2021-22 SEASON

FOUNDATION & COMMUNITY IMPACT RECAP
Dear Pack,

As we conclude the 2021-2022 hockey season, I am inspired by the resilience and determination of our Pack, on and off the ice.

Through continued pandemic-related uncertainty and challenges and significant organizational transitions, our staff, fans, and community and business partners remained focused on our commitment to Arizona and responsive to the people we serve together through the Arizona Coyotes Foundation and Community Impact initiatives.

This focus and dedication allowed us to grant over $528,000 to 48 organization and launch a robust initiative to recognize Latino-owned small businesses. We pushed for diversity and inclusion in sports through initiatives like our signature coaching internship, DREAM Program, Angels for Higher, and the All AZ Alliance. Our staff dedicated countless hours to volunteering with our community partners and working with our academic partners to bring our beloved sport to youth across the Valley.

I’m proud to serve as President and CEO of the Arizona Coyotes and Chairman of the Arizona Coyotes Foundation. I believe that no industry has greater potential for positive impact than sports. Sports has a unique voice. It is a unique platform that has incredible power to make a difference in the world around us. It brings people together, inspires, creates dialogue, and brings joy.

This philosophy, the Coyotes Care philosophy, is what drives our commitment to improve the lives of Arizonans by working with community partners that deliver programs and services aimed at increasing educational attainment, health outcomes, and economic participation for underserved groups. We commit ourselves to opening doors for the underrepresented and bringing diverse voices to the table to push the boundaries of narrative and creative solutions.

Through Coyotes Care, we pledge to leverage our people, assets, our voice to help build strong and vibrant communities – our communities.

Thank you to our tremendous fans, corporate partners, volunteers, Board members, players, coaches and staff for your passion to give back to our community.

If you are not yet part of our pack, we invite you to be part of our journey by aligning your personal and corporate philanthropic mission with ours. Together we can leverage the power of sports to change lives.

Sincerely,

Xavier A. Gutierrez
Chairman & Governor President & CEO
Coyotes Care is the core philosophy that guides everything we do in our community. It is our drive to partner with non-profit, academic, economic development, government, and business organizations to build a stronger, healthier and more vibrant Arizona. It is our inspiration to serve.
The Arizona Coyotes Foundation strives to enhance the quality of life throughout Arizona by supporting organizations and programs that promote access to education, health and wellness and economic advancement for underserved and diverse communities.

**ARIZONA COYOTES FOUNDATION MISSION**

CLOSE THE EDUCATION GAP

“I participated in the Youth Leadership Institute this past summer and I wanted to share that I am now committed to Vanderbilt University! Hispanic Scholarship Fund has provided me with the resources and confidence to make it here; I don’t think I even would have applied to such a selective university before attending YLI, so I wanted to let you know how incredibly grateful I am.”

— Hispanic Scholarship Fund

IMPROVE HEALTH OUTCOMES

“My ex-brother-in-law was one of our patients on Saturday. He was a Marine and served in Vietnam, now retired living on social security. While he was waiting, he said “this is absolutely amazing, these people are working so hard and they’re doing it for us. I can’t believe it. When I came home from Nam, nobody treated me this nice.” His voice broke and he fought back tears. I called him later Saturday evening and he said this was the best birthday present he could ever ask for - he turned 72 on Sunday.”

— Central Arizona Dental Society Foundation

ECONOMIC PARTICIPATION

“We are so very grateful that the Arizona Coyotes formed a partnership with Angels for Higher this past season! Hiring Greeters with Down syndrome promotes Diversity, Equity and Inclusion across the Phoenix Metropolitan Area and creates economic independence and stability for the six Greeters and their families”

— Angels For Higher

**FUNDING PRIORITIES**

**CLOSE THE EDUCATION GAP**

**IMPROVE HEALTH OUTCOMES**

**ECONOMIC PARTICIPATION**

**DIVERSITY, EQUITY & INCLUSION**

**WE CREATE ACCESS**

Sponsor of the 2022 DREAM Mentorship Program to create access to the sports industry for students from historically black colleges and universities.

Proud employer of local individuals with Down syndrome who are interested in careers in college and professional sports.

**WE UNITE**

Founding member of the All AZ Alliance to leverage the collective power of Arizona pro sports teams to create a more diverse, equitable, and inclusive professional sports ecosystem.

Member of ONE Community and signatory of the UNITY Pledge to improve the future of ALL Arizonans.

**WE PUSH BOUNDARIES**

First in the NHL to host a coaching internship for coaches of color.

Recognized by the NHL for having the highest number of female and ethnically diverse front-office employees.
ARIZONA COYOTES
FOUNDATION & COMMUNITY IMPACT

- **Phoenix Children’s**
  - $1,000,000+
    - Lifetime giving to Phoenix Children’s

- **Dollars Granted**
  - $528,000+
    - To 48 organizations

- **$25,000+**
  - In-kind donations

- **$65,000+**
  - In community event sponsorships

- **22,700+**
  - Tickets provided to military & first responders

- **10,300+**
  - RAISE THE PACK PE Clinics students

- **75+**
  - RAISE THE PACK PE Clinics clinics

- **$77,000+**
  - Raised for girl hockey scholarships through Skatin’ for Leighton

- **700+**
  - Volunteer hours

- **150+**
  - Arizona Coyotes reading program schools

- **20+**
  - Title 1 schools visited this year

- **526+**
  - Kids served through Team Smile

- **374+**
  - Pounds of hygiene items collected for homeless women
As part of our commitment to support and honor our Hispanic communities, Arizona Coyotes partners with Univision Arizona and the Arizona Hispanic Chamber of Commerce to highlight a Hispanic-owned small business around the Phoenix area each month of the season.

**COYOTES PLAYERS CARE ABOUT**

MENTAL HEALTH • GIRLS IN HOCKEY • PEDIATRIC CARE • INCLUSION

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Little Howlers is a youth learn-to-play hockey program that gets youth active and teaches valuable life-skills through ‘team.’

Los Howlitos is an NHL-first learn-to-skate program that delivers instruction in Spanish.

Arizona Kachinas provide girls across the Rocky Mountain region with a safe, competitive environment to grow their skills, confidence, and love for the game.

Growlers shows adults 18 and older that it is never too late to learn new skills.

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- Xavier Gutierrez