-Farber Cancer Institute and Brigham & Women's Hospital. Due to popular demand, the blood drives were hosted three days a week from mid-April through the end of July. The American Red Cross also hosted several blood drives at Gillette Stadium.



8,000+

More than 8,000 essential
workers were tested for
COVID-19 at Gillette Stadium.

TESTING SITE

In conjunction with the Massachusetts Executive Office of Public Safety and Security, Gillette Stadium opened a COVID-19 testing site for first responders and essential workers. The testing site was available to state and municipal police and fire personnel, municipal EMS and PSAP personnel, Massachusetts National Guard personnel on active duty and correction officers, as well as those working in essential businesses. The site was able to test more than 200 individuals a day who were experiencing symptoms, and in doing so, helped alleviate the burden on hospitals and medical facilities that provided tests to the general public.

THE KRAFT CENTER

for Community Health

The Kraft Center for Community Health at Massachusetts General Hospital (MGH) is focused on leading innovation in community health. The Center was established in 2011 by a generous gift from Robert Kraft to expand access to high quality, cost effective healthcare for disadvantaged individuals and families. Robert has focused The Kraft Center's initiatives on developing a new generation of clinical leaders committed to community healthcare, as well as delivering direct, frontline services to populations in need.

COVID-19 RESPONSE

In response to the ongoing pandemic, The Kraft Center launched “HUGS/Abrazos”, a one-year quality-improvement project funded by The Boston Foundation aiming to support pregnant women and young families who are particularly vulnerable to emotional, financial and other stressors resulting from the effects of COVID-19. Families are referred to a HUGS social worker and/or community health worker who provide mental health screenings, social and behavioral health support and tailored community resource navigation.

The Kraft Center's Community Care in Reach program has also supported COVID-19 response efforts. In the summer of 2020, The Kraft Center lent the mobile unit to Mattapan Community Health Center and Codman Square Health Centers to mobilize their immunization efforts. The health centers used the van to bring vaccines curbside to patients who were unable to come to the clinic during the pandemic. The Kraft Center also received a Rapid Acceleration of Diagnostics grant through the National Institutes of Health to address COVID-19 morbidity and mortality disparities among underserved and vulnerable populations by implementing testing programs that will overcome barriers and increase testing amongst these populations.





CANCER CARE EQUITY

In 2019, The Kraft Center, in partnership with the Harvard T.H. Chan School of Public Health and Massachusetts League of Community Health Centers, received a five-year grant from the National Cancer Institute to create The Implementation Science Center for Cancer Control Equity (ISCCCE). This statewide center allows for rapid-cycle testing of innovative approaches to cancer prevention and control in settings that serve populations with health disparities. Community health centers across Massachusetts are participating in the program to increase implementation science in community health settings and enable a range of studies on the adoption and implementation of cancer care equity strategies.

In addition, a three-tiered Implementation Laboratory (I-Lab) was created within ISCCCE to support activities, operations, capacity building and data management within community health centers across Massachusetts. The goal is to advance implementation science in cancer prevention and control and to create an implementation science ecosystem that engages health centers in deploying evidence-based interventions for cancer prevention and control that will increase health equity. The I-Lab just launched a new virtual learning platform and is holding quarterly learning community meetings to support these efforts.



4,600+

From July 2019 to July 2020, Community Care in Reach provided services to more than 4,600 people living with addiction.

COMMUNITY CARE IN REACH® MOBILE HEALTH PROGRAM

The opioid epidemic is one of the most urgent public health crises currently facing the country. Deaths from opioid overdoses have increased by 400 percent since 2000, with 128 occurring in the US every day. To combat this epidemic, The Kraft Center launched an innovative mobile health program, Community Care in Reach – formerly known as CareZONE – that brings critical addiction services directly to populations in Boston that are not currently connected with healthcare and are at greatest risk of an overdose. With its unique combination of clinical care and harm reduction services, Community Care in Reach offers a one-stop shop for individuals living with addiction to get the life-saving care they need. Services include on-demand access to medication for opioid use disorder, which is proven to reduce illicit drug use and overdose, educate patients about overdose prevention and syringe exchange, provide primary care services including HIV testing, vaccinations and wound care and distribute naloxone, an overdose reversing medicine that has saved thousands of lives. From July 2019 to July 2020, they made 4,644 contacts with people living with addiction, distributed 1,312 overdose-reversing naloxone kits and they wrote 165 prescriptions for buprenorphine.

In May 2020, the Massachusetts Department of Public Health committed funding to support four mobile addiction service programs statewide for the next five years. The Community Care in Reach affiliates are available in Boston, Brockton, Springfield and Worcester. The Kraft family donated two mobile vans and a medical trailer to support these efforts. The Kraft Center also received a grant from the Massachusetts Department of Public Health to provide technical assistance and evaluation for all state-funded mobile programs and a grant from the Hearst Foundation to continue an initiative that brings mobile addiction services to youth and young adults in Boston.



KRAFT CENTER FOR COMMUNITY HEALTH LEADERSHIP

In partnership with Health Career Connection, an organization dedicated to increasing interest and opportunities for college students in the health field, The Kraft Center welcomed Alexis Sarpong as their third consecutive summer intern in August as part of its ongoing commitment to community health training and education. Alexis Sarpong is a recent graduate of the University of Massachusetts Lowell with a bachelor of science in public health. Her interests lie within fetal and maternal health, specifically within underserved populations and substance use disorder/harm reduction. Alexis is supporting Kraft Center efforts in both cancer care equity and special initiatives around obesity prevention and management.



100+

The Kraft Center has graduated more than 100 clinician-leaders, many of whom continue to work in community health centers.

HEALTHCARE WORKERS

The Kraft family and the Patriots Foundation admire the tireless dedication and efforts of our healthcare workers. During the pandemic, the Kraft family wanted to assure these brave individuals that the Patriots organization was behind them every step of the way. In honor of National Doctor's Day (March 30) and National Nurses Week (May 6 – May 12), the Kraft family and Patriots Foundation displayed messages of appreciation on the Gillette Stadium HD video boards and the gates entering the stadium. The Patriots and Revolution donated more than 1,500 hats to local hospitals for healthcare workers. Robert Kraft and Patriots players also created video messages for frontline workers.

Meals were also provided to the nurses working at the blood drives at Gillette Stadium and local area hospitals. Patriots players joined the effort as defensive lineman Adam Butler delivered 200 meals to healthcare workers in his home state of Texas and punter Jake Bailey delivered meals, flowers and masks to Massachusetts General Hospital. David Andrews, J.C. Jackson, Jonathan Jones, Shaq Mason and Joejuan Williams teamed with a local business, Nutre Meal Plans, to deliver healthy meals to healthcare workers in Massachusetts. Lawrence Guy delivered lunch to staff in his offseason home city of Miami and Shaq Mason bought pizza for those working in a COVID-19 unit at a regional hospital in his hometown of Columbia, Tenn.

