



FOUNDATION & COMMUNITY RELATIONS — REPORT —





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The Boston Bruins Foundation is a 501(c)(3) non-profit organization that assists charitable organizations that demonstrate a commitment to enhancing the quality of life for children and their families throughout New England. We focus on organizations that are concentrated on academics, athletics, community outreach, and health and wellness. The Foundation believes that these pillars will create a strong support system that will ultimately lead to the betterment of our community.



On behalf of the Jacobs Family,

It is an honor for me to present the 2023-24 Boston Bruins Foundation and Community Relations report this year; one of the most successful fundraising years in Boston Bruins Foundation history.

The Boston Bruins Centennial began with the Centennial Gala on October 12, benefiting the Boston Bruins Foundation. The Gala raised more than \$2 million dollars for the Bruins Foundation and was an opportunity to celebrate the rich history of the organization with alumni and current players.

We also celebrated the Bruins Foundation's 20* Anniversary through special fundraising events, including our "March to a Million" 50/50 raffle presented by DraftKings. The March to a Million exceeded our million dollar goal with a final jackpot of \$1,119,750; the largest jackpot in Boston Bruins history. This is an incredible milestone for our Foundation's 20* Anniversary, with half of the historic pot supporting New England-based nonprofit organizations that demonstrate a commitment to health, wellness, education and athletics.

The 8th Annual Bfit Challenge powered by National Grid took place at TD Garden on January 28 and raised a record-breaking \$892,245 for First Responder and Military Charities. That is \$200,000 more than last year's event, amounting to a total of \$3.7 million raised since its inception.

We continue to grow the game of hockey in our region through the Bruins Learn to Play program, with over 3,000 kids participating across 89 events through the 2023-24 season. Of that number, 35% of the players were female, putting us in the top few NHL teams in female participation across the country.

As we gear up for the 2024-25 season, I would like to thank every fan and partner who has been with us across 100 years. We look forward to continuing to do great work in our community together.

Sincerely,

Charlie Jacobs
CEO and Alternate Governor, Boston Bruins
Founder and Chairman, Boston Bruins Foundation

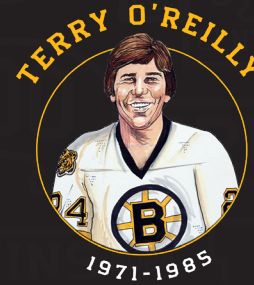
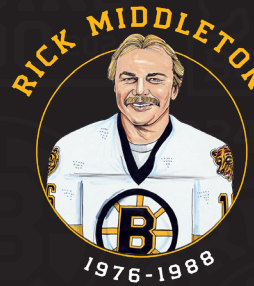
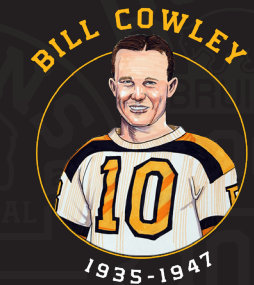
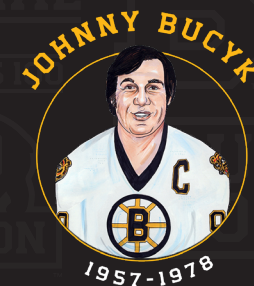




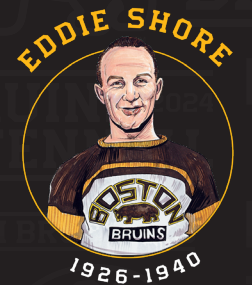
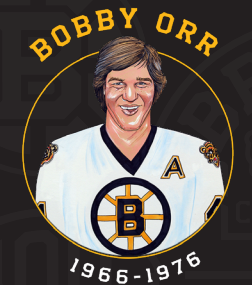
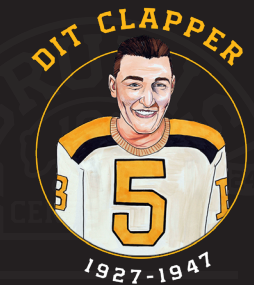
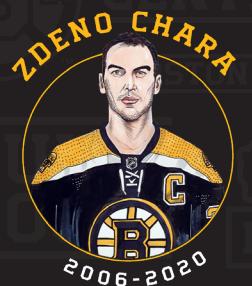
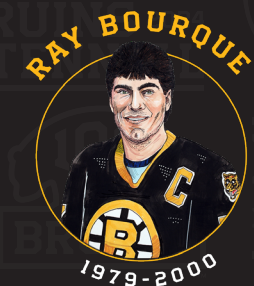

 THE BOSTON BRUINS
CENTENNIAL
Gala

The Boston Bruins Centennial Gala was the Foundation's biggest initiative to date, which took place October 12, 2023, at the Fairmont Copley Plaza in Boston, MA. Benefitting the Boston Bruins Foundation, the evening brought past and present players together to honor the first US-based NHL team to reach the centennial mark. To date, the event brought the most Boston Bruins alumni together in the same room, which has never happened before. Guests were able to dine with Bruins greats, bid on auction items, and watch as the All-Centennial Team was announced for the first time on the main stage. The event itself raised over \$2 million benefitting the Boston Bruins Foundation!

FORWARDS



DEFENSEMEN



GOALTENDERS



BOSTON BRUINS Centennial Celebration

CENTENNIAL TAKEOFF



GOLD CARPET



OPENING NIGHT



KOWLOON REUNION



CUE THE MEMORIES



THE EARLY YEARS



BIG BAD BRUINS



LUNCH PAIL A.C.



