2019–20 COMMUNITY ANNUAL REPORT
HOMETOWN HEROES
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MESSAGE FROM THE SHARKS

Dear Community Supporters,

The San Jose Sharks organization is driven by the goals of supporting the community and creating positive change throughout Sharks Territory. In everything that we do, the Sharks Foundation and Community Relations Department strive towards being Hometown Heroes.

With the support and generosity of San Jose Sharks executives and ownership, we participate in impactful philanthropic endeavors through our annual Giving Campaign. With a focus on education, health and safety and character development, the year-long campaign continues to adapt, develop and serve those in greatest need.

This season featured a number of special moments, including granting the wish of 17-year-old Selena by providing her with a once-in-a-lifetime Sharks experience and introducing the game of hockey to new and diverse audiences throughout the Bay Area during Hockey is for Everyone visits with Evander Kane and female ambassadors Kendall Coyne Schofield and Annie Pankowski.

This season was also a test in resiliency and flexibility as we learned to navigate a global pandemic and the pause of our hockey season. We quickly transitioned to online fundraising and shifted focus to emergency response, with our partners, fans, supporters and community by our side. We joined together to combat food insecurity, provide emergency aid grants to individuals impacted by the pandemic and gave in-kind donations of mask-making materials. With your support, we donated more than $1.3 million to 53 high-performing non-profits in our community.

On behalf of everyone at Team Teal, thank you to the fans, corporate partners, donors and volunteers, for your unwavering support and partnership in making our community a better place. We are honored to work beside you and look forward to continuing this important work as we move forward.

Sincerely,

Heather Hooper
Director of Community Relations & the Sharks Foundation
Please Enjoy the Stories and Highlights Within the 2019–20 Sharks Foundation & San Jose Sharks Community Annual Report

$1.3 Million Donated in 2019–20
663,000 Youth and families impacted
2,285 Hours volunteered
The Sharks Foundation is dedicated to enhancing the lives of underserved youth and families in the community with an emphasis in the areas of education, health and safety, and character building.

The Foundation supplies emergency aid when appropriate, executes unique and relevant programming, supports the advancement of youth hockey, and provides financial support and resources to organizations that enrich the lives of those in need.
In 1994, the San Jose Sharks established the official charitable arm of the team, the Sharks Foundation. Each year the Foundation partners with individuals, corporations, and funding partners in the community, who support its efforts to improve the lives of youth and families in the Bay Area. During the 2019-20 season, the Sharks Foundation donated more than $1.3 million to those in need in the community. Since its inception, the Foundation has dedicated nearly $17 million back through its Community Assist Grant program and season-long Giving Campaign.
In November 2019, the Sharks Foundation was honored as a top-50 corporate philanthropist in Silicon Valley for the 2018 fiscal year by the Silicon Valley Business Journal. The Foundation ranked No. 15, up from No. 18 the previous year.
The Sharks Foundation’s Giving Campaign focused on a number of causes throughout the 2019–20 season. Each month of the hockey season featured key activations and included support from Sharks players, coaches, alumni, broadcasters, executives, corporate partners, employees, volunteers and S.J. Sharkie.
Financial Contribution: $1.3 MILLION
The Sharks Foundation’s 2019–20 Giving Campaign began in October with Healthy Living Month. The campaign included fundraising for non-profits Children’s Health Council and YWCA Silicon Valley through the 50/50 Raffle presented by Black Oak Casino Resort. Sharks Captain Logan Couture led a pick-up game with Edenvale Elementary students at the unveiling of the newest Tealtop Street Hockey Court gifted to the school in partnership with Kaiser Permanente. With the support of SAP, Tomas Hertl and hundreds of volunteers, the Sharks Foundation constructed its fifth KABOOM! playground at Windmill Springs Elementary School.
**50/50 RAFFLE**  
**PRESENTED BY BLACK OAK CASINO RESORT: CHILDREN’S HEALTH COUNCIL**  
Funds raised will support Children’s Health Council’s focus on mental health and their mission to remove barriers to learning, helping children and teens become resilient, happy and successful at home, at school and in life. Sharks alum and current TV broadcaster Jamie Baker, who is a well-known mental health advocate, visited with and encouraged CHC volunteers.  

**GIVE:**  
$6,515

---

**TEALTOP STREET HOCKEY COURT**  
**IN PARTNERSHIP WITH KAISER PERMANENTE**  
Thanks to the support of Kaiser Permanente, the Foundation built its 12th Tealtop Street Hockey Court at Edenvale Elementary. Students received new gear and equipment and enjoyed an informal game with Sharks players.

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**KABOOM! PLAYGROUND BUILD**  
**IN PARTNERSHIP WITH SAP**  
In partnership with SAP, the Foundation completed its 5th playground for the students of Windmill Springs Elementary. Over the course of six hours, 100 volunteers built the playground, which was then opened to the community after a ribbon cutting ceremony with Sharks Forward Tomas Hertl.

---

**50/50 RAFFLE**  
**PRESENTED BY BLACK OAK CASINO RESORT: YWCA SILICON VALLEY**  
Proceeds from the 50/50 Raffle supported YWCA Silicon Valley in their mission to empower youth by working to end racism and violence, to achieve solutions for survivors of violence facing homelessness and to inspire by closing the education and prosperity gap.

