

# BOSTON BRUINS

## FOUNDATION & COMMUNITY RELATIONS REPORT 2022-2023



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BOSTON BRUINS  
**FOUNDATION**

*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,

I am proud to present the 2022-23 Boston Bruins Foundation and Community Relations report and express my deepest appreciation for your continued support to better our community.

As we approach the 20<sup>th</sup> Anniversary of the Boston Bruins Foundation in 2023-24, we are proud to share we have surpassed over \$61 million raised since the Foundation's inception in 2003. The Boston Bruins Foundation raised over \$7.3 million in 2022-23, with \$3.7 million donated to non-profits throughout New England.

We continue to support the families of fallen first responders through our BFit programming, donating more than \$1.1 million to numerous related charities. We have also made significant financial contributions to Special Olympics of Massachusetts, Mass Hockey, Operation Hat Trick, the Martin Richard Foundation and more.

While we are extremely proud of the funds we have raised for our community, we are also making an impact through our various community relations programming across New England. We have grown the game of hockey in our region through the Bruins Learn to Play program, with over 25,000 kids having hit the ice in its 10 years of existence. We continue to grow women in sports with Girls Hockey Day, a full day of programming exclusively for girls and women to skate at TD Garden, with over 400 girls participating in 2023. We have hosted community events such as Toys for Tots, PJ Drive, Hockey is for Everyone, Women in Sports Night and much more.

As we start the Boston Bruins Centennial season in October, I would like to extend my sincerest thank you to our fans and partners for your continued support. The Boston Bruins Foundation was founded 20 years ago with a mission to positively impact our New England community and we look forward to continuing that mission for many decades to come.

Sincerely,

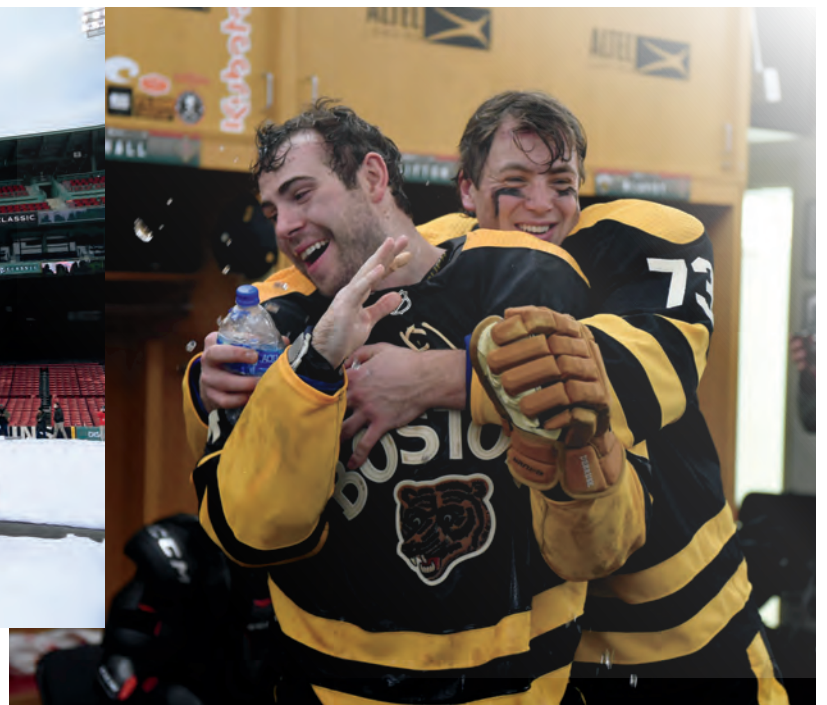


Charlie Jacobs

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



# Winter Classic Initiatives







# BOSTON BRUINS FANTASY HOCKEY CAMP

Boston Bruins Foundation supporters had a once in a lifetime opportunity to skate on Fenway Park during the 2023 Boston Bruins Fantasy Hockey Camp. Accompanied by Boston Bruins Alumni, supporters were able to take part in scrimmages, enjoying a full day of hockey at one of the most beloved venues in the country followed by dinner and drinks at the Tuscan Kitchen in the Boston Seaport.





# WINTER CLASSIC LEGACY PROJECT

In honor of the 2023 Winter Classic, the Boston Bruins Foundation, Boston Red Sox Foundation, and National Hockey League gathered at the Boys and Girls Club of Dorchester to announce their support of the new Martin Richard Foundation/Boys and Girls Club Dorchester Fieldhouse. To show our commitment, the Boston Bruins Foundation has raised over \$400,000 to support the advancement of the project. The \$55 million fully inclusive and accessible facility is expected to service 50,000+ young people within a 3-mile radius. To celebrate the announcement, kids participated in a hockey clinic with Boston Bruins Alumni Tuukka Rask and Andrew Raycroft, to celebrate.





# GIRLS FREE SKATE

The Boston Bruins welcomed over 100 female youth hockey players to the Winter Classic ice for a free skate. With special guests, US Olympians Megan Keller and Kali Flanagan, girls took pictures, received autographs, and created once-in-a-lifetime memories.