The Patriots vs. Bills game on Monday, Dec. 28, 2020, was Health Care Hero Appreciation Night presented by Optum. During the month of December, healthcare workers had the opportunity to reserve a cardboard cutout for free online. Patriots fans also had a chance to participate by making a \$75 donation to the American Nurses Foundation. All of the proceeds from this program benefited the Well-Being Initiative, designed to address the mental health of all nurses, especially those on the frontlines of the pandemic. In total, 900 cutouts were displayed at Gillette Stadium in both the Optum Field Lounge and south end zone seats. To further honor these healthcare heroes, Patriots players wore custom-made shirts during pregame warm-ups that displayed images and names of select frontline workers.





\$100,000+

The Kraft family, Patriots Foundation and American Cancer Society awarded \$100,000 in CHANGE grants to two Boston-area healthcare facilities.



CRUCIAL CATCH

For more than a decade, the Kraft family and the Patriots Foundation have been avid supporters of the NFL's Crucial Catch: Intercept Cancer campaign. It started with a focus on breast cancer, but has since evolved to an all-encompassing cancer awareness platform. The campaign is conducted in partnership with the American Cancer Society to promote the importance of early detection and support cancer screenings in underserved communities.

While current and former Patriots players and cheerleaders were unable to visit patients in person, they still found ways to offer their support. The Kraft family, Patriots players and cheerleaders participated in video calls to ensure patients that the organization was thinking about them. This included a special Halloween greeting from Patriots players in costumes, along with Patriots memorabilia, face masks and hand sanitizer. Also in October, the foundation worked with local hospitals to deliver gift baskets to women currently receiving cancer treatments. Patriots cheerleaders delivered gift baskets and took socially distanced photos with each of the recipients. Finally, in lieu of their annual walk in Boston, the American Cancer Society's Making Strides Rolling Rally was hosted at Gillette Stadium and Patriot Place.

The COVID-19 pandemic also led to a decrease in the number of cancer screenings. Families postponed their screenings and created a backlog on the healthcare system. In December, the Kraft family, Patriots Foundation and the American Cancer Society announced that two Boston health centers would receive \$50,000 donations. These were made possible by the NFL's CHANGE program, which provides funding opportunities to reduce cancer disparities. Codman Square Health Center in Dorchester was awarded a \$50,000 grant to focus on colorectal cancer screenings and the East Boston Neighborhood Health Center received a \$50,000 donation to support breast, cervical and colorectal cancer screenings. These funds provided much needed support as facilities adopted new processes and protocols to tackle the backlog of patients.





MAKE-A-WISH FOUNDATION

The Kraft family and the Patriots Foundation team up with the Make-A-Wish Foundation each year to make dreams come true. For more than a decade, children battling life-threatening illnesses have enjoyed unforgettable experiences at Gillette Stadium. From attending concerts and sporting events to playing football with their favorite player, these wishes are all made possible by Make A-Wish board member and President-International of the Kraft Group, Dan Kraft. In early March of 2020, a young Patriots fan received a tour of the Patriots trophy room and spent time playing video games with his favorite Patriots alum – Rob Gronkowski.



700+

More than 700 colleges across the country participate in Team IMPACT.

TEAM IMPACT

Team IMPACT is a national nonprofit that connects children living with serious and chronic illnesses with local college athletic teams, forming life-long bonds and life-changing outcomes. The organization was founded in 2011 with the support of The Kraft Group. Since its inception, Team IMPACT has grown tremendously, connecting more than 2,100 children with teams at more than 700 colleges in 49 states.

Thanks to Team IMPACT co-founder Dan Kraft, 10-year old Brennon has had an opportunity to be a part of the University of Miami's men's basketball team. In January of 2020, Brennon received a surprise phone call from Dan Kraft and Robert Kraft. During the call, the Kraft family surprised Brennon, a lifelong Patriots fan from Florida, with four tickets to Super Bowl LIV in Miami.



HOMELESSNESS & HOLIDAY GIVING

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 across the region. In 2020, local food pantries and homeless shelter programs were asked to serve more children and families than ever before. The Kraft family and the foundation 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.



EMPOWERMENT PLAN

In January of 2020, the Patriots Foundation purchased 500 EMPWR coats to distribute to shelters all across New England. The weather-resistant coats transform into sleeping bags and can be worn as an over-the-shoulder bag. David Andrews, Patriots cheerleaders and Pat Patriot helped to kick off the distribution of coats during a special visit to Amos House in Providence.



The coats were designed by the Empowerment Plan, a Detroit-based nonprofit that distributes the specially designed winter gear to individuals living on the streets. The nonprofit is working to break the cycle of homelessness by employing parents from shelters to manufacture these coats. Every single person that has been employed by the Empowerment Plan has moved out of the shelter within the first four-to-six weeks of working there. More importantly, none of them have returned to homelessness.





40,000,000+

More than 40 million pounds of fresh produce, dairy and other food items were donated in 2020.

FOOD DONATIONS

As the pandemic swept across the world, food pantries and homeless shelters saw a drastic increase in clients. The Kraft family and the Patriots Foundation acted quickly, opening the refrigerators and freezers at Gillette Stadium to support the region. Hundreds of thousands of dollars of food was donated to charitable organizations. The foundation also teamed with the USA Veterans and Military Support Foundation to provide fresh produce, dairy and other food items to military families, food pantries and homeless shelter programs across New England. In 2020, more than 150 food pantries and homeless shelter programs received donations.



THANKSGIVING

For the 27th consecutive year, the Kraft family and the Patriots teamed with Morgan Memorial Goodwill Industries in Boston to provide Thanksgiving meals to families in need. Patriots Foundation president Josh Kraft, Patriots and Pro Football Hall of Famer Andre Tippett, Patriots cheerleaders and Pat Patriot distributed 200 baskets to families currently enrolled in Goodwill's job training and youth programs. The baskets contained a turkey and all the fixings for a complete holiday meal. The recipients arrived at Goodwill on Nov. 24, 2020, and the Patriots representatives loaded the baskets directly into their vehicles. Masks were enforced as well as social distancing practices. Josh Kraft also presented Goodwill with a \$10,000 donation from the Patriots Foundation to support their efforts.

Patriots players also joined the effort to provide meals to families in need for Thanksgiving. Lawrence Guy surprised more than 300 families in East Hartford, Conn. with turkeys, side dishes and a seven day supply of groceries. Through the Lawrence Guy Family Foundation, he also donated dinners to 150 families from a local Boys & Girls Club and another 100 meals to families in his hometown of Las Vegas. Justin Bethel also stepped up, donating 1,400 turkeys and more than 40,000 pounds of produce to families in Lawrence, Mass.



100+

More than one hundred families received Christmas trees and holiday gifts.