NEW BLOOD, NEW BEGINNINGS



RETURN OF A CHAMPION



Boston Bruins Foundation 20th Anniversary Celebration



The Boston Bruins Foundation celebrated 20 years of impact throughout the Boston Bruins Centennial Celebration! The kickoff celebration in October 2023 was hosted in the Sky Lobby of our offices in the Verizon Tower with Charlie Jacobs and Bob Sweeney welcoming supporters and beneficiaries over the past 20 years. Followed by drinks and apps, were speeches by Sweeney and Jacobs as well as a check presentation for \$62 million to Boston Bruins Foundation beneficiaries.



\$1 Million to a minimum of 20 core charities

To commemorate 20 years of impact in New England communities, the Boston Bruins Foundation committed to donate an additional \$1 million to a minimum of 20 core charities from our 20-year history. Some of these charities include Camp Harbor View, For Kids' Sake Foundation, Shriners Children's Boston, and more.



BOSTON BRUINS FOUNDATION 20th Anniversary Night

To continue the celebration of the anniversary, the Boston Bruins Foundation hosted Boston Bruins Foundation 20th Anniversary Night during the March 19th, 2024, Boston Bruins home game at TD Garden.

During the game, fans were taken through 20 years of Boston Bruins Foundation history with fact slides running throughout the game on TD Garden's HubVision and also had the opportunity to participate in a raffle as well as a special auction showcasing custom Boston Bruins Foundation hats signed by every current Boston Bruin on the roster that night. These hats were also available to purchase with all proceeds benefitting the Foundation. Fans also witnessed a couple of in-arena games played by long-time Foundation supporters to win special prizes.

To acknowledge the Boston Bruins Foundation's first ever grant to SCORE Boston, a SCORE Boston member, was the Honorary Captain for that game, skating out with the Boston Bruins starting five for the pre-game introductions and anthems. Also recognized in-game as Community Heroes, were 2 Fall River Police Officers, Guy Furtado and Garrett Nelson, two men who saved a man's life that collapsed while skiing in Vermont, MA.

Throughout the games broadcast on New England Sports Network (NESN), the Boston Bruins Foundation took over the intermissions with staff members and special guests interviewed about their organizations as well as their relationship with the Boston Bruins Foundation. Guests included...

Charlie Jacobs; CEO of Delaware North Boston Holdings
Bob Sweeney; President of Boston Bruins Foundation
John Whitesides; Director Health Fitness Wellness Boston Bruins Foundation
Marybeth McMahon; CEO Special Olympics Massachusetts
John Dunleavy; Boston Bruins Employee and Special Olympics of MA Athlete
Rich MacKinnon; President of Professional Fire Fighters of Massachusetts
John Fanning; Lieutenant Massachusetts State Police
Bill Richard; Co- Founder Martin Richard Foundation
Tom Smith; President/ Co-Founder Thomas E Smith Foundation

Also, during the game, a special check presentation occurred on the Boston Bruins bench during an intermission to highlight \$65 million raised throughout 20 years of the Boston Bruins Foundation benefitting Charities of New England.



\$1,119,000

RAISED

In March, the Boston Bruins Foundation ran a special 50/50 Raffle presented by DraftKings, March to a Million, which ran throughout the month of March. It was the largest jackpot in Boston Bruins history, raising over \$1,119,000, and benefiting numerous charities and organizations while giving away special early bird prizes like signed memorabilia, season tickets, and more!

Signature Events

PAN MASS CHALLENGE

The 2023 Boston Bruins Foundation Pan Mass Challenge Team fundraised close to \$280,000 for Dana-Farber Cancer Institute! The majority of our riders cycled from Sturbridge, MA to Provincetown, MA over a span of 2 days and Boston Bruins Foundation staff members were with them every step of the way!



8th Annual BOWL WITH A BRUIN AND FRIENDS

Boston Bruins Alumni gathered at Wamesit Lanes in Tewksbury, MA for a full day of bowling, food, drinks, and fundraising for the annual Bowl with a Bruin and Friends! Over \$150,000 was raised and benefitted our PMC team, Dana-Farber, and the Warrior for Life Fund thanks to the bowling event.



BOSTON BRUINS GOLF TOURNAMENT

presented by  **TD Bank**

The 20th Annual Boston Bruins Golf Tournament presented by TD Bank hit the greens at Pinehills Golf Club in September 2023! Current Boston Bruins players and coaches as well as alumni were paired up with supporters to play a round of golf and raise money. Special Olympics of MA athletes and staff members were present to welcome the players as they arrived and help raise money on both courses. Over \$225,000 was raised for the Boston Bruins Foundation and Boston Bruins Alumni Association.



BOSTON MARATHON

The 128th Boston Marathon presented by Bank of America was run on April 15th, 2024, with 10 runners representing and fundraising for the Boston Bruins Foundation. While training hard, our team hosted events, raffles, auctions and much more to raise over \$125,000!