## P.A.S.S. CLINIC WITH WALTHAM YOUTH HOCKEY PRESENTED BY TD BANK



Bruins alumni Andrew Raycroft & Mike Mottau, along with the Bruins Youth Hockey Development team, held a TD Bank PASS Clinic at Fenway with Waltham Youth Hockey. The organization were recipients of the free clinic, 100 tickets to a Bruins game, as well as a \$1,000 donation, courtesy of TD Bank.



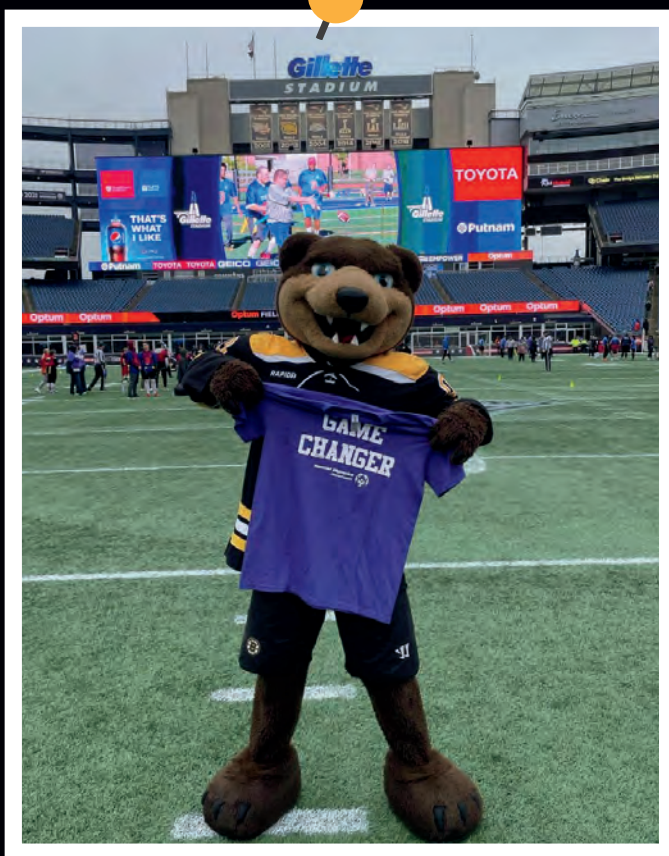
# Partnerships





# SPECIAL OLYMPICS OF MASSACHUSETTS

The Boston Bruins Foundation continues to support SOMA through fundraising initiatives, in-game presentation, and lending hands at their events. The 4th annual Pucks and Paddles made a comeback this season due to the past pandemic and was successful in raising money to enhance our partnership. SOMA was included in our 50/50 Raffle program with their own staff, volunteers, athletes, and of course our very own Johnny Dunleavy visiting TD Garden to sell raffle tickets at games. Bruins Foundation staff members and volunteers attended the Lawrence Day Games to provide BFit fitness stations for hundreds of Special Olympics athletes to promote staying active and healthy as well as helping out during the SOMA State Flag Football Tournament at Gillette Stadium.





# AJ Quetta

The Boston Bruins Foundation continued to assist AJ Quetta and AJ's Army in his path to recovery from a spinal chord injury by supporting their 3rd Annual Golf Tournament at Kirkbrae Country Club. Once supporters made it off the fairways and greens, they enjoyed a dinner while participating in auctions and raffles.







# Jake Thibeault

The Boston Bruins Foundation continued to support Jake Thibeault in his recovery and commitment to remain TBO14 Tough! During the season, the Boston Bruins Foundation, along with Brad Marchand and artist, Glen McMinn, offered a one-time-only limited “Marchy” painting to support Jake. Supporters also hit the links at Northern Spy Golf Course for the 2nd annual TBO14 Golf Tournament where all funds raised go to Jake’s recovery efforts.



# STEM LAB MAKEOVER

## IN CONJUNCTION WITH RED RIVER

The Boston Bruins Foundation has committed to installing a STEM Lab in middle schools across New England each year in a partnership with Red River. Past STEM Labs have been built in the Spark School in Lawrence, MA and Claremont Middle School in Claremont, NH. This year, Bruins Foundation staff members along with Red River and volunteers, helped build the newest STEM Lab at Williams Intermediate School in Bridgewater, MA. The lab was presented to the students in the Spring of 2023 at a ribbon cutting ceremony with speeches, photos, and tours of the lab.



# BFIT SCHOOL ASSEMBLY PROGRAM

## POWERED BY NATIONAL GRID

The BFit School Assembly Program powered by National Grid visited 11 elementary schools throughout the school year. Students were informed on what makes you successful, healthy eating habits and foods, different fitness routines you can do at home, bullying, and important safety reminders from National Grid. With the assemblies hosted by John Whitesides and Andrew Raycroft, special guests included Foundation President Bob Sweeney, Joe Carroll of National Grid, Matt Brown of Matt Brown Foundation, and many firefighters from around the state.





