Changing lives through great youth programs.
There's an App for that.

Gold Crown Foundation

Wow, it sure is exciting how much technology continues to change at warp speed. While we admit we will always be more tech challenged than tech savvy, one thing we know that will never change is the power of learning and education. Our passion to provide young people the opportunity to learn, grow and benefit from that power is not changing either. That passion is what drives the everything about the Gold Crown Foundation.

It is no accident the word "educating" is the first word of our mission statement.

When we see students learn something new, or when we see student-athletes competing in our sports programs and learning life skills, we know a legacy of learning and growing is what we want for the Gold Crown Foundation. Not just for today, but for tomorrow. We are extremely proud of everything we have been able to accomplish since1988, thanks to a shared passion from our staff, corporate and individual supporters and countless volunteers. Yet, there is far more work to do.

As the Foundation continues to transition and evolve as a community resource, we embrace and relish the challenges of sustaining and growing our educational mission. Looking forward, the two of us share a simple goal: make sure that the Gold Crown Foundation's heritage of learning continues, which is one of the reasons we established the new Gold Crown Legacy Endowment. We hope you will consider helping us achieve this vision.

We are proud to present this overview of the Gold Crown Foundation.

With very best wishes,

Ray Baker
President

Bill Hanzlik
Chief Executive Officer

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The Gold Crown Foundation is a nonprofit public charity as defined in section 501(c)(3) of the Internal Revenue Service code.

The Gold Crown mission statement is simple: *"Educating youth and community through sports and enrichment programs."*

Photography by Tim Defrisco, Michael Martin, Joshua Duplechian/Rich Clarkson and Associates LLC, Doug Fulton and Gold Crown Foundation staff

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WORKING WITH OUR COMMUNITY

We are very proud of the work we do with our youth athletic and education programs, and we are also very proud of our work with other great organizations that are making a difference in our community. Countless community organizations have used the Gold Crown Field House, Coca-Cola All Star Park and the Gold Crown Junior Golf Learning Center over the years, including the National Sports Center for Disabled, Special Olympics, Denver Police Athletic League, the National Wheelchair Basketball Association, the Denver Rolling Nuggets, Boys and Girls Clubs of Metro Denver, Easter Seals and others.

Beside hosting innumerable youth baseball games, Coca-Cola All Star Park also hosts great community events like Colorado Rockies Clinics for the National Sports Center for the Disabled.

The Gold Crown Field House is home to the National Wheelchair Basketball Association's National Championships, one of the world's largest annual wheelchair sporting events.

Campaign For Kids

The new Gold Crown Legacy Endowment, formed in 2010, is a stand-alone 501(c)3 nonprofit charity established as a "supporting organization" to the Gold Crown Foundation. Through its upcoming capital "Campaign for Kids," the Gold Crown Legacy Endowment's mission and sole purpose is to provide the Gold Crown Foundation long-term financial stability so it can continue providing programs and facilities to future generations.

Gold Crown offers Child Care Tax Credit!

Take advantage of the CCCC while you can!

The Gold Crown Foundation has been approved by the State of Colorado to offer the Child Care Contribution Credit (CCCC) to both individuals and corporations. This means a 50 percent Colorado state tax credit on any donation designated to the Gold Crown CCCC. Because monetary contributions to Gold Crown qualify for this tax credit, you may be able to increase your tax savings on your gifts by more than 50 percent! Call 303-773-1442 for more details and to find out how to take advantage of the CCCC!!

Gold Crown to salute Keli McGregor with Coca-Cola All Star Park dedication

Tragedy struck in April of 2010 when the Colorado Rockies, the Colorado community and the Gold Crown Foundation lost a great man, friend and leader with the unexpected death of Rockies President Keli McGregor. The Gold Crown Foundation will forever honor Keli by dedicating Coca-Cola All Star Park as "Keli McGregor Field at Coca-Cola All Star Park" in the spring of 2011. Keli, a Colorado native and a graduate of Lakewood High School and Colorado State University, had a lasting and tremendously beneficial impact on the Gold Crown Foundation, most notably by helping make the dream of Coca-Cola All Star Park a reality. He had a special love for his hometown of Lakewood, and Jefferson County, where he grew up. While we miss our friend Keli terribly, his unyielding passion for all the positives that young people learn from participating in sports will always inspire us.

GOLD CROWN BASKETBALL

At Gold Crown Basketball, we love the 12th man. Sure, we love the star players, too; we are proud that Gold Crown Basketball was the starting place for many Colorado prep basketball stars who went on to play NCAA Division I and Division II basketball. But it is those players who never make headlines, the ones who work hard at practice just to be part of a team, they are the players who capture our hearts. Because participating in Gold Crown Basketball is going to teach the young players constructive lessons that will carry forward their entire lives whether they become stars or not.

The biggest key to the success of the Gold Crown Foundation over the past 20-plus years is one simple word: **basketball**. An undying passion for the game and all of the positives that spring from the game, coupled with a strong operating model, consistent leadership and thousands and thousands of volunteer hours from coaches, parents and players who share our passion, is what continues to make basketball the bedrock of the Gold Crown Foundation.