BFIT CHALLENGE

FIRST RESPONDER
MILITARY
SUPPORT CLIMB

POWERED BY
nationalgrid

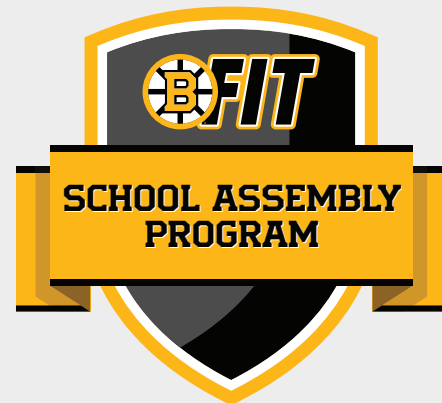
The 8th Annual BFit Challenge powered by National Grid took place at TD Garden in January 2024 with over 1,600 police, military, firefighters, EMS, and community members fundraising and participating to complete the one-of-a-kind stair climb. In addition to a record number of participants, a record \$892,245 was fundraised by participants and sponsors, benefiting 14 different first responder and military charities!



Partnerships/Initiatives

AJ QUETTA AND JAKE THIBEAULT

After both AJ Quetta and Jake Thibeault suffered spinal cord injuries in their high school hockey games, the Boston Bruins Foundation has been by their sides throughout their recovery process. Every year, each family hosts their own golf tournament to raise money to pay for their recovery efforts. AJ's Golf Tournament was held on June 17th, 2024 at Kirkbrae Country Club while Jake's Golf Tournament was held at Northern Spy Golf Club on July 22nd, 2024.



Presented by National Grid and Blue Cross Blue Shield of Massachusetts



The BFit School Assembly Program presented by National Grid and Blue Cross Blue Shield of Massachusetts took assemblies to 12 schools this year! Hosted by John Whitesides, Director of Health, Wellness, and Fitness, and Andrew Raycroft, NESN analyst and Boston Bruins Alumni, the assemblies teach students on the importance of healthy eating habits, workout routines that you can do anywhere, anti-bullying, and more. Special guests included local firefighters from each school's town, staff members from National Grid and Blue Cross Blue Shield of Massachusetts, Bob Sweeney, and of course, Blades! These special guests informed the students about fire and carbon monoxide safety, mental wellness tips and tricks, and more. Franklin Sports also provides each school a set of street hockey gear equipment for the student vs. faculty shootout showdown to close out the assembly!

HEADING HOME

The Boston Bruins Foundation and Heading Home partnered for a very special Up and Out in September 2023. Heading Home is a leading provider of housing and support services for homeless families with children and individuals – a champion of innovative solutions that move people out of homelessness. Through our sponsorship, Charlie Jacobs, Bob Sweeney, and Boston Bruins Foundation staff members personally shopped for and staged an apartment for a family moving out of homelessness. On that same day, Charlie Jacobs handed over the keys to the family, welcoming them into their new home.



The Martin Richard Foundation, in partnership with the Boston Bruins Foundation, supported the 6th Annual MR8K! This year, the race started in Martin's Park and ended in Boston's Seaport followed by a celebration at Cisco Beer Garden. The Boston Bruins Foundation also supported with a team of runners and Blades to showcase the Boston Bruins support of the Martin Richard Foundation. The Martin Richard Foundation works to advance the values of inclusion, kindness, justice and peace by investing in community programs that broaden horizons for young people and encourage them to celebrate diversity and engage in positive civic action.

MR8K



Operation Service

During the winter holiday season, the Boston Bruins Foundation, in partnership with National Grid, continued the tradition of Trees for Soldiers with Operation Service, where over 1,100 trees are given to troops to spread joy amongst their families. Bob Sweeney, Andrew Raycroft, and Blades traveled to Fort Devens and Hanscom Air Force Base to cut and hand out the trees!



Operation Warm

The Boston Bruins Foundation in close relation with the Professional Fire Fighters of Massachusetts (PFFM), supported and participated in their initiative, Operation Warm. Operation Warm took place this year in Lawrence, MA and Revere, MA where the PFFM, local firefighters, and Boston Bruins Foundation staff members handed out winter gloves, ThreadTech Boston winter coats, and BFit winter hats and goodies to local families.

FUNDRAISING



presented by **DRAFTKINGS**

The Boston Bruins Foundation supported many beneficiaries throughout the Centennial celebration through our 50/50 Raffle whether supporters were purchasing tickets in-arena or online! Many beneficiaries were represented through our program as their own volunteers had the opportunity to come to TD Garden during games to sell raffle tickets.



Auctions & Raffles

Throughout the season, fans and supporters were able to bid and participate in many different auction and raffle items, especially if you participated in the in-game silent auctions at every Boston Bruins home game during the Centennial celebration. Items included unique signed memorabilia such as jerseys, pucks, and frames, as well as different experiences like playoff tickets and packages. In total, auctions fundraised more than \$386,000 and raffles fundraised more than \$421,000 this season!

Boston Bruins Centennial Charity Bags

presented by **demandscience**

Through the Boston Bruins Charity Bag program, fans are given the opportunity to share in the excitement through this unique collection of Boston Bruins Centennial-themed memorabilia! With two levels of bags available to purchase, exclusive items include an experience with Ray Bourque at his well-known restaurant, Tresca, followed by a Boston Bruins game, signed memorabilia by current and alumni Boston Bruins players, Centennial branded apparel, and many more items, all packed in branded Boston Bruins duffel bags.



Operation Hat Trick

The Boston Bruins Foundation has continued to support Operation Hat Trick (OHT), a non-profit dedicated to wounded and recovering service members in conjunction with Boston ProShop, selling custom designed '47 OHT hoodies and hats sold in-store and online. This year, over \$20k has been provided for OHT and their efforts to fill critical gaps in care for New England's wounded and recovering service members and veterans.