# MR8K

The Martin Richard Foundation, in partnership with the Boston Bruins Foundation, New Balance, and DMSE Sports, hosted the 5th Annual MR8K! The race supports the Martin Richard Foundation, a foundation that 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. The Boston Bruins Foundation represented a team to partake in the race to support Team MR8 and everything that they do.





# OPERATION SERVICE

In partnership with National Grid, the Boston Bruins Foundation showed support for the military and veteran community by continuing the tradition of Operation Service, donating over 1,000 Christmas Trees to veterans and soldiers. Both Tuukka Rask and Andrew Raycroft as well as Blades visited Hanscom Air Force Base and Fort Devens to show their support.



# OPERATION WARM

Volunteering alongside the Professional Fire Fighters of Massachusetts (PFFM), the Boston Bruins Foundation supported the PFFM in their initiative, Operation Warm. The Bruins Foundation and PFFM handed out winter hats, gloves, ThreadTech winter coats, and other items to local students in Lynn, Massachusetts.

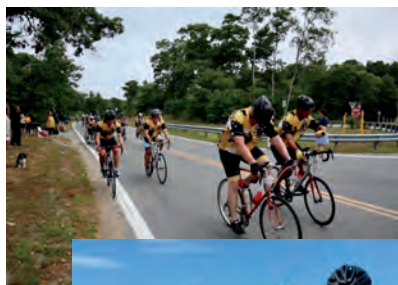
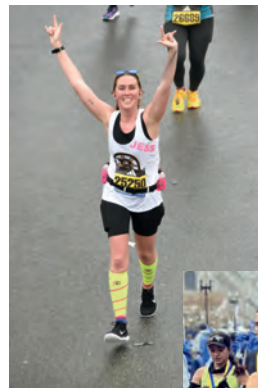




# Signature Events

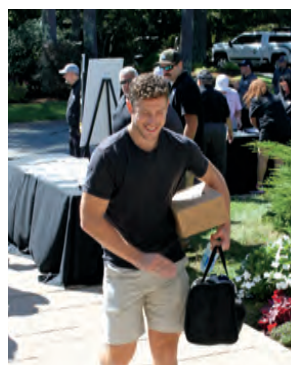
## BOSTON MARATHON

The 127th Boston Marathon took place on April 17th, 2023, and out of the thousands of runners who participated in the marathon, 10 runners ran for the Boston Bruins Foundation. Our team members hosted unique events, raffled off Bruins signed memorabilia, and with their fundraising efforts, raised over \$150,000!



## PAN MASS CHALLENGE

The Boston Bruins Foundation Pan Mass Challenge Team successfully raised over \$275,000 for Dana-Farber Cancer Institute! With help from the 7th Annual Bowl with a Bruins and Friends Tournament, \$115,000 benefitted our PMC team, Dana-Farber, and the Warrior for Life Fund.

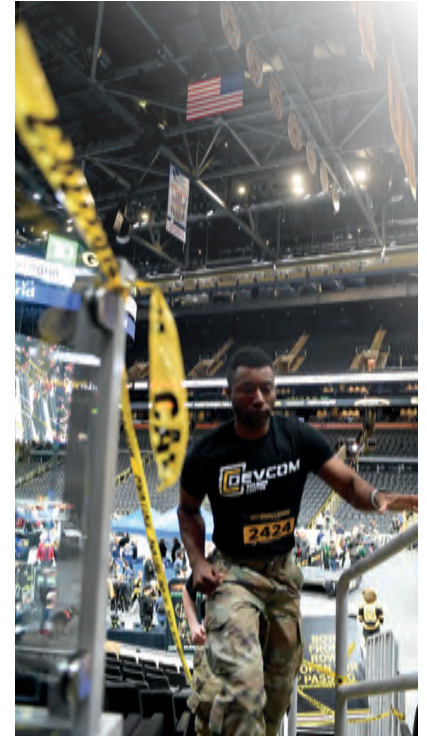


## BOSTON BRUINS GOLF TOURNAMENT

**PRESENTED BY TD BANK**

The Boston Bruins Foundation and Boston Bruins Alumni hosted the 19th Annual Boston Bruins Golf Tournament presented by TD Bank. Current and former Bruins players, accompanied by Special Olympics of MA athletes, hit the links with supporters to raise over \$190,000 for the Bruins Foundation and Bruins Alumni Association.





# BFIT CHALLENGE

## POWERED BY NATIONAL GRID

The 7th annual BFit Challenge powered by National Grid took place at TD Garden in February 2023 to benefit and support first responders, the military, their families, and the community. This one-of-a-kind event invites first responders, military, and ANYONE in the community to walk, run, or virtually step to fundraise for multiple first responder and military charities. This year marks our RECORD year of fundraising since inception, raising over \$650,000!





# BFIT HEROES CUP HOCKEY TOURNAMENT

**POWERED BY NATIONAL GRID**



The 7th Annual BFit Heroes Cup powered by National Grid occurred at New England Sports Center in Marlborough, MA this past June, hosting over 95 hockey teams comprised of first responders and military members. 12 teams were crowned champion in their respective divisions and an extra \$1,000 was awarded to a charity of their choice along with their name being added to the Heroes Cup. Special guests playing with the Top Fundraising teams included Boston Bruins Alumni Andrew Raycroft, Mike Mottau, and P.J. Stock. Bruins Alum, Adam McQuaid, also made a special appearance. Over half a million dollars was raised by players and teams benefiting numerous charities. The Boston Bruins Foundation and Hero's Cup Foundation also extended their partnership by signing a 5-year deal at this year's tournament!