CHRISTMAS TREE DONATIONS

The Kraft family and the Patriots Foundation teamed with the Wonderfund of Massachusetts to help bring smiles to children in need this holiday season. On Dec. 12, 2020, 100 foster families picked up a Christmas tree, lights, ornaments and a tree stand at Gillette Stadium. The families drove through several different stations at Patriot Place to receive teddy bears, stockings filled with gifts, gingerbread house kits, Patriots winter hats and more. Each family also had an opportunity to drive their car on to the Gillette Stadium field and enjoy a socially distanced photo opportunity with Patriots cheerleaders and Pat Patriot. Families remained in their vehicles for the photo opportunity and were required to wear masks.

This event was sponsored by the Kraft family and Patriots players Lawrence Guy, Devin McCourty and Jason McCourty. Massachusetts Governor Charlie Baker and first lady Lauren Baker were in attendance to greet the families and distribute the holiday gifts. The following week, the Patriots teamed with Invisalign to deliver Christmas trees, food and holiday gifts to families in need. Patriots cheerleaders surprised families with the deliveries.



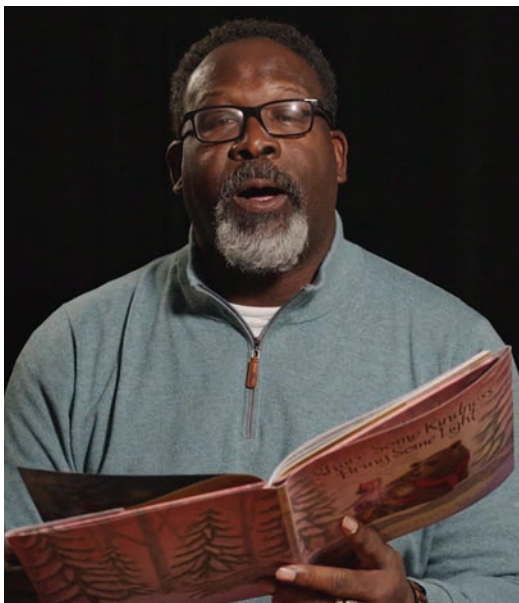
TOY DRIVE

On Nov. 29, 2020, the Patriots, Revolution and WBZ-TV announced that they were once again teaming up for the annual toy collection drive. Collection bins were placed throughout Patriot Place and donations were accepted through mid December. With the support of fans – including Season Ticket Members – and Patriot Place’s “Stuff a Truck” event, the collection bins and truck were overflowing with toys. Project 351, a nonprofit of youth from every city and town in Massachusetts, joined the initiative with student ambassadors hosting collection drives in their respective communities. The toys from these drives were delivered to Gillette Stadium for sorting and distribution. The Kraft family and the Patriots Foundation donated all of the toys to local homeless shelters, foster care programs and nonprofits supporting families in need.

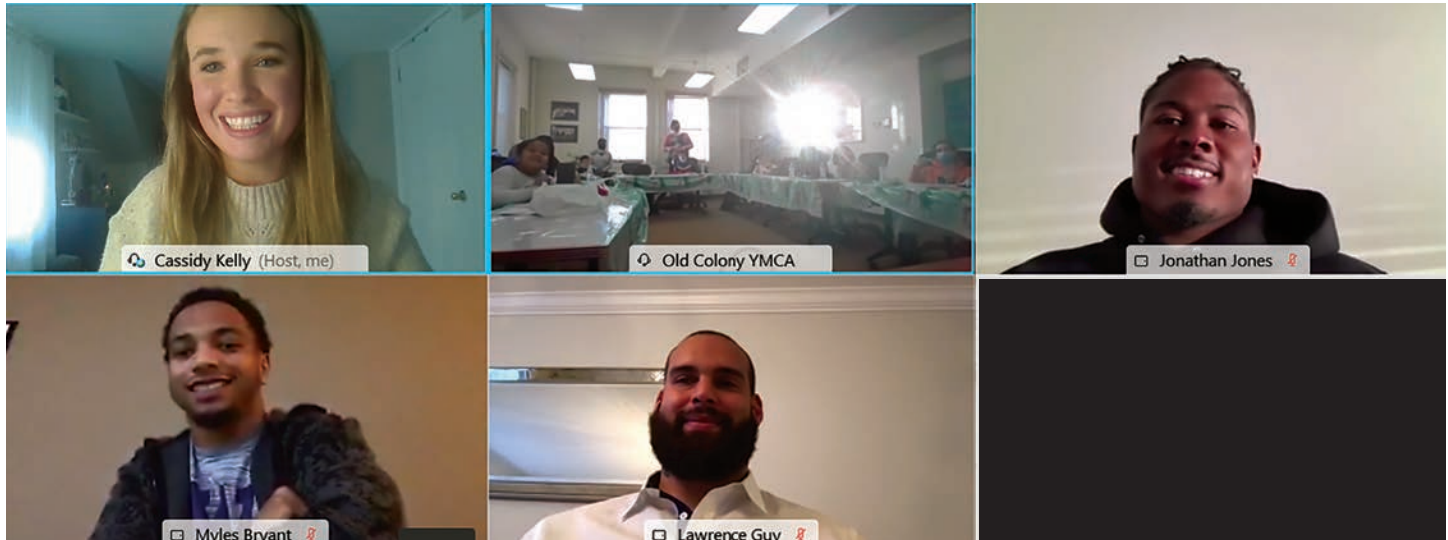


CHILDREN'S HOLIDAY PARTY

While the Patriots Foundation was unable to host their annual Children's Holiday Party in person, they still wanted to ensure that more than 200 children enjoyed a memorable holiday season. On Dec. 15, 2020, the Kraft family and the Patriots sent a special holiday video to children served by the Salvation Army and community centers in Massachusetts, New Hampshire and Rhode Island. Robert Kraft kicked off the video with a welcome message and a holiday greeting. Other guest appearances included Josh Kraft, Andre Tippett, David Andrews, Adam Butler, Lawrence Guy, Devin McCourty, Jason McCourty, J.J. Taylor and Patriots cheerleaders who read a children's book and sang Christmas carols. Santa Claus also made an appearance, reading *T'was the Night Before Christmas*. Each of the children received a teddy bear and holiday gift bag from the Patriots.



GIFTS FROM THE GRIDIRON



Gifts from the Gridiron is a holiday tradition, where current and former Patriots players and cheerleaders host a holiday shopping spree for children experiencing homelessness. Patriots players wanted to keep that tradition alive and with the support of Bass Pro Shops at Patriot Place, 55 children were able to conduct their holiday shopping. On Dec. 15, 2020, Patriots players made video calls to homeless shelter programs from Massachusetts and Rhode Island to make the special announcement that each child would receive a \$400 gift card. This event was made possible with the generous support of the Kraft family and more than 15 Patriots players and coaches.



\$22,000

The foundation, Patriots players and Bass Pro provided \$22,000 in gift cards for children in need to conduct their holiday shopping.

