How do you measure an NHL season?

It is easy to measure the success of a team on the ice by counting wins and losses but calculating the impact of a team off the ice is not as obvious. It is nearly impossible to measure how many smiles you see on children’s faces as their favorite hockey players visit them in the hospital or to quantify the relief that many families in need feel as they receive a Thanksgiving meal.

The Florida Panthers believe that success on and off the ice is equally critical and spent the 2007-08 season striving to expand our imprint on the South Florida community. This season, we were able to lend a helping hand to many organizations and our players, hockey operations staff, broadcasters and staff members continually made a conscious effort to help those in need.

We were proud to partner with many great organizations this year, including the Cooperative Feeding Program and Joe DiMaggio Children’s Hospital. It is our sincere hope that we were able to help these organizations raise funds and awareness to further their goal of making South Florida a better place for children and their families.

As you flip through the pages of this report, you will see all of the highlights of the 2007-08 season. We are proud to share our greatest accomplishments with you and hope the images will touch your heart. We are eager to create more memories and to lend a helping hand to more organizations during the 2008-09 season.

Of course, all of our success is due to the generosity of our fans and sponsors. Without you, we could not have achieved our goals.
The Florida Panthers Foundation’s mission is to assist non-profit organizations which focus on health care, education and the cultural needs of children and families through corporate partnerships, philanthropic grants and unique resources.

Through teamwork, interaction and dedication, the Florida Panthers Foundation works to bring together a wealth of talent on and off the ice to build a better future for the people of South Florida.

During the 2007-08 season, members of the Florida Panthers made more than 120 community appearances, attending a wide variety of events such as youth hockey programs and fundraisers.

In July, the Panthers held their popular hockey schools at IncredibleICE in Coral Springs. Mike Van Ryn hosted the Fundamental Camp for children 7-17, while Stephen Weiss, Gregory Campbell and Panthers assistant coach Pierre Groulx teamed up to host the NHL Developmental Camp for teenagers from 13-18.
The Right to Play organization is committed to giving children in areas ravaged by war and poverty a chance to improve their health, build life skills and foster peace through sports. The organization develops communities through a four pronged strategy: basic education and child development, health promotion and disease prevention, conflict resolution and peace education and community development. Along with several NHL stars, Former Panthers defenseman Steve Montador has become passionately involved with the organization and became a Right To Play Athlete Ambassador. As an Ambassador, Montador traveled to Tanzania during the summer of 2007 to bring awareness to the cause.

The American Cancer Society’s R.O.C.K. Camp program was created exclusively for pediatric cancer patients with the goal of allowing those children to have an authentic summer camp experience. Florida’s R.O.C.K. Camp (Reaching Out to Cancer Kids) is located in Eustis, Florida and is known as Camp Boggy Creek.

The camp was established in 1976, making it the first and only Residential camp in Florida designed exclusively for children suffering from cancer. All campers attend the week long program free of charge and participate in such traditional summer camp activities as swimming, music, arts and crafts, archery, sports, fishing, talent shows, horseback riding and camp fires.

Former Panthers Captain Olli Jokinen created his goal/Assist Match program in conjunction with ADT Security Services to raise funds for the R.O.C.K. Camp. At the conclusion of the 2007-08 season, Jokinen’s donation to the R.O.C.K. Camp totaled $30,500. In addition to donating money, Jokinen also donated his time to the R.O.C.K. camp participants; in January he invited 10 families from the R.O.C.K. camp to a Panthers game and gave them a private tour of the locker room.
Each holiday season, the Florida Panthers initiate several programs to help those in need. In November, the Florida Panthers wives partnered with the Cooperative Feeding Program to host food drives at the BankAtlantic Center. On November 14, the entire staff of Sunrise Sports & Entertainment and Florida Panthers players Steve Montador, Nathan Horton, Mike and Amber Van Ryn and Brett, Brenna and Darian McLean volunteered their time at the Cooperative Feeding Program to hand out Thanksgiving meals to families in need, stock pantry shelves and assemble food boxes. This year, the Panthers were able to feed nearly 400 families.

In the spirit of the holiday season, the Florida Panthers partnered with the U.S. Marine Corps to host several Toys for Tots toy drives at the BankAtlantic Center. The Florida Panthers wives assisted the Marines in collecting toys and this season, the Panthers were able to collect over 1,000 toys for underprivileged children in South Florida.
Each December, Florida Panthers players, Ice Dancers by Sziro Jewelry and Stanley C. Panther make their annual hospital visits to spread holiday cheer. This season, the Panthers visited Joe DiMaggio Children's Hospital and Chris Evert Children's Hospital at Broward General. Players signed autographs, took pictures and distributed gift bags to all patients, including a Stanley C. Panther doll and Panthers memorabilia.
The Florida Panthers Foundation hosted several in-game fundraisers during the 2007-08 season.

**MYSTERY PUCK**
The Foundation sold Halloween-themed Mystery Pucks to fans on October 26. For $25, fans were able to purchase a puck signed by a member of the Florida Panthers, not knowing which player signed the puck until they opened the bag. Several winning pucks were signed in gold ink and the winners of those pucks received an additional prize.