# PUCKS + PADDLES

The Boston Bruins Foundation, Patrice Bergeron, and 98.5 The Sports Hub teamed up for the 4th Annual Pucks and Paddles at Citizens House of Blues. This event featured players from the active Bruins roster, 98.5 on-air talent, and Special Olympics of MA athletes. VIP attendees participated in meet and greets followed by a ceremonial ping pong game with SOMA athletes. The main event showcased a ping pong tournament with top bidders paired with a Bruins player. Over \$150,000 was raised benefitting the Boston Bruins Foundation and Special Olympics of MA.







# TASTE OF ENCORE **PRESENTED BY JETBLUE**

The Boston Bruins Foundation inaugural Taste of Encore presented by JetBlue, in partnership with Encore Boston Harbor and TD Bank, invited foundation supporters, sponsors, and current Bruins players and coaches to come together for a special event. The evening included a pre-event cocktail mixer featuring local comedians Lenny Clarke and Dave Russo introducing the team followed by a Q&A with Bruins captains and a live auction. Guests then dined with Bruins players at four of Encore's best restaurants; Rare, Fratelli, Mystique, and Red 8.





# Fundraising

## 50/50 RAFFLE

PRESENTED BY DRAFT KINGS

The Boston Bruins Foundation benefitted many charities during the season hosting 50/50 raffles with fans participating in-arena as well as from home via our online platform. Benefitting charities included the Special Olympics of Massachusetts, the Boston Marathon Bombing Survivors Fund, For Kids Sake Foundation, and more! Notably, this year's Fan Appreciation Jackpot finished at \$803,360 marking a new record for highest U.S. 50/50 pot.







## LICENSE PLATES

As you have seen Bruins branded Massachusetts license plates on the road, you will now see passenger cars in Rhode Island repping their Spoked B plates due to Rhode Island residents reaching the minimum number of orders placed to start production. The Boston Bruins Foundation, in collaboration with the Providence Bruins, hosted an event at The AMP in Providence, RI for residents to pickup their long-awaited plates.



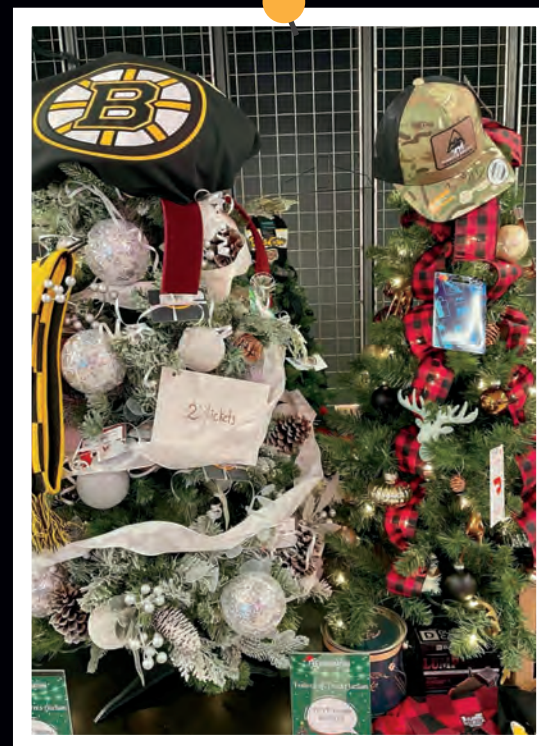
## PUCKS + PUPS CALENDAR

The 6th Annual Pucks and Pups Calendar presented by PetSmart was another success supporting the Boston Bruins Foundation, which includes a donation made to the MSPCA-Angell to further their work in protecting animals. The calendar includes pictures of current Bruins players with their pups along with facts about the MSPCA. Since inception the calendar has raised \$718,000.



## FESTIVAL OF TREES

The Boston Bruins Foundation and the wives/girlfriends of the Boston Bruins continued the Festival of Trees auction for its 5th year. Each tree is decorated with unique and personalized gifts including signed memorabilia, gift cards to their favorite restaurants and hotels, and much more. All proceeds benefited the Boston Bruins Foundation and Franciscan Hospital for Children.





# Community

## DEVELOPMENT CAMP

Prospects from the Bruins Development Camp participated in different community events in the Boston area including an on-ice clinic with players from Northeast Passage Sled Hockey, a visit to Franciscan Children's and they kicked off the Bruins Summer Reading Program at the Medford Public Library.