DRIVE THROUGH EXPERIENCES

Throughout the year, the Kraft family and the Patriots Foundation provided unique outdoor experiences for families to be able to enjoy a socially-distanced night out. In June, the Patriots Foundation teamed with Patriot Place and Highland Street to provide a free drive in movie experience with 120 vehicles from nonprofits all across Massachusetts. From early November until early January, Magic of Lights – a drive-through holiday lights experience – was on display in Foxborough, across the street from Gillette Stadium. During its eight weeks of operation, more than 110,000 vehicles and 440,000 guests enjoyed the holiday sights and sounds. The Kraft family and the Patriots Foundation teamed with a variety of charitable organizations to provide a free drive-thru experience for families in need. Visitors included guests from Dana-Farber Cancer Institute, the USA Veterans and Military Support Foundation and the Wonderfund of Massachusetts.



440,000+

More than 440,000 individuals enjoyed the Magic of Lights experience in Foxborough.



MILITARY

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. In response to the COVID-19 pandemic, the Kraft family and the Patriots partnered with the USA Veterans and Military Support Foundation to provide food, coats, masks and other essential items to families. The Patriots Foundation also hosted virtual events to honor those who served and provided support to military families.



FOOD4VETS

The Patriots and Revolution teamed with the USA Veterans and Military Support Foundation (USA4Vets) to provide “vital food packages” to veterans, military families and veteran service organizations during the stay-at home orders. These packages contained non-perishable foods and nutritionist-developed recipes to provide two people with three meals a day for 14 days.

Each week from March through December, hundreds of military families picked up the vital food packages at several locations across the state, including Gillette Stadium. To help meet the growing demand for meals, a food packing center was set up at the Foxborough terminals, one block

from the stadium. Volunteers were on-site to place the food packages into the vehicles, while also ensuring that proper social distancing requirements were being followed.

Thanks to the generosity of Patriots team sponsors and supporters, meals were delivered to families all across the region. A Patriots truck delivered thousands of meals to Anheuser-Busch in Manchester, N.H., Bose Headquarters in Framingham, Mass., Cross Insurance in Bangor, Maine, Dan O’Brien Kia in North Hampton, N.H. and the Gillette Headquarters in Boston. Employees at each of the sites volunteered to assist with the distribution, helping to ensure that families in their local communities received these meals.



5,600,000+

From March to December, the Food4Vets program provided more than 5.6 million meals.

MASSACHUSETTS VETERINARY SUPPORT FOUNDATION

NEW ENGLAND REVOLUTION

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40,000,000+

From March to December, more than 40 million pounds of fresh produce, dairy and other food items were donated to families in need.





FOOD4VETS

In honor of Mother's Day weekend, the Patriots, Revolution and USA4Vets hosted a special food distribution for military families, known as the "Soup-R Bowl." With the support of Campbell's Chunky, more than 1,000 active duty military, veterans and military families received the vital food packages, along with soup, salad, dairy items and more to enjoy a special meal.

That same weekend, 300 food packages were delivered to Gold Star mothers in Massachusetts along with a Mother's Day card and flowers. The distribution was such a success that Gillette Stadium played host to a second Soup-R Bowl event one month later, just in time for Father's Day. These packages included a variety of barbeque items like steaks, hamburgers, hot dogs and more.

The city of Chelsea was hit hard by the coronavirus pandemic, starting at the Soldiers' Home and spreading throughout the city. In May of 2020, to help support those in need, more than 84,000 meals from the Food4Vets program were delivered to the city of Chelsea.

In addition to the vital food packages, a farmers market was set up at Gillette Stadium. Throughout the year, more than 40 million pounds of fresh produce, dairy and other food were distributed to military families. More than 150 food pantries and homeless shelter programs also received donations from the Food4Vets farmers market.





COATS4VETS

In early December, the Patriots and Revolution teamed with USA4Vets to support their Coats4Vets initiative. The goal of this program was to ensure that veterans in need, as well as those living on the streets, received a warm coat and other essential items to help them through the winter months. In support of this Coats4Vets event, the Kraft family donated 350,000 face masks to be distributed to those in need throughout Massachusetts.

On Dec. 8, 2020, police officers from each of the 351 cities and towns across Massachusetts were invited

to Gillette Stadium to pick up supplies for their respective communities. Officers received buckets filled with coats, hand sanitizer and snacks to deliver to areas with large homeless populations. Each officer also received a box of 1,000 face masks to be distributed in their communities.

Dan Kraft, President-International of the Kraft Group, and Josh Kraft, President of the Patriots Foundation, joined volunteers outside Gillette Stadium to distribute coats and supplies to police officers.



GUNG HO LEADERSHIP AWARD



On Feb. 19, 2020, Robert Kraft and Josh Kraft were presented with the Gung Ho Community Service Award at the Massachusetts State House. The Kraft family received the award in recognition for their commitment to our nation's military, veterans and their families. The award was presented on the 75th anniversary of Iwo Jima by the Marine Corps League of Massachusetts. Massachusetts Governor Charlie Baker was also in attendance to congratulate the Kraft family.





2,500+

More than 2,500 American flags were planted outside Gillette Stadium, honoring fallen soldiers from the Hockomock area.

MEMORIAL DAY

For the past 10 years, the Massachusetts Military Heroes Fund has paid tribute to our fallen heroes during Memorial Day Weekend. The nonprofit gathers a team of volunteers to plant more than 37,000 American flags at the Boston Common. Each flag represents a soldier from Massachusetts that has lost his or her life, while defending our country, since the Revolutionary War.

In lieu of this event, which was cancelled due to public health guidelines for social gatherings, the nonprofit asked for volunteers to help keep this tradition alive in cities and towns across the state. To support this effort, the Kraft family, New England Patriots and New England Revolution planted their own flag garden at Patriot Place. More than 2,500 flags were planted, honoring all of the men and women from the Hockomock area, including Foxborough, that have lost their lives defending our country since the Revolutionary War. The flags were on display in the week leading up to and through Memorial Day weekend.

TAPS



The Kraft family and the Patriots teamed with Tragedy Assistance Program for Survivors (TAPS) to celebrate military families whose loved ones paid the ultimate sacrifice. The Patriots dedicated their game against the Baltimore Ravens on Nov. 15, 2020, to 12 fallen soldiers. Players wore decal stickers on the back of their helmets with the initials of a former military member who lost his or her life while defending our country. Patriots coaches also wore buttons with the names and photos of the fallen soldiers. Prior to the game, Robert Kraft and Josh Kraft spoke with all of the military families on a video call and shared special messages from the players.





OPERATION SHOWER



On Nov. 30, 2020, the Kraft family and Patriots Foundation teamed with Operation Shower and PepsiCo to host their second annual baby shower for 30 local military moms. Robert Kraft and Josh Kraft hosted the virtual event, welcomed the moms-to-be and thanked their families for their service. The moms spent the afternoon playing virtual games and being treated to raffle prizes and surprise giveaways. All of the moms were either active duty themselves, spouses of active duty or deployed members of local military bases.