PUCKS & PUPS 2024 CALENDAR

PRESENTED BY  The Black Dog

The 7th Annual Pucks and Pups Calendar presented by The Black Dog continued to be a success fundraising more than \$315k since inception. Before a game this season, Bob Sweeney and David Pastrnak presented a portion of the calendar's proceeds to MSCPA-Angell Boston while other Boston Bruins players walked to the locker room accompanied by some puppies.



Festival of Trees

For the 6th year, the annual Festival of Trees auction went underway during the winter holiday season! Boston Bruins players, wives, and families personally decorated Christmas trees with autographed Bruins memorabilia, gift cards, and other unique favorite items of each player. Each tree was available to bid on in our annual auction and all proceeds benefitted the Boston Bruins Foundation as well as St. Mary's Center for Women and Children! Proceeds from the auction went towards purchasing new furniture and necessities for families' apartments followed by Boston Bruins wives, girlfriends, and staff members providing apartment makeovers.



In-Arena Table

Throughout every season, the Boston Bruins Foundation showcases an in-arena table at every Boston Bruins home game outside Loge 5/6 on the concourse. The table is filled with raffles, auctions, and other initiatives for supporters to win and buy signed memorabilia items and experiences.



COMMUNITY



Development Camp

Prospects from the Bruins Development Camp participated in different community events in the Boston area including adaptive sports with the Spaulding Adaptive Sports Weingarten Program, volunteering at The Greater Boston Food Bank and a floor hockey clinic with the Special Olympics Belmont/Watertown SPORT.



Halloween Visit

The Bruins players dressed as Barbie and Ken(s) to visit pediatric patients at Mass General for Children and Boston Children's Hospital for the 13th year of their annual Halloween visit. The players visited, played games and delivered Bruins goodies. Captain Brad Marchand as "Mermaid Barbie" and goaltender Jeremy Swayman as "Hot Wheel Barbie" while Bruins players Charlie Coyle, Brandon Carlo, Derek Forbort, Jake DeBrusk, Trent Frederic, Hampus Lindholm, Patrick Brown, Linus Ullmark, Matt Poitras and Johnny Beecher dressed as different "Ken(s)".



Thanksgiving Pie Delivery

Charlie McAvoy with special guest, Kevin Shattenkirk, kept the Thanksgiving pie delivery tradition going again this year as he delivered pies to local homeless shelters around the city. McAvoy purchased over 600 pies for fifteen shelters and delivered them on Thanksgiving Day.



Holiday Toy Shopping & Delivery

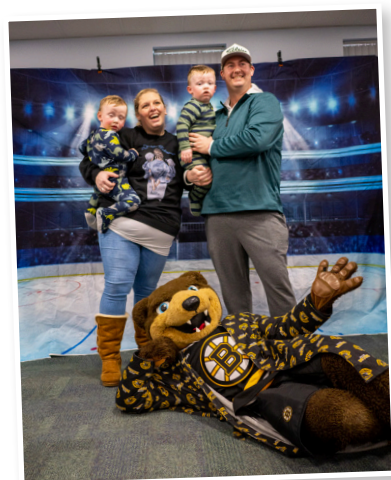


The Bruins were back at Target as the whole roster once again participated in the annual Boston Bruins Holiday Toy Shopping event. The players bought toys using money contributed by the entire team and coaching staff. The Boston Bruins Foundation matched the money donated which helped the team purchase over \$20,000 worth of toys for over 700 children who would be hospitalized during the holidays. Gentle Giant and the Bruins team delivered the toys to the Boston area hospitals in December where the players visited pediatric patients to spread Holiday cheer.



Globe Santa

The Boston Bruins partnered with Globe Santa, a program of the Boston Globe Foundation, for the 2023 Holiday season. Globe Santa exists to solely deliver joy to local children by providing holiday presents to families in need throughout the Greater Boston area. Fans were encouraged to donate at select home games and online.



For the 17th year, the Boston Bruins hosted their Annual PJ Drive. The team once again partnered with the Massachusetts Board of Library Commissioners, Cradles to Crayons and Wonderfund of Massachusetts to collect new pajamas for Massachusetts youth in need. Over 180,000 pajamas have been collected during the campaign and over 7,000 pairs were brought in this year!



Bob's Team Up



The Boston Bruins and Bob's Discount Furniture joined forces to furnish spaces for two pediatric cancer patients. Both families were accompanied to their local Bob's Discount Furniture where Bruins mascot, Blades, was on hand to help the families pick out their furniture. Bruins alumni, Tuukka Rask, helped with the Bob's Discount Furniture deliveries at both the Noonan & Lyons' households!



One Boston Day

To commemorate One Boston Day, Boston Bruins Foundation President & Bruins Alumni, Bob Sweeney, NESN Hockey Analyst & Bruins Alumni, Andrew Raycroft, and Bruins Mascot, Blades, with members of the Bruins staff traveled to local police and fire stations leading up to One Boston Day to distribute custom-made cookies and Bruins swag to first responders across Boston, Cambridge, Dorchester, and Watertown.



Before the Bruins took the ice at their game on April 9th, the players walked into TD Garden with some special guests, puppies from MSPCA-Angell!