**50/50 LUCKY TICKET DRAWING**
This season, the Florida Panthers Foundation introduced a new fundraiser to all Florida Panthers home games, the 50/50 Lucky Ticket Drawing. The Foundation partnered with local non-profit groups to host this raffle, with each group providing volunteers to sell tickets. Volunteers donned Florida Panthers Foundation aprons and roamed the concourses of the BankAtlantic Center to sell tickets to fans. Tickets were sold by the volunteers through the end of the second intermission. One fan was then randomly selected to win half of the funds at each night's game. Florida Panthers fans responded enthusiastically to this fundraiser and helped the Foundation raise more than $60,000 for area charities during the 2007-08 season.

**SAVING LIVES ONE PUCK AT A TIME**
In October, the Florida Panthers Foundation partnered with FSN Florida and National City to host the Saving Lives One Puck At A Time program. Fans had the opportunity to pledge any dollar amount per save made by Panthers goalkeepers during the month of October and all proceeds were donated to the Susan G. Komen For The Cure Foundation.

**GAMEDAY AUCTION**
At each home game, Gameday Auction offered unique sports and entertainment memorabilia at silent auction tables outside of section 134 on the plaza level. A portion of the proceeds from each item sold benefited the Florida Panthers Foundation.

**FLORIDA PANtmERS WIVES**

Each season, the Florida Panthers wives demonstrate their generosity by creating unique items for auction. This season, the ladies demonstrated their creativity by designing holiday wreaths and Valentine’s boxes.

**HOLIDAY WREATHS**
During the holiday season, the wife of each Florida Panthers player decorated a wreath for a special silent auction. Each wreath was decorated to reflect their personal taste and their native country. All of the wreaths were displayed and auctioned off on December 5 and 7.

**VALENTINE’S BOXES**
For Valentine’s Day, the wives used three-tiered heart boxes to create a unique auction item. Each wife filled the boxes with their favorite Valentine’s Day treats, including candy and gift certificates to their favorite restaurants. The boxes were then paired with a custom-made red hockey stick signed by the player and auctioned off on February 13.
The Florida Panthers Foundation held their Inaugural Face-Off Luncheon, presented by AvMed Health Plans, on September 24 to kick off the 2007-08 season. Guests enjoyed a speech from General Manager and Head Coach Jacques Martin outlining the upcoming season and his expectations for the 2007-08 Florida Panthers. The 450 guests in attendance enjoyed a gourmet lunch, while one member of the Florida Panthers sat at each table to dine with guests.
On Monday, January 14, the Florida Panthers Foundation hosted the Inaugural Golf Classic, presented by Hyundai, at Weston Hills Country Club. Each foursome was joined by a Panthers player, coach or broadcaster and each guest enjoyed gourmet food and beverage on each hole.
More than 500 guests attended the Third Annual Ice & Dice Casino Night, presented by Publix Super Markets, on February 28, at the Westin Diplomat Resort & Spa. This black-tie event featured Florida Panthers players, coaches and broadcasters serving as dealers at the gaming tables, including blackjack, craps, roulette and poker. The event raised $150,000 for Joe DiMaggio Children’s Hospital.
On March 29, the Florida Panthers Foundation held the popular “Shirts Off Our Backs” silent auction as the Panthers took on the Washington Capitals in the final regular-season game of the 2007-08 season. All winning bidders were escorted out to center ice to participate in a postgame ceremony where each player skated over to the fan who won their jersey, took off their jersey and signed it while fans in the crowd looked on.
Commitment

The Florida Panthers Foundation is committed to assisting charities in the South Florida area and has donated over $1 million dollars through cash and in-kind donations, such as autographed merchandise and Florida Panthers tickets, to disadvantaged children in South Florida.

Most significantly, the Foundation partnered with Joe DiMaggio Children’s Hospital during the 2007-2008 season and donated $150,000 to the hospital to aid in the building of a new, state-of-the-art facility for children.

This season, Florida Panthers Foundation Pantry Kids Programs are a unique opportunity for season seat holders, corporations and organizations to make a charitable donation. The objective is to provide local disadvantaged and disabled children’s organizations, inner-city youth groups and educational programs with an opportunity to attend home games and concerts. Giving children experiences they will never forget is a way to make a real difference in the life of a child.

Public Relations

The Florida Panthers Foundation’s Pantry Pants and Koncert Kids Programs are a unique opportunity for season seat holders, corporations and organizations to make a charitable donation. The objective is to provide local disadvantaged and disabled children’s organizations, inner-city youth groups and educational programs with a way to make a real difference in the life of a child.
• Supporting our food and toy drives during the holiday season
• Donating Panther Pals tickets
• Supporting Foundation fundraisers

Some examples include:

- Making a donation to the Florida Panthers Foundation
- Supporting Foundation fundraisers
- Donating tickets
- Supporting our food and toy drives during the holiday season

Interested in being involved with the Florida Panthers Foundation? You can help in many ways. Please call Alaina Miller for more information on how you can become involved.

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Thank You

We would like to thank our sponsors who supported the Florida Panthers Foundation during the 2007-08 season.

Jill & Cliff Viner - Vice Chairman, Florida Panthers Hockey Club
Marleen & Harold Forkas
Steven D. Gelbard, M.D., P.A.