REMEMBERING OUR FALLEN MEMORIAL

The Kraft family, Patriots and Fiserv hosted the Remembering Our Fallen Memorial at Patriot Place during Veterans Day weekend. The memorial is designed as a tribute to all of the men and women that have lost their lives in the War on Terror. It features 32 Tribute Towers with military and personal photos of more than 5,000 military members that have lost their lives defending our country since Sept. 11, 2001. The memorial was free and open to the public for five days, including for the Patriots Salute to Service game vs. the Baltimore Ravens on Nov. 15, 2020.

On Nov. 11, Robert Kraft, Josh Kraft, Patriots and Pro Football Hall of Famer Andre Tippett and the vice president and general manager of Patriot Place, Brian Earley visited the memorial and laid a ceremonial wreath to honor all of the brave men and women who made the ultimate sacrifice.

BIKE DONATION



For the third consecutive year, the Patriots teamed up with CarMax to support local military families. On Nov. 13, 2020, Patriots cheerleaders, Pat Patriot and CarMax staff members surprised 47 children from the Natick Army Base with new bicycles and helmets. The Patriots cheerleaders, Pat Patriot and CarMax employees greeted the families and helped to load the bicycles into each of their vehicles.





**DO YOUR
PART**





The Kraft family and the Patriots organization believe that social justice reflects a society where all individuals have equal footing and unchallenged access to opportunities throughout their lives – irrespective of their ethnic origin, gender, gender identity, race, religion or zip code. We are committed to providing individuals in New England and around the world with equal access to opportunities for success, well-being and personal growth, while also addressing societal issues that are impacting marginalized and under-resourced communities by building bridges and creating a sense of community through philanthropic investments. We strongly believe that by continuing to listen and educate ourselves, together we can all create a world of equity, work to end systemic racism and create meaningful change in our communities.

KRAFT FAMILY STATEMENT

JUNE 2, 2020

Over the last several days, we have tried to listen, learn and reflect. We have been at a loss for the appropriate words, perhaps because there are none to adequately describe the horrific incidents of the last few weeks. It is impossible for us to comprehend what happened to George Floyd or the pain his family must be feeling, a pain that resonates with so many others who have lost loved ones in similar brutalities that were not captured on video for the rest of the world to see. We cannot begin to understand the frustration and fear members of our black community have faced for generations. Recent events have shined a light on a topic that demands much more attention.



Our country deeply needs healing. We don't have the answers, but we do know that we want to be a part of the change. As leaders in the New England community, we must speak up. Here is where our family, and our organization, stands:

We are horrified by the acts of racism we've witnessed. We are heartbroken for the families who have lost loved ones, and we are devastated for our communities of color, who are sad, who are exhausted, who are suffering. We know that none of the sadness, exhaustion or suffering is new. We know it is systemic. Our eyes, ears and hearts are open.

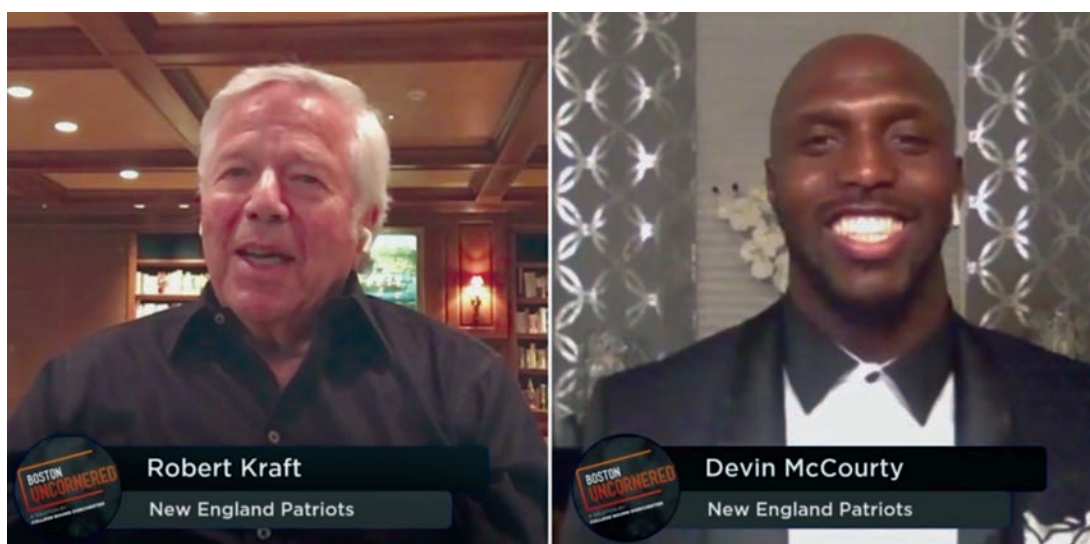
Our family has a long history of supporting vulnerable people in our communities and advocating for equality. But past efforts don't mean anything until we all stand on equal footing in America, so we must act in the present and not simply rely on what we've done in the past. There remains much work to be done. We will not rest on statements, because words without actions are void. Rather, we will work harder than ever before – through our philanthropy, community engagement, advocacy and supporting the work of our players – to build bridges, to promote equality, to stand up for what's right and to value ALL people.

A handwritten signature in black ink that reads "Robert Kraft".

COLLABORATIVE FUND

In June of 2020, the Kraft family established the Kraft Family/Patriots Players Collaborative Fund, committing \$1 million to local, grassroots social justice organizations. They pledged to contribute \$100,000 per month for 10 months.

Chosen in collaboration with Patriots players, the selected organizations are committed to fighting for equity, working to end systemic racism and creating meaningful change in our New England communities. The organizations led meetings with players, executive staff and senior management across the Kraft Group family of businesses. Through these discussions, the nonprofits are teaching others about their work and clients, thus increasing awareness of the issues they address in our communities.



JUNE: Robert Kraft formally launched the Collaborative Fund with a surprise announcement made at a virtual event honoring Devin McCourty held by Boston Uncornered, which seeks to redirect gang-involved individuals through educational opportunities. The \$100,000 donation supported programming and the stipends paid by Boston Uncornered to its members.



JULY: Greater Boston Legal Services provides free legal assistance for people living in poverty. The \$100,000 donation funded an advocate who provided direct support to over 100 families facing eviction. The advocate provided housing court representation, helped families navigate their rights, identified their opportunities and achieved more positive outcomes.



\$1,000,000

In June of 2020, the Kraft family pledged \$1 million to local, grassroots social justice organizations over a 10-month period.

COLLABORATIVE FUND



AUGUST: Tech Goes Home provides internet access, digital tools and education to Boston and its surrounding communities. The \$100,000 donation created important digital inclusion to more than 680 families by providing them with a full year of free broadband Internet. These vital resources allowed students to participate in online learning and gave families access to critical services including job applications and telehealth visits.



SEPTEMBER: Founded in 1994 by Tina Chéry after the murder of her 15-year old son, Louis, the Louis D. Brown Peace Institute serves the survivors of homicide victims. The \$100,000 donation helped the organization train public health professionals, law enforcement officials and religious leaders in best practices for interrupting cycles of retaliatory violence.