**GIVE:**  
$9,095

---

**Total Number of Lives Impacted:**  
3,491  

**Total Give:**  
$122,110
Every November the Sharks Foundation celebrates the NHL’s league-wide initiative Hockey Fights Cancer. On the Sharks Hockey Fights Cancer Night presented by Kaiser Permanente, pediatric oncology patients were hosted in a suite and participated in a pre-game, on-ice ceremony with the Sharks starting line-up. Honored guest Amazing Gray dropped the ceremonial puck alongside her family. A Sharks Foundation Community Assist Grant provided to Dec My Room allowed the non-profit to renovate the Pediatric Outpatient Infusion Clinic at Kaiser Permanente Santa Clara into a warm and welcoming space for its daily patients. The new nature-themed space was unveiled in tandem with Sharks and Barracuda players visiting in-patients on the pediatric floor of the hospital. Additionally, valuable funds were raised for United Heroes League and Mission Volant over Veteran’s Day weekend when the Sharks hosted its Military Appreciation Night at which WWII Veteran Frank Ganz dropped the puck alongside military advocate Brent Burns.
HOCKEY FIGHTS CANCER NIGHT
PRESENTED BY KAISER PERMANENTE

The Foundation hosted pediatric oncology patients from Kaiser Permanente and their families for in-game experiences, including being recognized on-ice with the Sharks starting line-up and the Hooper family participated in a ceremonial puck drop, celebrating 2 ½ year old Graysen’s progress in her fight with cancer.

MILITARY APPRECIATION NIGHT

Auction Beneficiary: UNITED HEROES LEAGUE

$9,400

50/50 Beneficiary: MISSION VOLANT

$10,645

KAISER PERMANENTE SANTA CLARA PEDIATRIC OUTPATIENT INFUSION CLINIC RENOVATION
IN PARTNERSHIP WITH DEC MY ROOM

A $25,000 Community Assist Grant was awarded to Dec My Room to renovate the pediatric outpatient infusion clinic at Kaiser Permanente Santa Clara Medical Center. The renovation included new furniture, toys and ocean-inspired hand painted murals, wall art and curtains. Sharks and Barracuda players visited with patients following the unveiling of the completed space.

50/50 RAFFLE
PRESENTED BY BLACK OAK CASINO RESORT

$48,110

• 11/1 Emergency Aid: California Fire Foundation
• 11/2 Jacob’s Heart
• 11/7 Coastal Kids Home Care
• 11/12 There With Care
• 11/16 American Cancer Society
• 11/23 Pancreatic Cancer Action Network

Total Number of Lives Impacted: 4,528
Total Give: $93,260
The December Season of Giving campaign began with the Sharks Foundation, Diversified and Evander Kane serving 200 meals to the homeless at Loaves & Fishes Family Kitchen. As their annual service event, the Foundation’s Young Professionals Board partnered with the Gifts for Teens program to pack bags full of essentials for foster youth. Furthering the holiday spirit, the Foundation assisted Ronald McDonald House Charities Bay Area with two pre-game drives at SAP Center which collected toys and cash donations for the non-profit’s clientele. The Foundation also hosted its 20th Holiday Assist Party with the help of CEFCU, providing 31 families with an evening of ice skating, dinner and surprise gifts from Sharks players, coaches, broadcasters, ownership and front office staff.
LOAVES & FISHES MEAL SERVICE
IN PARTNERSHIP WITH DIVERSIFIED
With the help of volunteers from Diversified and the Sharks – including Sharks players Evander Kane and Dylan Gambrell – hot meals and grocery gift cards were distributed to Loaves & Fishes Family Kitchen clients. In addition to the meal service, the Foundation provided the non-profit with a Community Assist Grant.

GIVE: $10,000

GIFTS FOR TEENS BAG PACKING
The Foundation’s Young Professionals Board supported the American Association of University Women San Jose Chapter’s Gifts for Teens program by packing bags of presents, school supplies and toiletries for low-income, foster and homeless youth. The program helps support the AAUW provide these youth with important medical, mental and other health-related services.

GIVE: $2,005

COMFORT & JOY DRIVE
Prior to back-to-back Sharks games, the Foundation hosted Ronald McDonald House Charities Bay Area for pre-game drives, raising $2,005 and more than 600 toys and other household items were collected for those in need.

GIVE: $10,000

HOLIDAY ASSIST PARTY
IN PARTNERSHIP WITH CEFCU
For the 20th consecutive year, the Foundation hosted 31 families for an evening of skating, cookie decorating and fun. Volunteers from team partner CEFCU helped serve a hearty dinner and presented each family with a $100 gift card. The night concluded with the reveal of surprise gifts from the Sharks roster, coaches, broadcasters and front office.

50/50 RAFFLE
PRESENTED BY BLACK OAK CASINO RESORT
• 12/14 Gifts for Teens
• 12/21 Alum Rock Counseling Center
• 12/28 Loaves & Fishes Family Kitchen

GIVE: $21,265

Total Number of Lives Impacted: 4,235
Total Give: $36,670
The Sharks Foundation recognized hometown heroes in the community throughout January. During the Sharks Heroes Appreciation Night, Gilroy first responders who provided critical assistance during the July Garlic Festival tragedy were honored with an on-ice ceremony and presented with custom Gilroy Strong jerseys worn by Sharks players during warm-ups. The Foundation also partnered with Rebuilding Together Silicon Valley and volunteers from Team Teal to spend a day making repairs to the home of a Vietnam War veteran. Later that month, Sharks and Barracuda players hosted a pick-up game of street hockey for service members and their families atop the deck of the USS Hornet Aircraft Carrier in Alameda. To honor our four-legged heroes, the Teal Together Pet Calendar fundraiser provided net proceeds to Canine Companions for Independence and other pet rescue non-profits.
JAN. 24

**REBUILDING TOGETHER SILICON VALLEY**

By partnering with Rebuilding Together Silicon Valley, a $15,000 grant was provided for vital repairs to the Gilroy home of a Vietnam War veteran. In addition to improvements to the interior of the home, a group of Sharks employees and community members from the Gilroy Veterans Memorial Hall came together to beautify the exterior.