# HALLOWEEN VISIT

For the first time in two years, the Bruins players were back in person at Mass General for Children and Boston Children's Hospital for the twelfth year of their annual Halloween visit. The players visited pediatric patients and delivered Bruins goodies. Members of the team dressed as characters from "Mario Party". Patrice Bergeron dressed as Mario, Brad Marchand as Luigi, Derek Forbort as Princess Peach, Jeremy Swayman as Bowser, Linus Ullmark as Toad, Charlie Coyle as Yoshi, Brandon Carlo as Donkey Kong and Nick Foligno as Wario.



# OPERATION BRUINS BABY SHOWER

On November 5th, the Boston Bruins organization hosted a baby shower for 50 expectant military moms at Encore Boston Harbor. Bruins players, coaches and management significant others were in attendance to greet, mingle and hand out the special gifts. Thanks to UPPAbaby, each mom went home with a brand-new G-LUXE Stroller and MESA Infant Car Seat. The Bruins, Baby Delight Inc., Bellybaloo, Hasbro Inc. and Bose Corporation also provided each mom to be with a gift.





# THANKSGIVING PIE DELIVERY

Charlie McAvoy kept the Thanksgiving pie delivery tradition going again this year as he delivered pies from Stop and Shop to local homeless shelters around the city. McAvoy purchased over 600 pies for fifteen shelters and delivered them on Thanksgiving Day.



# HOLIDAY TOY SHOPPING

This year the Bruins were back at Target as the whole roster 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 by the players and coaching staff. The team purchased over \$20,000 worth of toys for over 600 children who would be hospitalized during the holidays. Gentle Giant and the entire Bruins team delivered the toys to the Boston area hospitals in December where the players visited pediatric patients to spread Holiday cheer.





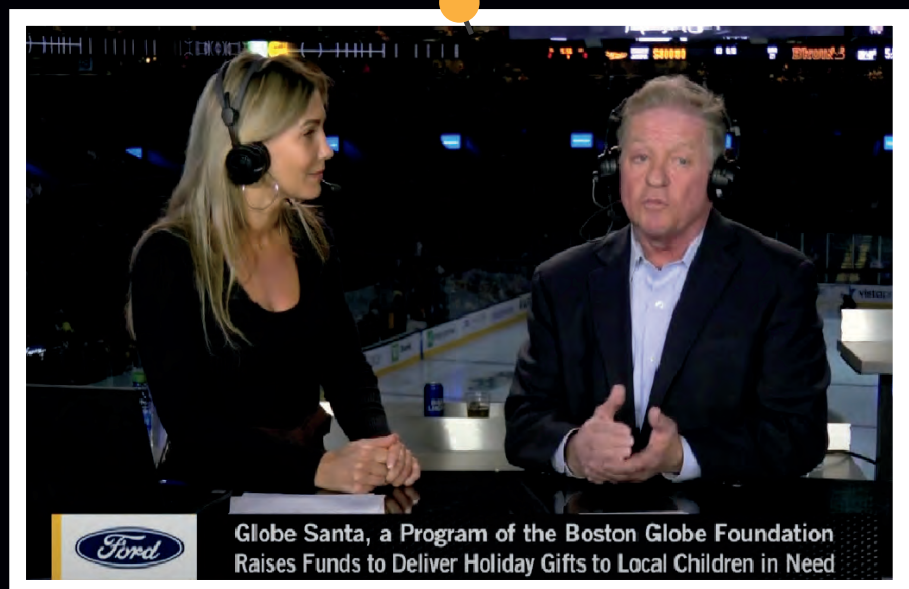
# TOMMY'S PLACE

Bruins players' significant others spent the day decorating Tommy's Place for the Holidays and getting the house ready for some new guests!



# GLOBE SANTA

The Boston Bruins partnered with Globe Santa, a program of the Boston Globe Foundation, for the 2022 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. In the first year of partnership, together we were able to raise \$20,000 for Globe Santa!





# PJ DRIVE

For the 16th 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 170,000 pajamas have been collected during the campaign and 10,000 pairs were brought in this year! The Boston Bruins hosted a pajama party which featured a story time and various activities with Bruins mascot, Blades at the Rockland Memorial Library.



# ONE BOSTON DAY

To commemorate One Boston Day for the 10-year remembrance, the Bruins wore special helmet decals for the first two games of the 2023 Stanley Cup Playoffs to honor and remember those impacted by the Boston Marathon tragedy. Boston Bruins Foundation President, Bob Sweeney, Player Development Coordinator, Adam McQuaid, Bruins Mascot, Blades, and other members of the Bruins staff traveled to local police and fire stations on Saturday, April 15th, to distribute custom-made cookies and Bruins swag to first responders across Boston, Cambridge, Dorchester and Watertown.





# 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.



# 8-SPOKED SALUTE

The Bruins and the Massachusetts State Lottery are proud to salute the men and women of the United States Armed Forces. During every home game of the season, a member of the Armed Forces received the 8-Spoked Salute for their service to our country.



# BOSTON PRIDE SCRIMMAGE

**PRESENTED BY TD BANK**

In celebration of Pride Month, the Boston Bruins hosted their third annual scrimmage, presented by TD Bank, with Boston Pride Hockey at Warrior Ice Arena. On June 27th, former Bruins goaltender and current Team Ambassador, Tuukka Rask, and two-time Olympic medalist and Bruins Ambassador, Megan Keller, were both in attendance and on ice for the scrimmage with members from Boston Pride Hockey. 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.