COLLABORATIVE FUND



OCTOBER: The Rian Immigrant Center has been a leading resource for immigrants and refugees from more than 126 countries by providing critical legal, educational and support services. The organization empowers immigrant and refugee families on the path to opportunity, safety and a better future for all. The Collaborative Fund made a \$100,000 donation to expand Rian's programming and capacity to provide assistance to additional families.



NOVEMBER: Since 1976, Amos House has been a staple of the Rhode Island nonprofit community, serving the homeless, unemployed and those who are living in poverty. Amos House provides resources to help people out of homelessness and poverty through vital services and results-oriented programs. The Collaborative Fund's \$100,000 donation supported additional full-time staff and provided updates to, and supplies for, the Mother-Child Reunification Program House.



DECEMBER: Our partner, Gillette, provided a matching \$100,000 grant, enabling the Collaborative Fund to make two \$100,000 donations to organizations focused on character development and family skills for men of all ages. Becoming A Man (BAM) is a school-based counseling program that supports the needs of young men in grades seven to 12 by emphasizing integrity, accountability, self-determination, positive anger expression, visionary goal setting and respect for womanhood. Fathers' UpLift provides mental health counseling, coaching and advocacy to assist fathers with overcoming barriers – including racism, emotional, traumatic and addiction-based barriers – that prevent them from remaining engaged in their children's lives.



PLAYERS SOCIAL JUSTICE FUND

For the third consecutive season, the Patriots Players Social Justice Fund provided support for organizations focused on social justice and racial equality, including in the areas of education, economic development, police relations and criminal justice. The fund is renewed every year and matched by the Kraft family – up to \$250,000. Thanks to the generous support of players, coaches, scouts and staff members, this year’s fund amounted to \$516,200.

The Fund’s Steering Committee, which this year included 12 offensive, defensive and special teams players, selected eight organizations to receive grants -- five \$85,000 grant recipients and three \$25,000 grant recipients. The remaining \$16,200 was retained as a cash fund for emergency needs, like rent and utilities relief for local families.

\$25,000 GRANT RECIPIENTS



MBK617 is a safe place for kids to learn life skills by creating a community network for youth, including mentoring, building community relationships and empowering them to reach their full potential.



In honor of Rashaan Hall, the director of the racial justice program at the American, the Players Social Justice Fund made a \$25,000 donation to support his continued work to educate others on issues of racial justice.



The ELISHA Project, delivers fresh food and meals to those in need in Rhode Island. The Players Social Justice Fund made a \$25,000 donation to help The ELISHA Project purchase a refrigerated truck.

\$500,000

The 2020 Players Social Justice Fund provided \$500,000 for local, grassroots organizations seeking equity in all forms.



\$85,000 GRANT RECIPIENTS



New Commonwealth Fund provides essential support, resources and leadership to nonprofit organizations focused on the areas of policing and criminal justice reform, health care equity, economic empowerment and youth education, empowerment and civic engagement.



Lovin' Spoonfuls facilitates the rescue and distribution of healthy foods that would otherwise be thrown away throughout Greater Boston, MetroWest and Hampden County.



Posse Foundation provides four-year scholarships to students of color and pairs them with others to create a “posse” of talented students to serve a catalyst for individual and community change.



The Black Economic Council of Massachusetts aims to advance the economic well-being of Black businesses and organizations that serve the Black community through advocacy and short and long-term community action.



Rosie's Place was the first women's shelter in the U.S. and provides meals, shelter and a safe, nurturing environment for poor and houseless women, while maintaining their dignity.



\$12,500,000+

Since June of 2014, the Kraft family has donated more than \$12.5 million in catalyst gifts to organizations dedicated to providing equal opportunities for all.

CATALYST GIFTS

The Kraft family has a long history of making philanthropic investments that support a vision of social justice for all – especially for the most vulnerable populations. That tradition continues today through the Kraft Family Foundation. In an effort to achieve social justice, Robert Kraft and his family work to eradicate inequity at both the individual and systemic level.

The Kraft Family Foundation strives to provide hope to those individuals who may go unnoticed by society but are in need of access to opportunities for success, well-being and personal growth. They provide support to nonprofits who are having significant impact but may be flying under the radar and may be under-valued by traditional philanthropic funders. Through a series of catalyst gifts, the Kraft family is addressing societal issues that are impacting marginalized and under-resourced communities by building bridges and creating a sense of community through philanthropic investments.

In the movement towards social justice, the Kraft Family Foundation supports initiatives that facilitate social and economic mobility and create social safety nets where they don't exist. The Kraft family's primary areas of focus include anti-violence efforts, educational opportunities, female empowerment, healthcare disparities, youth leadership, job training and workforce development.

\$50,000

Support the Soupman is a grass-roots campaign that started with a gentleman supplying homemade, hot soup to homeless individuals during the cold winter months. In February of 2020, the Kraft family donated \$50,000 to support the purchase of a new mobile shower unit, helping to serve more individuals experiencing homelessness.

\$100,000

Generations Incorporated improves the literacy skills of young children by engaging professionally trained adult volunteers as literacy coaches in schools and after-school programs. In February of 2020, the Kraft family donated \$100,000 to support a name change, rebranding effort and marketing efforts in order to increase brand recognition. This was part of an expansion plan for Generations to support a significantly larger population of students.

\$100,000

Institute for Nonprofit Practice equips nonprofit leaders with the skills, confidence and resources they need to make their organizations effective, innovative and sustainable. In March of 2020, the Kraft family and the Patriots Foundation made a \$100,000 catalyst gift to support Rhode Island-based BIPOC nonprofit leaders participating the 2020-2021 program.



\$50,000

Boston Area Rape Crisis Center empowers survivors of sexual violence to heal and provides education and advocacy for the social change needed to prevent sexual violence. In March of 2020, the Kraft family provided a \$50,000 donation to support the increased volume of service requests for survivors during the pandemic.

\$400,000

In May of 2020, the Kraft family and the Patriots Foundation donated \$400,000 to support domestic violence prevention organizations, supporting emergency funds that provided rental and utility assistance, clothing, groceries, prescriptions and more. Recipients included Casa Myrna in Boston, Mass.; New Hampshire Coalition Against Domestic Violence in Concord, N.H.; Sojourner House in Providence, R.I. and Through These Doors in Portland, Maine.

\$250,000

Cristo Rey Boston is an inclusive Catholic high school exclusively serving families from under-resourced communities. In August of 2020, the Kraft family donated \$250,000 to ensure that students with limited economic resources have the same educational opportunities as their peers, to both attend college and succeed in the workforce.

\$150,000

Entrepreneurship for All (EforAll) is accelerating economic and social impact in communities nationwide through inclusive entrepreneurship. The Kraft family made a \$150,000 catalyst gift in September of 2020, helping to fund the launch and ongoing operations of EforAll in the Greater Worcester area over the next three years.