**GIVE:**

$15,000

JAN. 27

**HEROES APPRECIATION NIGHT**

In recognition for their critical role in the lifesaving efforts at the July Garlic Festival tragedy, the Sharks honored Gilroy first responders with a pre-game ceremony. Working with the Gilroy Foundation, players, coaches and broadcasters recognized heroes by wearing Gilroy Police and Fire Department hats and lapel pins and special Gilroy Strong jerseys were gifted to first responders.

JAN. 30

**HOCKEY ON THE HORNET EVENT**

Sharks and Barracuda players and VIPs brought street hockey to the flight deck of the USS Hornet aircraft carrier in Alameda, hosting veterans and active service members and their families for a day of fun. The Foundation also presented the Hornet’s historic museum with a Community Assist Grant.

**GIVE:**

$5,000

THROUGHOUT

**TEAL TOGETHER PET CALENDARS**

Throughout the month, the Foundation sold its first ever Pet Calendar, with net proceeds benefitting Canine Companions for Independence, Jake’s Wish Dog Rescue and the Silicon Valley Animal Control Authority.

**GIVE:**

$5,000

THROUGHOUT

**50/50 RAFFLE**

**PRESENTED BY BLACK OAK CASINO RESORT**

- 1/9 Canine Companions for Independence
- 1/27 Gilroy Foundation
- 1/29 Shop With a Cop of Silicon Valley

**GIVE:**

$25,235

**Total Number of Lives Impacted:**

645

**Total Give:**

$47,235
The February campaign was all about education and included the Sharks Foundation’s largest Community Assist Grant of the season, a $200,000 donation to the San Jose Public Library Foundation to reimagine the Wee Explore PlaySpace in the Children’s Center of the Dr. Martin Luther King, Jr. Public Library in San Jose. The STEM Field Trip Day in partnership with SAP hosted local middle school students participating in the Future Goals program for a day of hockey-related STEM curriculum on and off the ice at SAP Center. An activity kit packing day was hosted at Resource Area for Teaching with Western Digital and Team Teal volunteers to announce their partnership on the creation of the RAFT Pop-up Model Van project. The Sharks Foundation and SAP partnered once more that month to renovate the Third Street Community Center computer lab and provide the non-profit with a donation to fund their STEM for Latina Girls and Young Engineers programs.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Give:</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB. 8</td>
<td>The Foundation visited Third Street Community Center to present a donation, made possible by SAP, to support the Young Engineers and STEM for Latina Girls programs, and to renovate the center's tech lab.</td>
<td>$125,000</td>
</tr>
<tr>
<td>FEB. 25</td>
<td>A group of 100 Sharks employees, fans and season ticket holders volunteered their time to pack hockey-themed STEAM Activity Kits to be provided to educators at no cost, thanks to Resource Area for Teaching. In partnership with Western Digital, the Foundation announced funding for RAFT's &quot;Pop-up Model&quot; vehicle project, which will serve 250 teachers and 2,500 students within the first year.</td>
<td>$100,000</td>
</tr>
<tr>
<td>FEB. 29</td>
<td>As a reward for their participation in the Future Goals Hockey Scholar STEM computer program, the Sharks Community Relations department and SAP invited 150 local 6th grade students to SAP Center for a Field Trip Day filled with STEM-related activities both on and off the ice.</td>
<td>$1,700</td>
</tr>
<tr>
<td>THROUGHOUT</td>
<td>Funds generated by the 50/50 Raffle throughout the month supported the San Jose Public Library Foundation project to renovate the WeeExplore Youth Space in the Children's Center of the Dr. Martin Luther King Jr. Library in downtown San Jose.</td>
<td>$200,000</td>
</tr>
</tbody>
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**Total Number of Lives Impacted:**

45,955

**Total Give:**

$430,000
The Sharks embraced the NHL’s Hockey is for Everyone campaign throughout the month of March, focusing on financial aid to non-profits that support diversity and inclusion initiatives both on and off the ice. Donations were provided to non-profits SheIS Sport, Bay Area Outreach & Recreation Program, Fresh Lifelines for Youth, and You Can Play. The Sharks Foundation also hosted its first female wish candidate brought to the team through the Make-A-Wish Foundation. Avid Sharks fan Selena spent two days with the organization, joining the annual team photo, hitching a ride to the Sharks game with her favorite player Joe Thornton, dropping the ceremonial puck and participating in other once-in-a-lifetime experiences at SAP Center.
## SPECIALTY AUCTION: WOMEN OF TEAL NIGHT
To help celebrate Women of Teal Night at the Tank, SheIS Sport was selected as the beneficiary of a Specialty Auction. Funds raised will help SheIS further their mission of connecting with and mobilizing fans to grow women’s sports in order to create a future of, by, and for strong women.

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<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>GIVE:</th>
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</thead>
<tbody>
<tr>
<td>MAR. 3</td>
<td>GIVE: $1,500</td>
<td>$1,500</td>
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## WISH FULFILLMENT
In partnership with the Make-A-Wish Foundation, the Sharks helped to fulfill 17-year-old Selena’s request to meet the team, drop the puck and experience a once-in-a-lifetime Sharks dream. Selena joined the official team photo, spent the day with Sharks Forward Joe Thornton, took a behind-the-scenes tour at SAP Center and was honored pre-game before participating in a ceremonial puck drop.

## 50/50 RAFFLE
Presented by Black Oak Casino Resort: Make-A-Wish Bay Area
In support of Selena’s Wish on the same gameday, proceeds from the 50/50 Raffle benefitted Make-A-Wish Bay Area, the chapter who helped make Selena’s Wish come true.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>GIVE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH 7</td>
<td>GIVE: $8,725</td>
<td>$8,725</td>
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## COMMUNITY ASSIST GRANTS
As a result of cancelled games, 50/50 Raffle beneficiaries Bay Area Outreach & Recreation Program & Fresh Lifelines for Youth and Specialty Stick Auction beneficiary You Can Play received Community Assist Grants.