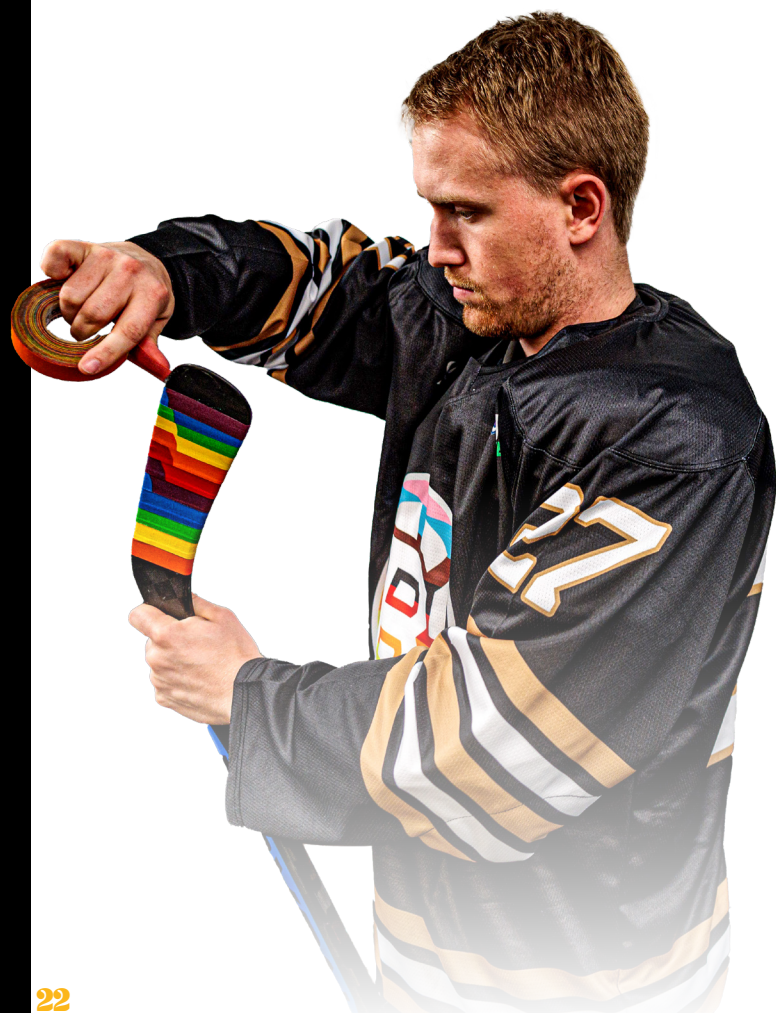


Pride Parade

Members of the Boston Bruins and TD Garden took part in the annual Boston Pride Parade.

Boston Pride Scrimmage

presented by **TD Bank**



In celebration of Pride Month, the Boston Bruins hosted their 4th annual scrimmage, presented by TD Bank, with Boston Pride Hockey at Warrior Ice Arena on June 13th. The event featured customized jerseys, Bruins Pride swag and was followed by a reception to celebrate Boston Pride Hockey members, LGBTQIA+ players and allies as part of Pride Month.

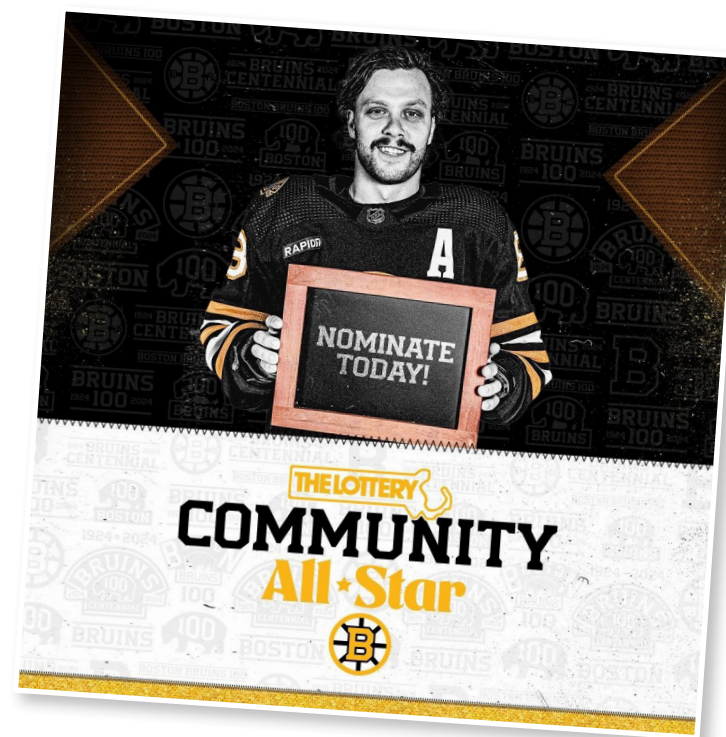


Spirit Days

The Bruins hosted spirit days for the playoffs throughout various schools in Massachusetts. Bruins mascot, Blades, was on hand to give out Bruins swag and take photos with all the students.



The Boston Bruins and the Massachusetts State Lottery are proud to honor local members of the community. During each home game of the 2023-2024 season, dedicated members of our community received the Community All-Star recognition.



ACADEMICS



The Boston Bruins and Boston Bruins Foundation understand the important role that education plays in one's success. The Boston Bruins have created programs that incorporate the sport of hockey to aid in engaging children year-round to promote learning in a fun and unique way.