\$500,000

The BASE is a premier national urban youth training academy combining sports and academic opportunities to ensure that youth reach their full potential. As part of a multi-year partnership, the Kraft family has invested \$500,000 in The BASE, including a \$250,000 catalyst gift in August of 2020 to support the operations and expansion efforts of the nonprofit. The Kraft family toured the facility in February of 2020.

\$100,000

Think:Kids strives to decrease punitive response to youth of color by educating families, teachers, mentors, clinicians and nonprofit organizations through a proven approach to positively changing the trajectory of youth. In November of 2020, the Kraft family provided a \$100,000 donation to support the recruitment and training of 26 new trainers of color.

\$75,000

FamilyAid is Greater Boston's largest provider of private homelessness prevention funding. They are dedicated to empowering families through programming, emergency shelter, eviction prevention, housing support and case management. The Kraft family made a \$75,000 catalyst gift in November of 2020, underwriting a year's salary for a case worker and housing specialist that will effectively support families affected by the economic devastation of the pandemic.



ROCK THE VOTE

In Aug. of 2020, the Kraft family and the Patriots Foundation teamed up with Rock the Vote and The Legends Brand to host a “Be the Change” voter registration event at Roxbury Community College. The movement was started by Patriots Hall of Famer Willie McGinest in California and extended coast-to-coast, encouraging people to register and vote in all local and federal elections to effect positive change and ensure a government of the people, by the people.

McGinest hosted the gathering with support from Robert Kraft and two of his former teammates and fellow Patriots Hall of Famers – Tedy Bruschi and Ty Law. Attendees were able to check their registration status and register to vote. The Patriots Foundation sponsored the event and supplied the first 1,000 attendees with “Be the Change” Legends Brand Hoodies. In October, Josh Kraft and the Patriots Foundation also hosted an event at American International College in Springfield, Mass. to Get Out the Vote and share important messaging including poll worker recruitment, voter registration and where and how to vote on Election Day.



PLAYER ADVOCACY



Through their efforts with the Patriots Foundation, the Players Social Justice Fund and their own individual efforts, Patriots players, coaches and football staff actively supported the social justice movement and advocated for equity of all cases. In January, for the Patriots final regular season game, Devin and Jason McCourty hosted a group of formerly incarcerated, wrongfully convicted men who were exonerated of their crimes with the help of the New England Innocence Project. Players also hosted advanced screenings of films that call attention to the ongoing fight for criminal justice reform, which was attended by every judge in Massachusetts.

At the beginning of the pandemic, players purchased \$30,000 worth of grocery gift cards and worked with the Boston Police Department to distribute them to inner city families in need. In June, more than a dozen players, coaches and staff participated in a discussion about social justice during a special, hour-long episode of Patriots All-Access that was featured on WBZ-TV and the Patriots website. Throughout the season, players and coaches engaged in weekly “Monday Meetings.” During these team-wide discussions, players and coaches listened and learned from social justice organizations and discussed how they could use their platform to make a positive impact.

In previous years, players have successfully advocated for “An Act Relative to Criminal Justice Reform,” effectively raising the age at which children can be charged in juvenile court from 7 to 12. They also supported the Student Opportunity Act, which provided more than \$1.5 billion in funding to underserved public schools in Massachusetts. They continued to engage with the most marginalized populations to learn about their experiences and find ways to better serve the underserved.

MONDAY MEETINGS

At the conclusion of the 2020 Patriots season, players, coaches and personnel issued the following statement:

As our 2020 season comes to a close on the field today, we – the New England Patriots players, coaches and personnel staff – are proud to share information about our efforts off the field this season to learn from and support the New England community, a community that has given us such incredible support over the years.

Each Monday throughout this season, we held social justice meetings as a team in order to continue important dialogues that began over the summer. We met virtually with leaders of different local organizations and also with system-impacted individuals, all of whom are working in a variety of facets, including police and community relations, criminal justice reform, food insecurity, education and healthcare. We were often joined by ownership, who have been unwavering in their commitment to listening and learning alongside us. Through these sessions, we've gained a greater understanding of social justice issues and why they matter, and how we can use our platform as NFL players to help promote equity, fairness and racial equality in our local community and beyond.

As a team, with a generous match from Robert Kraft, we raised and will be distributing more than \$500,000 to eight New England-based organizations over the next few weeks through the Players Social Justice Fund. Additionally, as we do each season, we raised funds over the holidays to thank several of the men and women who have helped us prepare and compete this season, which was more challenging than ever due to the many COVID protocols. When we learned we had an excess of funds totaling \$34,000, we elected as a team to donate to Boston Healthcare for the Homeless to provide gift cards to the many people they serve. It is our privilege to support these organizations who are making a meaningful impact, especially those advocating and providing opportunities for people of color and those in marginalized communities.

The Patriots stand together in our mission to do more to end racism, bigotry and prejudice by leading with love, care and compassion. We will continue to use our platform to advocate for change, help provide access to opportunities and make a collective impact on the well-being of our community and the future of our children.



FOUNDATION TO COMBAT ANTI-SEMITISM

In July of 2019, Robert Kraft launched the Foundation to Combat Anti-Semitism, an organization dedicated to catalyzing dynamic new solutions to stop the age-old hatred advanced by those who seek the elimination of Judaism, the Jewish people and the modern movement to destroy the world's only Jewish State. The foundation focuses on positively impacting attitudes of young people around the world, leveraging social media to deliver educational campaigns and spur action by people of all backgrounds.

In August of 2020, the foundation publicly announced a new initiative – Together Beat Hate [tbh] – that encourages young people of all backgrounds to join the fight against all forms of hatred. The foundation believes the only effective, systematic way to overcome hatred, prejudice and bias is to build bridges between people and communities through direct engagement and compassionate, impactful education.

[tbh] creates campaigns that galvanize reflection, conversation and action among young people of all backgrounds in the fight against antisemitism, racism and other forms of hatred. When Jew hatred emerges it is a sign of a fraying democracy and demands from all of us a sense of shared responsibility. All peoples of conscience must stand together to beat hate.

[tbh] together
beat hate



Meeting young people where they are — on digital and social platforms — by creating content around antisemitism and other forms of hatred, bigotry and prejudice in a way that invites learning, exploration and engagement. The foundation aims to sensitize their target audiences about Jew hatred, its persistence in the 21st century and how it ought to be combatted and intolerable similar to other forms of hate, including racism and homophobia. The foundation creates social content that encourages conversations, shares educational resources and highlights the value of humanizing those who have different identities. The foundation has received support from professional athletes including Patriots players Julian Edelman, Devin McCourty, Jason McCourty and Matthew Slater.

Utilizing advanced technology in the [tbh] Command Center to monitor antisemitic conversations across 300 million online sources (media sites, blogs, social media platforms, the dark corners of the open web) and create content in real time based on trending topics. The technology enables the foundation to monitor antisemitic acts, social posts and digital content while developing responses that resonate with their intended audience.