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<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>MARCH 7</td>
<td>GIVE: $12,000</td>
<td>$12,000</td>
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Total Number of Lives Impacted: **3,599**

Total Give: **$23,925**
April’s Environmental Awareness Month marked the conclusion of the Sharks Foundation’s 2019-20 Giving Campaign. Community Assist Grants were awarded to Save Our Shores in partnership with team partner Poly, South Bay Clean Creeks Coalition in partnership with SAP, and the Marine Science Institute. The Foundation also hosted the first-ever Virtual Community Clean-up in partnership with SAP, where Sharks fans everywhere were invited to clean their local neighborhoods, parks, and beaches and share pictures of their efforts via social media using #TidyTerritory.
In an effort to further their mission to steward clean shores along the central coast, the Foundation and Poly supported Save Our Shores with a donation to their beach clean-up program.

To support the South Bay Clean Creeks Coalition, the Foundation partnered with SAP to donate funds to cover expenses for three Guadalupe River Park clean-ups, pulling six tons of trash from the area.

In place of the funds that would have been raised by a 50/50 Raffle, a donation will be allocated to the Marine Science Institute’s Discover Our Bay and Coast program, which educates students by placing them in direct contact with the natural environment.

In response to the COVID-19 pandemic, the Foundation and SAP donated $300,000 to Second Harvest of Silicon Valley to provide more than 600,000 meals to those in need.

Total Number of Lives Impacted: 604,016
Total Give: $320,000
GIVING BY THE NUMBERS

[Image of people holding a large check]

[Image of people holding another large check]

2019–20 COMMUNITY ANNUAL REPORT
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<thead>
<tr>
<th>Non-Profit</th>
<th>Grant Amount</th>
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<tr>
<td>Second Harvest of Silicon Valley</td>
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<td>San Jose Public Library Foundation</td>
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<td>Third Street Community Center</td>
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<td>KABOOM!</td>
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<td>Resource Area for Teaching</td>
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<td>Gilroy Foundation</td>
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<td>Austen Everett Foundation</td>
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<td>Bay Area Women’s Sport Initiative</td>
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<td>Child Advocates of Silicon Valley</td>
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<td>Folded Flag Foundation</td>
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<td>JW House</td>
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<tr>
<td>O’Neill Sea Odyssey</td>
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<td>Wayfinder Family Services</td>
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<td>Dec My Room</td>
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<td>African American Community Service Agency</td>
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<td>Loaves &amp; Fishes Family Kitchen</td>
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<td>Rebuilding Together Silicon Valley</td>
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<td>YWCA of Silicon Valley</td>
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<td>Make-A-Wish Greater Bay Area</td>
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<td>Jacob’s Heart</td>
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<td>AAUW San Jose Gifts For Teens Program</td>
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<td>Kids &amp; Art Foundation</td>
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<td>California Fire Foundation</td>
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<td>Children’s Health Council</td>
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<td>Emergency Assistance Foundation</td>
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<td>Caminar’s LGBTQ Youth Space</td>
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<td>Jake’s Wish Dog Rescue</td>
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<td>Silicon Valley Animal Control Authority</td>
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<td>Mamba and Mambacita Sports Foundation</td>
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<td>National Breast Cancer Foundation</td>
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A TOTAL OF 53 NON-PROFITS RECEIVED $1,336,984.11 DURING THE 2019-20 SEASON
Through the Goals for Kids program, each on-ice achievement supported underserved youth and families in the Bay Area. For each San Jose Sharks goal scored during the season, $1,000 was given to local organizations dedicated to enhancing the lives of those in need. Thanks to the program’s partners, each Sharks goal achieved out on the ice will help the program’s beneficiaries achieve their goals in the community!

**PRESENTING PARTNERS**

KORET FOUNDATION  
TAUBE PHILANTHROPIES  
SWENSON  
The SOBRATO Organization  
druva  
MERIWEST CREDIT UNION

**PARTICIPATING SPONSORS**

**BENEFICIARIES**

The mission of JW House is to keep families together during medical crisis by offering a welcoming home close to hospital care and providing a compassionate environment that inspires hope.

The mission of Child Advocates is to provide stability and hope to children who have experienced abuse and neglect by providing them with a mentor throughout their time in the dependency system.

The mission of Wayfinder Family Services is to ensure that children, youth, and adults facing challenges always have a place to turn. Amongst other services, Wayfinder offers a special education school for children with disabilities, and transition services to college or work for young adults with vision loss.

The mission of BAWSI is to mobilize the women’s sports community to engage, inspire, and empower the children who need them most, specifically underserved girls and children with disabilities.

The mission of the Folded Flag Foundation is to provide educational scholarships to the spouses and children of fallen U.S. military members as a result of combat operations.

The mission of the Austen Everett Foundation is to empower kids in their fight against cancer through the support of athletic teams.

The mission of O’Neill Sea Odyssey is to provide a hands-on educational experience to youth to encourage the protection and preservation of our living sea.
In response to the Coronavirus pandemic, the Foundation partnered with SAP to donate $300,000 to local food bank Second Harvest of Silicon Valley. The donation helped combat food insecurity by providing more than 600,000 meals to local individuals in need. Additionally, the Sharks partnered with Aramark to donate 2,000 pounds of perishable food items from SAP Center to local non-profit Martha’s Kitchen. The Sharks also established the Sharks Sports & Entertainment COVID-19 Relief Fund, to provide individual grants to more than 1,800 part-time staff unable to work due to event cancellations and facility closures caused by the COVID-19 pandemic.

To help the California Fire Foundation provide financial assistance to fire victims in California year-round, $9,400 was raised at a Sharks regular season game in November through a pre-game collection drive and the 50/50 Raffle presented by Black Oak Casino Resort.

Following the tragedy that struck the Gilroy community in July, the Sharks Foundation donated $10,000 to the Silicon Valley Community Foundation, to be dedicated to the Gilroy Garlic Festival Victims Relief Fund.