Bruins Academy Education is a program that gives K through 8th grade teachers access to free supplementary curriculum materials that use hockey and the Boston Bruins to teach subjects like math, science, and ELA. To date, the Boston Bruins have teachers from all over the U.S. and Canada that use the program in their classrooms.



Future Goals STEM Day

presented by **RAPID7**
OFFICIAL CYBERSECURITY PARTNER



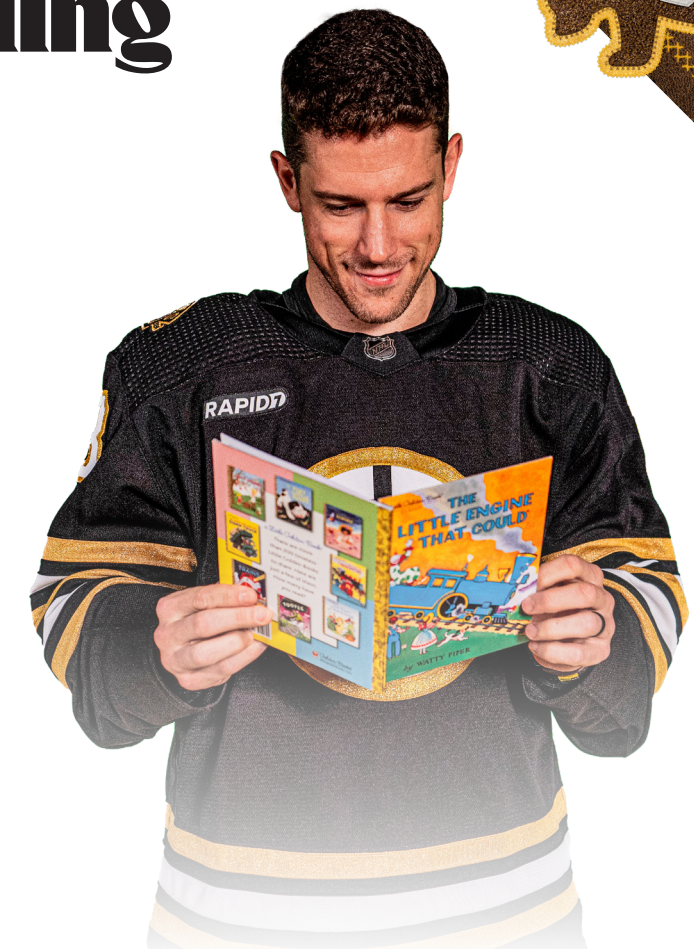
The Bruins in partnership with Future Goals Hockey Scholar program hosted two STEM Days at the team's practice facility, Warrior Ice Arena. Students at each STEM Day were able to put what they learned in the classroom to action on and off the ice.

On February 28th, Kevin Shattenkirk visited a STEM class at the Richard J. Murphy School in Dorchester where he participated in a Future Goals lesson with the students.

Hat Trick Reading Challenge



The Bruins Academy Hat Trick Reading Challenge encourages children to read books for special Bruins rewards. From Memorial Day to Labor Day, children set reading goals at home and tracked their progress with the Hat Trick Reading Challenge log. In order to score a "reading hat trick", children must "score" all three goals on the log. Participants read over a combined 6,000 books!



"When You Read, You Score!"



For the 14th year, the Boston Bruins continued their "When You Read, You Score!" summer reading program in partnership with the Massachusetts Board of Library Commissioners and the Massachusetts Library System as well as the New Hampshire State Library. Bruins mascot Blades made special visits to 15 local libraries around Massachusetts and New Hampshire.

ATHLETICS



Throughout the season, the Boston Bruins Community Relations and Youth Hockey Department reaches thousands of children across New England. Our goal is to implement accessible programming to families new to hockey and the Bruins organization, while continuing to increase opportunities offered to current youth hockey players. To reach this objective, we strive to break down socioeconomic barriers so that all may have a chance to play the sport we love.



bruins academy

**learn
to play**

presented by **PURE
HOCKEY**



The Boston Bruins held their 10th season of the Bruins Academy Learn to Play Hockey program, which helps aspiring youth hockey players, ages 5-9, develop their skills. We had over 75+ rinks throughout New England participate. We were able to hold both in-person and online fittings, with special guests Andrew Raycroft, Rick Middleton, Andrew Alberts and Blades.

We also held our Bruins Academy Girls Learn to Play program in the spring, expanding to 13 locations, including 3 New England states. This program allows girls ages 5-10 to try the sport of hockey with their peers. We partnered with the new PWHL Boston team to have some of their players attend the ice sessions, including Olympic medalists Hilary Knight and Megan Keller. Overall, we had 3,300 participants in our fall and spring LTP sessions.

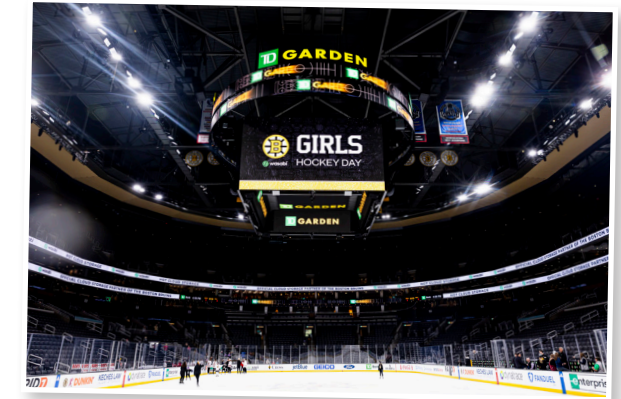


wasabi

GIRLS HOCKEY DAY



The 6th annual Girls Hockey Day, presented by Wasabi Technologies, took place on Friday, March 15th at TD Garden. Created in 2017, this year featured 400 female hockey players ranging from 5 years old to adult women. The opening hour featured a free skate with our Bruins Girls Learn to Play participants. After, we held clinics with Acton-Boxboro Youth Hockey, Norwell, Scituate, Abington High School, and members of the South Shore Women's Hockey League. Select players from this year's Women's Beanpot were in attendance, as well as Bruins alumni Andrew Raycroft.