Empowering individuals and community organizations by identifying creative thinkers and communal partnerships that aim to build bridges in the fight against antisemitism and hatred. The foundation is building initiatives on-the-ground that bring diverse communities in relationship with one another. To learn more, visit www.togetherbeathate.org.



BLACK HISTORY MONTH

In February of 2020, the Patriots Foundation teamed with the Burton family to host a special event at the Patriots Hall of Fame presented by Raytheon Technologies. Paul Burton spoke to 130 high school students from Boston and Everett about his father's legacy and experiences with the Patriots organization. Patriots players Terez Hall and Derek Rivers were also in attendance and participated in a Q&A session with students.



GET INVOLVED

The Kraft family and the Kraft Group's varied businesses are dedicated to listening, learning and doing our part in the areas of social justice and anti-racism. Understanding our platform in the New England and sports communities, we are taking action to educate ourselves, engage in meaningful conversations and inspire actions that create positive change in our communities.

It will take a collective effort – together we can create a world of equity and work to end systemic racism. We are encouraging all of our fans and partners to listen, learn and “Do Your Part.” Fans can visit patriots.com/doyourpart to access a variety of resources including articles, books, documentaries, movies, podcasts, stories, videos and more. These educational resources will allow all of us to continue to have important conversations and create a better world for current and future generations.





JOIN OUR TEAM

The Kraft family and the Patriots Foundation would not be able to support as many children, individuals and families in need without the generous contributions from our fans. Throughout the year, sponsors, premium seating clients, season ticket members and avid Patriots fans across the globe support fundraising events and initiatives for the Patriots Foundation. In 2020, the Kraft family and the Patriots organization hosted a variety of fundraising initiatives to ensure that New England area nonprofits could meet the increased demand for educational resources, quality healthcare, nutritious meals and other essential resources.



BOSTON MARATHON

For more than a decade, the Patriots Foundation has been an official charity of the Boston Marathon. Each year, the Patriots field a team of runners for the historic race. In addition to training, the runners raise funds to support the foundation's Myra Kraft Community MVP Awards

program. The 2020 Patriots Boston Marathon team gathered at Gillette Stadium in January to kick off their fundraising and training. While the 2020 Boston Marathon was moved to a virtual event, this dedicated group of runners raised more than \$135,000 in support of the foundation.

DRAFT-A-THON

Throughout the 2020 NFL Draft, fans were given the opportunity to donate towards COVID-19 relief efforts and each club chose one organization to direct their allocated funds. The Kraft family and the New England Patriots chose to donate to Meals on Wheels America, reaching programs in Massachusetts, New Hampshire and Rhode Island. Thanks to the support of our fans, more than \$93,000 was donated to Meals on Wheels.



LICENSE PLATES

Fans in Massachusetts and Rhode Island have the opportunity to purchase a Patriots license plate. Fans in New Hampshire can now purchase Patriots decal stickers for their New Hampshire decal plates. All proceeds from this charitable program will

support nonprofits in their respective states. In February of 2020, thanks to the support of fans in New Hampshire, the Patriots Foundation presented a \$2,500 donation to Families in Transition-New Horizons for New Hampshire.



The Patriots Premiere is the largest annual fundraising event for the Patriots Foundation. It is a red-carpet gala hosted on the field of Gillette Stadium for the team's biggest supporters to kickoff the start of a new season. The 2020 Patriots Premiere presented by Optum was held virtually, with the entire team on-hand in the Optum Field Lounge. The event was broadcast live on WBZ-TV and featured interviews with Robert Kraft, Bill Belichick and the Patriots captains.



PATRIOTS PLATELET PEDALERS

Started in 1980, the Pan Mass Challenge is the largest charity bicycling event in the country, raising millions of dollars for cancer research and treatment. Despite a reimagined race in 2020, the Patriots Platelet Pedalers fielded the largest team in the race's history, while raising more than \$1.2 million for Dana-Farber Cancer Institute. The funds were earmarked for Dr. Ken Anderson, the Kraft Family Professor of Medicine at Harvard Medical School and Dana-Farber Cancer Institute, to support his multiple myeloma research and development of novel therapies.

RING RAFFLE

In the spring of 2020, Robert Kraft donated his Super Bowl LI ring from the Patriots' unlikely comeback victory over the Falcons to the "All In Challenge," an initiative that rallied athletes and celebrities to offer up once-in-a-lifetime experiences and items to raise money for COVID-19 relief. Kraft chose the Super Bowl LI ring because it represents the greatest comeback in Super Bowl history and it is a reminder that through great effort and teamwork, our country will come back stronger from the pandemic. The iconic ring quickly became the highest-earning item of the All In Challenge, finishing with a winning bid of \$1,025,000. All proceeds from the auction provided food to underserved children, the elderly and frontline heroes.



ROAD TRIP EXPERIENCE

In addition to auctioning off his Super Bowl LI championship ring, Kraft and the Patriots gave one lucky fan an opportunity to win the ultimate road trip experience. The winner will fly to a 2021 away game of their choice on the Patriots team plane, stay at the team hotel, meet Patriots players the night before the game, watch pregame warm-ups from the team bench area and receive a game ball to take home. All of the proceeds provided meals to families in need during the pandemic.

SNEAKERS FOR A CAUSE

For the seventh consecutive year, Nike and the Patriots teamed up to create a limited edition sneaker. The Patriots Nike Air Force 1 Ultraforce were a tribute to the team's new uniforms, featured past and present team logos and stars representing the team's six Lombardi trophies. The sneakers were released to the public in November both online and in person at the Patriots Pro Shop, with all proceeds benefitting the Boys and Girls Clubs of Boston.



MY CAUSE MY CLEATS

NFL players reveal their passions beyond the game and wear their hearts on their feet through My Cause My Cleats. Players have the opportunity to pick a cause that is important to them and represent their chosen organization on custom designed cleats. During the month of December, more than 25 Patriots players and coaches participated in this initiative. After wearing the customized footwear, players and coaches raffle off their cleats to raise funds for their selected charities.

Patriots director of football and head coach administration Berj Najarian brought awareness to the deadly and unrelenting drone attacks on the Armenian people by neighboring Azerbaijan. His custom sneakers benefited the Armenia Fund, an organization providing humanitarian, civilian and medical relief. Najarian led all NFL players and coaches on NFL auction, as his customized footwear raised more than \$40,000.



Patriots cornerback Stephon Gilmore's customized cleats featured a hand-written letter that he wrote to his son. In the letter, Gilmore wrote, "We say 'Black Lives Matter' as a reminder that we are still here through the challenges and to give attention to the violence experienced by our black brothers and sisters...Our world would be a better place if we led with love and kindness, like we try to teach you and your sister."



In May of 2020, Devin and his wife Michelle, who was eight months pregnant with their third child, learned that the pregnancy had resulted in a still birth. As they laid their daughter Mia to rest, Devin and Michelle wanted to help others who may have suffered a similar loss, to let them know that they're not alone. Devin promoted the Tears Foundation, which provides financial assistance and bereavement support to families that have lost a child.