# 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

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 over 4,000 teachers from all over the U.S. and Canada that use the program in their classrooms.



## FUTURE GOALS STEM DAY

**PRESENTED BY RAPID7**

The Bruins in partnership with Future Goals Hockey Scholar program hosted two in person 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.



# 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 5,000 books!



## "WHEN YOU READ, YOU SCORE!"

For the 13th 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. Bruins mascot Blades made special visits to local libraries around Massachusetts.





# Athletics

## BRUINS ACADEMY LEARN TO PLAY

The Boston Bruins held their 9th 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. This allows girls ages 5-10 to try the sport of hockey with their peers. Our female ambassadors, Megan Keller and Kali Flanagan, attended fittings and ice sessions, bringing their 2018 Gold Medals for young girls to see. Overall, we had 3,500 participants in our fall and spring LTP sessions and the highest female participation (36%) in the entire NHL.



## COACHING SYMPOSIUM

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 December 3, 2022. The panelists included Head Coach Jim Montgomery, Assistant Coach John Gruden, USA Hockey's Roger Grillo and Team Physician Lars Richardson. Andy Brickley, Bruins Analyst and Color Commentator for NESN, hosted the event. Over 500 local coaches attended, while also receiving their Level 3 or 4 coaching certificate.



# GIRLS HOCKEY DAY

The 5th annual Girls Hockey Day, presented by Wasabi Technologies, took place on Monday, March 27th at TD Garden. Over 400 female hockey players across New England participated in the event, with all ages and skill levels included. The day included a public skate for Girls Learn to Play participants, clinics for teams including New England Wildcats, Duxbury Youth Hockey, and Medfield High School, as well as adult women from the WHL.

Boston Bruins Player Development and Scouting Assistant, Danielle Marmer, ran the ice sessions, while Bruins Alumni, Andrew Raycroft, also assisted on ice. Team USA Olympian Haley Skarupa and Dana Trivigno, both Boston College alums, were in attendance. Wasabi Technologies donated \$10,000 to the Boston Bruins Foundation, all of which will benefit the Good Sports: She Who Plays program.



## TD BANK P.A.S.S.

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.





# MINI 1-ON-1

TD Bank Mini 1-on-1 returned to TD Garden in November. Mini 1-on-1 allows teams from all over New England to compete in a 3-on-3 cross ice competition, comprising of youth hockey players at the Squirt, Pee Wee, Girls 10U, Girls 12U levels and sled. The winners of the Girls & Boys U10 divisions were able to attend the All-Star Game in Fort Lauderdale, Florida, while the winners of the Girls & Boys U12 divisions got to attend a Boston Bruins home game.



# STREET HOCKEY CLINICS

The Boston Bruins hosted 4 street hockey clinics, presented by Mass General Brigham, for kids ages 5 through 13. The clinics were held at the Boys & Girls Club of Lawrence, Waltham Boys & Girls Club, Mountain View School in Easthampton, and the Thomas M. Menino YMCA. The clinics were run by the Bruins Youth Hockey Development team, with special guest appearances by Bruins Alumni Andrew Raycroft, Olympians Megan Keller and Kali Flanagan, as well as Blades, the Bruins mascot. Each organization received \$1,000 in donated Franklin Street hockey gear.





# MIAA AWARDS

The Boston Bruins & MIAA Sportsmanship Award is presented annually to one individual from each high school ice hockey league in the state who best exemplifies the highest standards of fair play and sportsmanship through their conduct on and off the ice. There were 30 players from around the state that were selected for the award and joined us at a Boston Bruins game in March to be honored.



# CARLTON AWARDS

The John Carlton Memorial Trophies are awarded annually by the Boston Bruins to an outstanding female and male student athlete in Massachusetts. The winners must be a high school student that excels in both hockey and academics. The award is in honor of the late Bruins scout and administrator John Carlton, who passed away in 1982 after a long, dedicated career in hockey. This year's recipients were forward Samantha Taber of Cushing Academy and defenseman Sean Keohane of Dexter Southfield.





# 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

The Boston Bruins invited in the 2023 Massachusetts Teacher of the Year Finalists as well as the winner, Danielle Charbonneau, to enjoy a night celebrating all that they do inside and outside the classroom! Each teacher received tickets to the Bruins game on October 20th.

## MILITARY APPRECIATION NIGHT

On November 17th, the Bruins hosted their Military Appreciation Night honoring all military members, veterans, and their families. Bruins players Brandon Carlo, Nick Foligno, Derek Forbort, Charlie McAvoy, Charlie Coyle, Matt Grzelcyk, Mike Reilly, Connor Clifton, Trent Frederic, Craig Smith, and Jeremy Swayman 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. The entire team wore special edition military jerseys for warmups that were later auctioned off. Bruins coaches, management, staff, and broadcasters all wore American flag pins to honor military members. I Salute cards lined 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, benefitted the national nonprofit, Home Base. To gear up for Military Appreciation Night, Bruins players Nick Foligno and A.J. Greer visited Brighton Marine to tour the facility and meet the veterans who live there on November 8th.