In the months following, the Foundation would work with Sharks players on an autograph session and VIP dinner fundraiser, the San Jose Barracuda on a Gilroy Strong Jersey Auction and donate proceeds from a 50/50 Raffle presented by Black Oak Casino Resort to raise a total of $35,867.11 for the Gilroy Foundation.
Each season, the Sharks Foundation hosts unique fundraising events, providing fans with exclusive access to Sharks players, coaches, broadcasters and alumni, all while raising funds for youth and families in need in the Bay Area. During the 2019-20 season, the Foundation hosted its signature wine tasting fundraiser, along with a variety of in-game fundraisers.
The annual Sampling with the Sharks wine tasting event raised more than $350,000 in 2020.
In February, the San Jose Sharks and Barracuda rosters, coaches, broadcasters and 400 guests helped the Sharks Foundation raise more than $350,000 in net proceeds at its premier fundraising event of the season, Sampling with the Sharks. The annual wine tasting event was hosted at SAP Center and included a VIP reception in the exclusive BMW Lounge, complimentary tastings from Northern California’s finest vineyards, a wine bottle ring toss and the opportunity to win custom jewelry from Stephen Silver Fine Jewelry. A live auction featured experiences with Logan Couture, Evander Kane and San Jose Sharks Alumni.
The Sharks Foundation launched its Teal Tote fundraiser in November. Each Sharks Wave themed backpack came with a jersey, hat, bottle opener made from SAP Center hockey glass, a cherrywood wireless phone charger, an autographed puck and a Sharks plush blanket. More than $58,000 was raised through 2019-20 Teal Tote sales.

At every Sharks home game during the 2019-20 season, the Foundation hosted a mobile auction which featured game-used equipment, autographed jerseys, custom frames and canvases, and other Sharks-themed memorabilia. Whether at the game or watching from home, supporters were able to bid by texting “SHARKS” to 76278. Nearly $98,000 was raised from auction sales during the 2019-20 season.
Several Mystery Puck fundraisers were held in 2019-20, including the following themes: Nighty Knight, Los Tiburones, Shark Freak, Lunar New Year, Open Water, Graffiti Shark and a Limited-Edition SAP Center Rink Glass Holiday Ornament. A limited number of specially designed Mystery Pucks and Ornaments were sold on the concourse for $30 each. Every puck and ornament was signed by a Sharks player and then wrapped to keep the player’s identity a surprise until opened. Mystery Pucks raised $184,000 this season.

This season, pre-game beer booths hosted outside SAP Center were held at the annual Opening Night Street Rally and ahead of Black History Night in February. Thanks to the generosity of Coors Light and Sharks Territory, the Sharks Foundation was able to raise $3,900 at this season’s beer booths.
By utilizing a programming platform that focuses on education, hands-on instruction, and interactive experiences for people of all ages, the focus of the Sharks Community Relations department is to showcase the game of hockey to a new audience within San Jose’s diverse and evolving community, while making a lasting impression on individuals.
The San Jose Sharks Crib Club is an exclusive club for babies of Sharks Territory born at participating Kaiser Permanente delivery centers in Redwood City, San Jose, Santa Clara and Scotts Valley. Families who enrolled in the club received a baby bib, “Future Draft Class” certificate, birthday cards for their first and second birthday, invites to an annual event, free one-year admission into the FINatical Kids Club when the baby turns three, special ticket offers to select games and quarterly e-mail newsletters.

Anti-Bullying presented by Pizza Factory is an assembly-based program where Community Relations staff, S.J. Sharkie, and a Sharks player or alumni visit one elementary school monthly to spread the message of anti-bullying and being kind to one another. Each student at every school visited also receives a bag of Sharks and Pizza Factory co-branded items. A Buddy Bench is donated to their playground to encourage making new friends.
During the 2019-20 season, nearly 30,000 kids in more than 1,300 classrooms participated in Reading is Cool presented by Druva. This free and unique literacy program focused on kindergarten through sixth grade classrooms in Northern California and promoted the importance of reading, while sharing the excitement and enjoyment of a good book. The program featured motivational monthly awards, classroom visits from S.J. Sharkie and opportunities to attend Sharks home games.

The FINatical Kids Club is a special club for Sharks fans 13-and-under, where members receive a unique fan experience. Each member receives a personalized merchandise package and ticket offers. During the 2019-20 season, Kids Club co-captains, Kevin Labanc and S.J. Sharkie, engaged with members at exclusive events in the community throughout the year. The FINatical Kids Club extends across the United States and Canada, having members in 33 different states and seven Canadian provinces!
The Sharks Foundation and Kaiser Permanente visited schools throughout Santa Clara County with an official Kaiser Permanente Team Physician, defenseman Mario Ferraro, alumni Jamie Baker and radio play-by-play broadcaster Dan Rusanowsky, to teach students about healthy living and street hockey. Following the kick-off assembly, equipment and instructional materials were donated to participating schools.

The Sharks partnered with the NHL and the National Hockey League Players’ Association for the sixth year of Future Goals. Future Goals – Hockey Scholar is an online learning course that incorporates the fast-paced, exciting game of hockey to teach students STEM-based concepts. The course is for 4-8 grade students and is available to schools at no cost. During the 2019-20 season, 9,221 students in 159 schools in Northern California and Oregon participated in the program. The Sharks also hosted their fourth annual STEM Day presented by SAP, hosted at SAP Center for the first time in program history. In partnership with SAP, 150 sixth graders from three local schools spent the day viewing a STEM Careers panel, rotating through eight STEM concept stations and ended the day with a locker room tour.
When the Sharks Hockey is for Everyone Night game was cancelled due to COVID-19, the team shifted efforts to celebrate diversity and inclusion virtually. In the days leading up to the activation night, fans were asked to share what Hockey is for Everyone means to them and were encouraged to make a pledge to celebrate diversity, unity and acceptance of all players, coaches and fans. Members of the One Step Sharks special hockey team participated in a virtual ceremonial puck drop from the safety of their homes. In place of the usual Pride Tape stick auction, the Foundation awarded a Community Assist Grant to You Can Play to further their mission of ensuring safety and inclusion for all who participate in sports.