Wasabi Technologies donated \$10,000 to Everyone's a Player, a non-profit organization dedicated to providing access and equitable opportunities for youth in under-resourced communities to participate in sports and physical activity programming.

COACHING SYMPOSIUM

SPONSORED BY
 Mass General Brigham
IN PARTNERSHIP WITH



The Boston Bruins held its 12th annual Boston Bruins Coaching Symposium, presented by Massachusetts General Brigham and in partnership with Massachusetts Hockey, at Warrior Ice Arena on October 28th. The symposium is a marquee event that offers the opportunity to learn from USA Hockey certified coaches. The event is free and open to USA Hockey certified coaches and amateur coaches. USA Hockey Level 3 and 4 coaching certifications were offered to qualified coaches. Featured panelists included Bruins head coach, Jim Montgomery, assistant coach, Chris Kelly, and Head of Sports Medicine with MGB, Augustus Mazzocca.



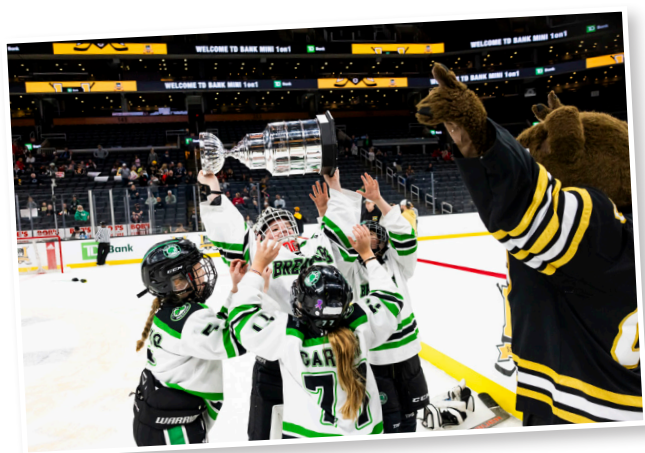
TD Bank and the Boston Bruins once again partnered to host 13 P.A.S.S. clinics for the season. The opportunity was created to help develop skills and create opportunities for youth hockey players throughout New England. All recipients received an on-ice clinic, as well as 100 tickets to a Boston Bruins home game and a \$1,000 donation to their youth hockey organization.



Each year, the Boston Bruins and MIAA partner to honor student athletes from boys and girls high school ice hockey leagues across the state for exemplifying a commitment to sportsmanship, teamwork, and dedication, both on and off the ice. This year, the 27 award winners were honored during a Bruins game against the Ottawa Senators in March.



The Boston Bruins hosted the finals of the annual TD Bank Mini 1-on-1 tournament at TD Garden on Friday, November 17th. This year marked the 50th anniversary of Mini 1-on-1, a youth hockey program in collaboration with TD Bank, Massachusetts Hockey, and the Boston Bruins. Teams from all over New England competed in a 3-on-3 cross ice competition, comprising of youth hockey players at the Squirt, Pee Wee, Girls 10U, Girls 12U levels. The winners of the Girls & Boys U10 divisions were able to attend the All-Star Game in Toronto, while the winners of the Girls & Boys U12 divisions were invited to attend a Boston Bruins home game.



Carlton Awards

The John Carlton Memorial Trophies are given annually by the Boston Bruins to the outstanding female and male student athletes in Massachusetts high school or junior hockey. The Trophies are awarded to students who excel in hockey and in off-ice endeavors, including academics and extracurriculars. The award is in honor of the late Bruins scout and administrator John Carlton, who passed away in December of 1982. This year, the Boston Bruins selected forward Monique Lyons of The Williston Northampton School and forward Austin Borggaard of St. Mark's School as the 2024 recipients.



SPECIALTY NIGHTS

The Boston Bruins provide support to different charities and organizations throughout the season by having several specialty nights to honor these charities and organizations.

Teacher Appreciation NIGHT

presented by
RAPID7
OFFICIAL CYBERSECURITY PARTNER

The Boston Bruins and Rapid7 invited in the 2023 Massachusetts Teacher of the Year semifinalists as well as teachers from local Boston Schools to enjoy a night celebrating all that they do inside and outside the classroom! Ashley Puopolo, a STEM specialist at Stoneham Central Middle School, was honored at the Community All-Star for her commitment to teaching students about the importance of STEM inside and outside of the classroom.

Hockey FIGHTS Cancer



The Boston Bruins hosted their annual Hockey Fights Cancer Night on October 30th as they took on the Florida Panthers. All tickets donated by Season Ticket Holders were used to invite in patients and their families for the game. Special guests were able to watch warmups from the Bruins bench and high five the Bruins team as they exited the locker room. Bruins coaches, management, staff, and broadcasters all wore lavender pins to show their support. I Fight For cards lined locker room hallway to honor all those who have fought and continue to fight. Heather Peach, a child life specialist from Massachusetts General Hospital, was the Community All-Star, presented by Massachusetts State Lottery. Proceeds from the 50/50 raffle, presented by DraftKings, benefited the Cam Neely Foundation.