# HOCKEY FIGHTS CANCER

The Boston Bruins hosted their annual Hockey Fights Cancer Night on October 25th as they took on the Dallas Stars. 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. The team wore specialty jerseys for the night that were auctioned off as well as used lavender stick tape and laces pregame. A ceremonial puck drop was performed by Mayah White, a 15-year-old sophomore at Barnstable High School who was diagnosed in January 2022 with Stage 3 Anaplastic Large Cell Lymphoma. On June 7, 2022, after receiving treatment at Boston Children's Hospital and the Dana Farber Jimmy Fund Clinic, Mayah's scans showed no evidence of lymphoma. 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. Proceeds from the 50/50 raffle, presented by DraftKings, benefitted the Cam Neely Foundation.





# HEART HEALTH NIGHT

## PRESENTED BY TUFTS MEDICINE

Heart Health Night presented by Tufts Medicine was hosted on February 11th. Different Heart Health initiatives were incorporated throughout the night in various ways. Tips from Tufts Medicine were displayed during the night as well as a segment with Nick and Janelle Foligno who visited a local school to help educate elementary school kids about heart health. "I Heart" cards also lined the locker room hallway to honor Heart Health patients. Proceeds from the 50/50 raffle, presented by DraftKings, benefitted the Heart's Playbook.

Bruins players Nick Foligno and Jeremy Swayman visited pediatric patients at Boston Children's Hospital on February 10th to hand out some Bruins Valentine's Day cards before Heart Health Night.





# HOCKEY IS FOR EVERYONE

## PRESENTED BY TD BANK

The Bruins celebrated Hockey is for Everyone Night presented by TD Bank on February 18th. The Boston Bruins along with the NHL proudly supports any teammate, coach, or fan who brings heart, energy, and passion to the rink. The Bruins players incorporated ASL t-shirts, Pride hats and Pride tape into their pre-game routines. The rainbow-taped sticks were auctioned off and benefitted Boston Pride Hockey, New England's first LGBTQ+ hockey club. During the starting lineup announcement, the Bruins welcomed an honorary Hockey is for Everyone lineup to the ice featuring six hockey players representing members of the LGBTQ+, sled hockey, Black and women's hockey communities. Patrice Bergeron hosted students from Perkins School for the Blind in his suite where they received a custom Braille roster card for the game. Proceeds from the 50/50 raffle, presented by DraftKings, benefitted SCORE Boston. Pavel Zacha and Tomas Nosek visited Perkins School for the Blind where they participated in a game of goal ball with some members of the goal ball team.



## FIRST RESPONDER NIGHT

The Bruins First Responder Night on March 2nd began with the Boston Police Gaelic Column of Pipes and Drums at the HUB on Causeway as fans entered TD Garden for the game. First Responders were honored throughout night with different fan experiences and in-game recognitions. Proceeds from the 50/50 Raffle, presented by DraftKings, benefitted McLean Hospital and the Boston Firefighters Burn Foundation. All donated tickets from Season Ticket Holders were dispersed to first responder organization across New England.

Jakub Zboril stopped by the Boston Fire Department's Moon Island training facility on February 10th to see what being a Boston Firefighter is like. He participated in a variety of training exercises and activities.





# IRISH HERITAGE NIGHT

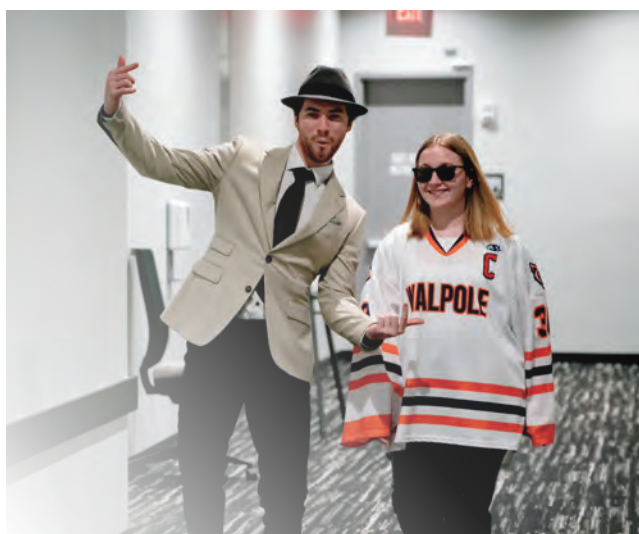
Bruins players wore specialty St. Patrick's Day green jerseys for warmups during the Irish Heritage Night on March 11th. These jerseys were signed by the players and auctioned off to benefit the Boston Bruins Foundation and the Claddagh Fund. Members from the Irish Sports Youth League sold signed mystery pucks with proceeds benefitting their youth programs.