The San Jose Sharks are committed to the inclusion of everyone in the sport of hockey regardless of sex, gender, sexual orientation, race, ethnicity, socioeconomic status, or disability. Evander Kane serves as the Sharks Hockey is for Everyone Ambassador, and the leader in the locker room on the topic of diversity and inclusion in sport. During the 19-20 season, Evander Kane visited Oakland to teach local middle school students about street hockey. He then joined as a celebrity coach for a Hockey is for Everyone practice at Oakland Ice Center Operated by Sharks Ice with youth players including boys, girls, sledge, and special hockey players.
The Sharks hosted their fourth annual Special Olympics Northern California (SONC) floor hockey game at Camden Community Center in October. SONC floor hockey participants in Santa Clara County were invited to participate and played side-by-side with Sharks players Logan Couture, Evander Kane, Aaron Dell, and Trevor Carrick. New in 2019-20, the San Jose Barracuda participated as players John McCarthy, Andrew Shortridge, and Thomas Gregoire suited up for the game. Sharks head coach Peter DeBoer and Barracuda head coach Roy Sommer served as referees, while the assistant coaches were behind the benches coaching. Broadcasters Dan Rusanowsky, Randy Hahn, Jamie Baker, and the Barracuda’s Nick Nollenberger called the game and conducted intermission interviews with the athletes. S.J. Sharkie was on-hand to entertain the crowd and organist Mikey Day kept the energy level up with in-game music. The athletes sported Sharks jerseys and helmets with Sharks stickers, which were donated to support the program.

Throughout the year Sharks and Barracuda players and S.J. Sharkie visited Kaiser Permanente’s Santa Clara Medical Center to help spread joy to hospital patients.
To increase participation in girls and women in hockey, the Sharks partnered with the NHL and NHLPA to bring elite female hockey players to the Bay Area so young female players can share the ice with female leaders and role models. During the 19-20 season, World Champion Annie Pankowski and Olympic Gold Medalist Kendall Coyne Schofield made visits to San Jose where they each coached two clinics for 100 girls including Little Sharks Learn-To-Play graduates and house and travel players from local Bay Area clubs ranging in age from 7-12.

The Bay Area All-Star Scholarship Team (BAASST) is a partnership between the San Jose Sharks, Golden State Warriors, Oakland Athletics, San Francisco Giants, San Jose Earthquakes and San Francisco 49ers. Each participating professional sports team contributes to the scholarship program, which assists Bay Area high school seniors in achieving their goal of higher education. Every school year, six outstanding students residing in the Bay Area receive a $5,000 scholarship. The students are then honored at participating teams’ home games. Since its inception, BAASST has awarded more than $500,000 to local student athletes.

The Bay Area All-Star Scholarship Team

The Bay Area All-Star Scholarship Team (BAASST) is a partnership between the San Jose Sharks, Golden State Warriors, Oakland Athletics, San Francisco Giants, San Jose Earthquakes and San Francisco 49ers. Each participating professional sports team contributes to the scholarship program, which assists Bay Area high school seniors in achieving their goal of higher education. Every school year, six outstanding students residing in the Bay Area receive a $5,000 scholarship. The students are then honored at participating teams’ home games. Since its inception, BAASST has awarded more than $500,000 to local student athletes.
The NHL Black Hockey History Mobile Museum made two stops in the Bay Area during the 19-20 season. The truck showcased the pioneers and trailblazers who helped shape the game and celebrates Black achievement in hockey. On February 29, the truck was at the street rally outside SAP Center between the Barracuda and Sharks games and had 800 fans walk through the exhibit. One of which was Sharks forward Evander Kane, who toured the museum alongside youth from the San Jose African American Community Service Agency (SJAACSA), and museum co-curator Kwame Mason. The SJAACSA was the Sharks Foundation’s auction beneficiary and hosted a table on the concourse to distribute information about their programs and services during the Sharks game.

On March 1, the exhibit visited Oakland Ice Center operated by Sharks Ice where nearly 400 guests visited the museum. Activations in Oakland also featured the Sharks slapshot booth and street hockey for fans.
COMMUNITY HOCKEY

The San Jose Sharks place an emphasis on introducing the game of hockey to new audiences. By partnering with local ice and floor hockey facilities and youth hockey teams, the Sharks offer a variety of programs that reach players of all ages and skill levels.
Little Sharks is a learn-to-play ice hockey program for kids ages 5-9 with no prior organized hockey experience. Registration includes six American Development Model style instructed lessons, head-to-toe equipment, membership to the FINatical Kids Club and a ticket to a Sharks home game. The purpose of the program is to make ice hockey an accessible sport to young kids throughout Northern California. Little Sharks reached a total of 780 registered participants throughout 2019-20.
During the first intermission of select Sharks home games in 2019-20, local youth hockey teams had the chance to display their skills and talent in front of thousands of Sharks fans at SAP Center. Participating clubs dressed 12 players for a shootout during the intermission. Clubs also received game tickets for the players and their guests, courtesy of Kaiser Permanente and the Sharks.
Sharks Play On is a continue-to-play ice hockey program for kids ages 5-9 who have completed the Little Sharks program. Registration includes ten weeks of American Development Model based instructions to help strengthen the skills learned in Little Sharks and a ticket to a Sharks home game. The purpose of this program is to give children and families a pathway to youth hockey. Sharks Play On launched its pilot program in 2019-20 and reached 90 kids.
To support diversity and inclusion in the sport of hockey, the Sharks partnered with One Step Beyond, Inc., a life skills college for adults with special needs in San Mateo, to sponsor its hockey program. The Sharks rebranded the team as the One Step Sharks Special Hockey Team with custom jerseys. The Sharks also provided ice at Solar4America Ice at San Jose for the team to practice during their season. One Step Sharks players had the unique opportunity to participate in a virtual puck drop for the Sharks digital Hockey is for Everyone Night presented by Pizza Factory in March 2020.
In their fifth year in San Jose, the Barracuda continue to build upon established relationships in the community while also developing new connections. Through a variety of community initiatives with players and coaching staff, the Barracuda’s focus remains on bringing the game of hockey to a diverse and passionate fan base.
BARRACUDA MATH CLASS