Military Appreciation NIGHT

presented by **RAPID7**
OFFICIAL CYBERSECURITY PARTNER

On November 9th, the Bruins hosted their Military Appreciation Night honoring all military members, veterans, and their families. Bruins players Patrick Brown, Johnny Beecher, Brandon Carlo, Charlie Coyle, Trent Frederic, Derek Forbort, Matt Grzelcyk, Charlie McAvoy, Kevin Shattenkirk, Jeremy Swayman and James van Riemsdyk donated tickets to the USO and various Veteran organizations. After the game, these players met with over 300 military members, both active duty and veterans. Bruins coaches, management, staff, and broadcasters all wore American flag pins to honor military members. I Salute cards lined the locker room to show our support for all those who fought and continue to fight for our country. Proceeds from the 50/50 raffle, presented by DraftKings, benefited Fisher House.



Prior to Military Appreciation Night, Bruins players participated in some activations to honor Military members. Charlie McAvoy, Brandon Carlo, Jeremy Swayman, Matt Grzelcyk and Trent Frederic participated in the 'Flags for Fallen' event where they placed American flags in the grass at the Mass Fallen Heroes Memorial in Boston's Seaport. Danton Heinen and Johnny Beecher visited the New England Center and Home for Veteran where they helped served dinner to the Veterans.

First Responder NIGHT

presented by nationalgrid

The Bruins First Responder Night was hosted on March 11th where First Responders were honored throughout night with different fan experiences and in-game recognitions. Proceeds from the 50/50 Raffle, presented by DraftKings, benefited 22 Mohawks. All donated tickets from Season Ticket Holders were dispersed to first responder organization across New England.



Mental Health Awareness NIGHT

presented by  Mass General Brigham

On December 7th, the Bruins hosted their first Mental Health Awareness Night presented by Mass General Brigham. As part of this night, representatives from McLean Hospital and the Benson-Henry Institute of Massachusetts General Hospital were on the concourse to help educate fans on mental health. Proceeds from the 50/50 Raffle, presented by DraftKings, benefitted McLean Hospital, a member of the Mass General Brigham and non-profit psychiatric hospital dedicated to improving the lives of individuals and families affected by mental illness.



Women in Sports Night & NETWORKING EVENT

presented by  **RAPID7**
OFFICIAL CYBERSECURITY PARTNER

This night on February 6th, highlighted women who work and compete in the sports community including athletes and Bruins staff. PWHL Boston players Alina Muller, Emma Soderberg, Amanda Pelkey and Sophie Jaques held a meet and greet during the 2nd intermission. Prior to the Women in Sports Night, the Bruins hosted a Women in Sports networking event at TD Garden on January 31st which featured panelists Amela Vautour (VP of Human Resources, TD Garden), Danielle Marmer (General Manager, PWHL Boston) and Cynthia Stanton (Chief Marketing Officer, Rapid7). The panel was moderated by WCVB Sports Reporter Naoko Funayama with discussions centered around the importance of self-esteem and confidence.



Shirts Off Our Backs

The Boston Bruins players once again participated in the yearly Shirts Off Our Backs promotion. Each player gave their game worn jerseys right off their backs to a lucky fan!



BOSTON BRUINS ALUMNI

The Boston Bruins Alumni Association assists non-profits, youth hockey, and charitable organizations raise funds for their cause by playing in charity hockey games, golf tournaments, softball games, and other organized fundraising events.

The 2023-2024 Bruins Alumni season was one of their most successful on record, helping raise over \$1 million by playing 29 hockey games over 22 weekends that benefited 35 charitable organizations.

The Boston Bruins Alumni are fortunate to be regarded as one of the best Alumni organizations in the NHL. One reason is many of the players stay in the area after retirement and remain actively involved with the Bruins organization and New England Hockey Community.

The past season saw 57 former Bruins take the ice for Alumni games, 12 of which made their debuts with the team, including Patrice Bergeron, Chris Kelly, Randy Burridge, Al Secord, Bryan Smolinski, and Tim Schaller. The Alumni also fielded their first ever all goaltender line featuring Reggie Lemelin centering Tuukka Rask and Andrew Raycroft.

This season also marked their 20th game supporting the Massachusetts Down Syndrome Congress. Other long running game beneficiaries include Dana Farber Cancer Institute, Light Foundation, Warrior for Life Fund, Why Me & Sherry's House, Tom Smith Foundation, Great Blizzard Special Hockey, Stephen Cmar ROTC Scholarship Fund, and the Boston Bruins Foundation.

Please scan QR-Code to learn more about the Boston Bruins Alumni Association.



Statistics

- Over \$68 million gross revenues raised since inception
- Over \$8 million raised by BBF in the 2023-2024 timeframe
- Over \$3.2 million raised through virtual and in-game fundraising
- Over \$2.8 million gross jackpot raised through the 50/50 program
- Over \$216k to Mass Hockey through the MA license plate program
- Over \$136k to the Martin Richard Foundation
- \$200k to support the Lewiston Community
- \$100K for support Special Olympics of Massachusetts



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