# WOMEN IN SPORTS

**PRESENTED BY RAPID7**

This night on March 21st highlighted women who work and compete in the sports community including athletes and Bruins staff. Local girl's high school hockey players and MIAA scholastic award winners accompanied Bruins players during their pregame walk-ins to TD Garden, assisted by Olympic Gold Medalist and Boston Pride defender, Kali Flanagan. In-arena host Michaela Johnson took over the game's PA mic and Natalie Noury took over as the in-arena host for the evening. Prior to the Women in Sports Night, the Bruins hosted a Women in Sports networking event at TD Garden on March 15th which featured panelists Amy Latimer (President, TD Garden), Michaela Johnson (In-Arena Host, Boston Bruins), Cosmina Schulman (NESN Senior Vice President of Broadcast & Digital Partnerships), Kali Flanagan (Olympic Gold Medalist & Boston Pride Defender) and Kathy Klinger (Rapid7 Chief Marketing Officer).





# HEALTHCARE HEROES APPRECIATION NIGHT

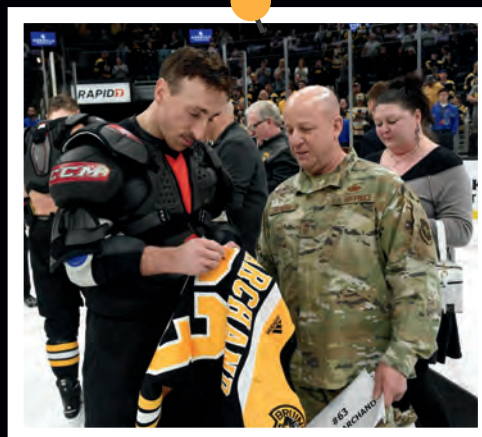
## PRESENTED BY MASS GENERAL BRIGHAM

On March 28th, the Bruins hosted a Healthcare Heroes Appreciation Night presented by Mass General Brigham. As part of this night, all healthcare workers in attendance were honored during a moment of recognition during the first period. Dr. Thiago Oliveira, Anneke Johnson and Matthew Ota were honored as 'Healthcare Heroes' of the game. In addition to this night, Bruins Mascot Blades and Bruins staff traveled to local hospitals to distribute \$1,000 in Dunkin' gift cards.



# 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 501c3 non-profits, youth hockey and charitable organizations raise funds for their cause by playing in charity hockey games, golf tournaments, and other organized fundraising events. The Boston Bruins Alumni Association promotes the sport of hockey, physical activity, good sportsmanship, and character through these charitable endeavors. Since its inception in 1968, the Bruins Alumni have helped raise over \$10,000,000 for worthy causes throughout New England and beyond.

The Boston Bruins were the NHL's first team established in the United States, gaining a franchise in 1924. Through the years the team has had a proud heritage, winning six Stanley Cups. Many players from those teams remain active with the Boston Bruins Alumni Association, visiting children and military veterans in hospitals, representing the team at public events, and playing in charitable golf tournaments.

The Bruins Alumni Team plays over 20 benefit hockey games each year. Please visit [www.bostonbruinsalumni.com](http://www.bostonbruinsalumni.com) to view this season's schedule, learn more about the Players, and watch past Alumni games on Bruins Alumni TV. Fans are always welcome to attend Alumni games.

The Boston Bruins Alumni are grateful for their loyal fans and look forward to celebrating the Boston Bruins Centennial Anniversary with you during the upcoming season!









# Statistics

Over **\$61 MILLION** raised since inception

Over **\$7.3 million** raised by BBF in the 2022-2023 timeframe

Throughout the year, BBF donated over **\$3.7 million** to non-profits

Over **\$3.1 million** raised through virtual and in-game fundraising

Over **\$2.9 million** raised through the 50/50 program

Over **\$1.1 million** to various charities that support first responders

Over **\$650k** awarded to various beneficiaries through the 50/50 program

Over **\$390k** to support Martin Richard Foundation

Over **\$214k** to Mass Hockey through the MA license plate program

Over **\$100k** to support Special Olympics of Massachusetts





## **BOSTON BRUINS FOUNDATION STAFF**

*Charlie Jacobs - CEO of Delaware North's Boston Holdings,  
Founder and Chairman of Boston Bruins Foundation*

*Bob Sweeney - President*

*John Whitesides - Director Health, Wellness and Fitness*

*Leandra Murphy - Manager*

*Jason Trombetta - Sports Memorabilia Assistant Manager*

*Tommy Comparato - Coordinator*

*Elisabeth Cannatelli - Graduate Assistant*

## **COMMUNITY RELATIONS STAFF**

*Kerry Collins - Senior Director of Community Relations*

*Mike Dargin - Director of Youth Hockey and Fan Development*

*Brooke Pinkham - Manager of Community and Alumni Relations*

*Elizabeth Viola - Youth Hockey Coordinator*

*Tommy Songin - Youth Hockey Ambassador*

*Karen Wonoski - Boston Bruins Alumni Coordinator*

## **BBF BOARD OF ADVISORS**

*Bill Galatis - Dunkin Donuts Franchisee*

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*Paul Foster - Paul D. Foster Associates*

*Peter Roby - Northeastern University*

*Sean McGrail - NESN*

*Tom Hynes - Colliers International*





B O S T O N B R U I N S

**FOUNDATION**