Barracuda Math class is a community outreach program for elementary school students, designed to generate excitement and interest in math. Based on the California Board of Education standards, the program was created to teach students about the game of hockey while simultaneously practicing their math skills. In the fifth season of the program, the Barracuda visited more than 90 classrooms and 2,600 students around the Bay Area.

Through this interactive outdoor hockey program, the Barracuda give students the opportunity to practice and train like the pros. During Hockey 101, players and staff visit elementary schools, youth organizations and after school programs to teach stick safety and beginner hockey skills. Through the 2019-20 season, the Barracuda visited more than 50 classrooms and 1,400 students.
<table>
<thead>
<tr>
<th>Event</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Hockey Fights Cancer</td>
<td>$17,221</td>
<td>to Cancer CAREpoint</td>
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<tr>
<td>408 Night</td>
<td>$17,430</td>
<td>to Veterans Ticket Foundation</td>
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<tr>
<td>Gilroy Strong</td>
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<td>to Gilroy Foundation</td>
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<td>Player Creation Day</td>
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<td>5th Anniversary</td>
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<td>to Santa Clara Aquamaids</td>
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<tr>
<td>Churro Day</td>
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<td>to Veterans Ticket Foundation</td>
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<tr>
<td>‘Cuda Country Night</td>
<td>$12,350</td>
<td>to Vitalant</td>
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GIFTS AND GOALS

With the help of the Kinship, Adoptive & Foster Parent Association (KAFPA), the Barracuda held their fifth annual Gifts and Goals program during the holiday season. Every Barracuda player was paired with a child from KAFPA, purchased them presents and opened them together following the game on December 29.

TEDDY BEAR TOSS

Fans were encouraged to bring new or lightly used stuffed animals to the Barracuda game on November 22, for the team’s annual Teddy Bear Toss. After the first Barracuda goal, fans showered the ice with more than 2,800 teddy bears and other stuffed animals. Following the game, the toys were donated to local non-profit organizations KAFPA, the Family Giving Tree, the Bill Wilson Center, Working Partnership USA and Alum Rock Counseling Center. Barracuda players Keaton Middleton and Manny Wiederer also hand delivered teddy bears to children in the Pediatric Unit at Kaiser Permanente Santa Clara Medical Center.
The ‘Cuda Kids Club is a fan engagement program for kids ages 12-and-under, providing young Barracuda fans with exclusive benefits. All members receive a personalized membership card, unique giveaways, tickets to a game and discounts on tickets and merchandise. Led by honorary captain Nick DeSimone, the Kids Club had more than 950 members in 2019-20, making it one of the most popular in the AHL.

‘CUDA CLASSROOM DAY

Designed to turn a Barracuda game into an interactive classroom for the day, ‘Cuda Classroom Day was so successful that there were two of them during the 2019-20 season. As students and teachers entered the arena for a field trip, they were given ‘Cuda Classroom workbooks, filled with games and questions that connected subjects like math, reading and science to the game of hockey. 4,500 students and teachers from around the Bay Area visited SAP Center for two days of hockey and education.
BARRACUDA GIVING
BY THE NUMBERS

41 ORGANIZATIONS
$162,478.71
8,800 DONATED TICKETS
DURING THE 2019-20 SEASON

Alameda Science & Technology Institute PTSA
Alto International School
American Liver Foundation Northern California
Archbishop Mitty High School
Avon Cares for Life
Big Brothers Big Sisters El Dorado County
Boys & Girls Clubs of Silicon Valley
California Park & Recreation Society District 4
Cherry Chase Elementary School PTA
Children’s Emergency Food Bank
Children’s Health Council
Children’s Musical Theater San Jose
Crystal Rodriguez Memorial Scholarship Fund
Cub Scout Pack 176
Daves Avenue Home & School Club
Discovery Charter School
Down Syndrome Connection of the Bay Area
El Camino Hospital Foundation
Fremont Education Foundation
Gardner Academy
Humane Society Silicon Valley
JW House
Kinship, Adoptive & Foster Parent Association
Laurelwood Elementary School
Modesto Police Canine Association
Morgan Autism Center
My New Red Shoes
Oakland Youth Chorus
Operation Freedom Paws
Parents Helping Parents
Professional Hockey Players’ Association
San Francisco Suicide Prevention
San Jose American Little League
San Jose Community Youth Service
Santa Clara Aquamaids
Second Harvest Silicon Valley
Silicon Valley Community Foundation
Special Olympics Northern California
Together We Rise
Vitalant
Veteran Tickets Foundation
COMMUNITY TEAM

Heather Hooper
Director, Community Relations & Sharks Foundation

Jenné Johnson
Sharks Foundation Manager

Stephanie Dubin
Community Relations Program Manager

Madison Bernstein
Community Relations Assistant

Not pictured:
Caitlin Henninger, Fundraising & Events Planner
Jon Perry, Coordinator, 50/50 Raffle
# SHARKS FOUNDATION BOARD

## HONORARY MEMBERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doug Wilson</td>
<td>Sharks General Manager</td>
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<tr>
<td>John Tortora</td>
<td>President</td>
</tr>
<tr>
<td>Doug Bentz</td>
<td>Board President</td>
</tr>
<tr>
<td>Ken Caveney</td>
<td>Board Treasurer</td>
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<tr>
<td>Mary Grace Miller</td>
<td>Board Secretary Executive Assistant</td>
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## OFFICERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Position</th>
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<tbody>
<tr>
<td>Dan Rusanowsky</td>
<td>Radio Play-by-Play Broadcaster</td>
</tr>
<tr>
<td>Neda Tabatabaie</td>
<td>Vice President, Business Intelligence</td>
</tr>
<tr>
<td>Cara Browning</td>
<td>Manager, IT Systems</td>
</tr>
<tr>
<td>Mike McCarol</td>
<td>Director, Guest Service</td>
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</tbody>
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## MEMBERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Position</th>
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</thead>
<tbody>
<tr>
<td>Richard Rocha</td>
<td>Director of Operations &amp; Guest Services</td>
</tr>
<tr>
<td>Cara Browning</td>
<td>Manager, IT Systems</td>
</tr>
<tr>
<td>Mike McCarol</td>
<td>Director, Guest Service</td>
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2019–20 COMMUNITY ANNUAL REPORT
In 2019-20, the Sharks Foundation selected 14 motivated and passionate individuals for its Young Professionals Board (YPB). Serving as an extension of the Foundation, the YPB is dedicated to supporting efforts to enhance the lives of youth and families in the Bay Area through promotion of established signature events, creation of new fundraising opportunities and engagement in Sharks Foundation activities.

SORTED AND PACKED BAGS OF PRESENTS, SCHOOL SUPPLIES AND TOILETRIES FOR GIFTS FOR TEENS TO PROVIDE TO NEARLY 1,350 LOW-INCOME, FOSTER AND HOMELESS YOUTH

DEDICATED MORE THAN 1,000 HOURS OF SERVICE TO THE SHARKS FOUNDATION

HOSTED THE CHEERS FOR CHARITY FUNDRAISING EVENT, RAISING NEARLY $5,800 FOR THE SHARKS FOUNDATION
YOUNG PROFESSIONALS BOARD

Katy McCormack
President

Mycal Hixon
Vice President

Nathan To
Secretary

Dylan Bell

Alessandra Cain

Vince DiPiero

Katie Kuska

Mason McKloskey

Kevin Ong

Nathleen Palomino

Emma Stainton

Abby Walker

Not pictured: Mallory Barr and Ruby Lagunes
THANK YOU

The Sharks Foundation relies on the **support and generosity** of our donors, volunteers, fans, season ticket holders, corporate partners, sponsors, board members, executives and ownership. With your help, we are **raising valuable funds** and **furthering our mission** in the Bay Area as **hometown heroes**. Thank you to everyone who made an impact during the 2019-20 season – we could not have distributed more than $1.3 million without your help!

HOW TO REACH THE SHARKS FOUNDATION

- SharksFoundation.org
- (408) 999-5715
- SharksFoundation@SharksFoundation.org

CREDITS

The 2019-20 Sharks Foundation & San Jose Sharks Community Annual Report was written, designed, edited and produced by the Sharks Foundation and San Jose Sharks.

**Executive Editor**
- Jon Perry

**Assistant Editors**
- Doug Bentz
- Madison Bernstein
- Stephanie Dubin
- Caitlin Henninger
- Heather Hooper
- Jenné Johnson

**Layout & Design**
- Nick Adkins
- Laurence Roman
- Jeffrey Rose

**Photography**
- Brandon Magnus
- Michael Urakami
The Sharks Foundation offers a variety of ways to support its mission to enhance the lives of underserved youth and families in the Bay Area. If you are interested in partnering with the Sharks Foundation we would love the opportunity to discuss options with you.

DONATING TO THE SHARKS FOUNDATION
All monetary donations are used to fund the Foundation’s Community Assist Grant Program, as well as various community projects and can be accepted via cash, check or credit card. The Foundation also accepts in-kind donations for auctions, fundraisers and raffles. For more information, please contact sharksfoundation@sharksfoundation.org.

IN-KIND DONATIONS
The San Jose Sharks offer in-kind donation items (autographed merchandise) to non-profit organizations that provide support to youth and families through education and enrichment activities in the Bay Area. To view the in-kind donation criteria or submit a request, please visit www.SJSharks.com/DonationRequest

COMMUNITY ASSIST GRANT PROGRAM & 50/50 RAFFLE PRESENTED BY BLACK OAK CASINO RESORT
Each season the Sharks Foundation funds programs and projects in its focal areas of giving through Community Assist Grants and 50/50 Raffle opportunities. To learn more, visit sharksfoundation.org

AMAZON SMILE
Do you shop on Amazon? Please consider AmazonSmile with the Sharks Foundation selected as your non-profit beneficiary of choice so partial proceeds of each purchase is donated to the Foundation.

SPONSORSHIP OPPORTUNITIES
The Sharks Foundation is always looking for sponsors and partners who share in its vision of serving the community and those in need. If you are interested in supporting the Sharks Foundation by becoming a sponsor, please contact Sharks Foundation Director, Heather Hooper at hhooper@sharksfoundation.org.

GIFT MATCHING PROGRAM
Many employers offer gift matching programs in which they will match charitable contributions made by their employees. To see if your company participates, please connect with a human resource representative for the potential of doubling your contribution!

HOST A FUNDRAiser
Individuals, families, community groups, businesses and service clubs help raise money for the Sharks Foundation. Examples of fundraising events include golf tournaments, dinners, dances, auctions, bake sales, garage sales, raffles and street hockey tournaments. If you are interested in hosting a fundraiser, please contact Sharks Foundation Director, Heather Hooper at hhooper@sharksfoundation.org.