Since 1988, The Gold Crown Foundation has provided more than 200,000 opportunities for young people to participate in basketball through its programs, camps and clinics. We are now deep into seeing our second generation of participants and coaches in the programs. Several members of the Gold Crown staff and countless current volunteer coaches are former participants in Gold Crown Basketball programs.

Game scores and won-loss records eventually fade from memory, but the type of experience the young athletes have playing basketball will stay with them forever. Gold Crown Basketball takes pride in its junior high coaching education program, which strives to teach coaches and parents on how to best create the most positive environment possible for the participants – from the star players down to the 12th man.

Key Gold Crown Basketball Programs:

The Meadow Gold/Wells Fargo Youth Competitive Basketball Program, Presented by Kroenke Sports and Sports Authority: For 6th 7th and 8th grade girls and boys, this remains Gold Crown's single largest program and one of the largest of its kind in the nation. Annually, the program includes more than 5,000 student-athletes.

Bill Hanzlik Basketball Camp: Started in 1988, this summer day camp is for girls and boys grades 2-10.

The Gold Crown Summer Team Camp: Hosts girls and boys high school basketball teams from 14 different states over two weeks in the summer. More than 2,000 student-athletes participate annually.

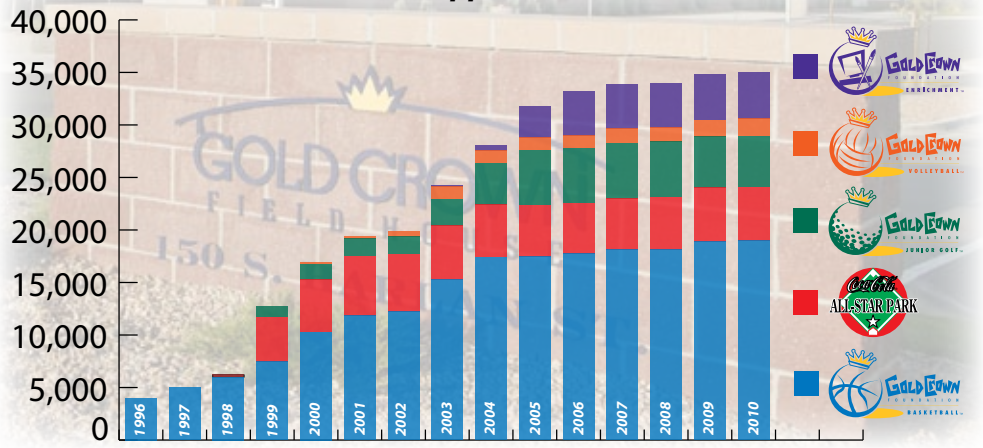
Gold Crown Basketball operates additional leagues, tournaments and clinics throughout the calendar year for players of all ages.

Participating is the thing!

One of the cornerstone philosophies of the Gold Crown Foundation is that no young person who wants to participate will ever be turned away from any of our fee-based programs for financial reasons. Thanks to some great support from generous donors, we provide scholarship assistance to those who demonstrate the need.

Through basketball, golf, volleyball and enrichment programs, and baseball at Coca-Cola All Star Park, the Gold Crown Foundation has grown to provide more than 35,000 opportunities each year for young people ages 6-18 to play and learn.

Gold Crown Foundation Opportunities/Growth Since 1996



GOLD CROWN VOLLEYBALL

Teamwork, grace, power, camaraderie, perseverance and sportsmanship are all positive hallmarks of athletics and nowhere are those hallmarks more on display than in Gold Crown Volleyball where the ability to jump, bump, serve and spike is secondary to desire to play, compete and be part of a team.

Using the same model Gold Crown used to build its successful basketball programs, Gold Crown established its junior high "feeder" program where teams are formed from girls who live in the same high school boundary areas and play in one of two levels of competition depending on experience and ability. The league has enjoyed steady growth since its inception in 2000 and more than 1,000 6th, 7th and 8th grade student-athletes from all across the Colorado front range participate.

As with all Gold Crown programs, Volleyball contains a strong educational component as all the programs feature high quality instruction in some form from different area volleyball experts, be it weekly instructional team clinics during league play, coaching education or close individual instruction at camps. The future is bright for Gold Crown Volleyball. We continue to grow and add programs, such as the high school summer team camp, and weekly instructional clinics during the season.

Key Gold Crown Volleyball Programs:

Junior High Feeder Program: Gold Crown's largest volleyball program is the premier junior high league in Colorado.

Summer Volleyball Camp: An outstanding and experienced staff of experts works with girls ages 8-16.

High School Team Camp: A tournament featuring great instruction and teams from across the Rocky Mountain region.

GOLD CROWN JUNIOR GOLF

From a first swing through a best swing, the Gold Crown Junior Golf Association (GCJGA) is a wonderful program for girls and boys ages 6-18 to learn, play and grow in the game of golf, which can become a lifetime endeavor that different generations can enjoy together. Thanks to a great staff and a great network of teaching professionals, the emphasis in the GCJGA is enjoying the game and learning how to improve.

No matter what age or ability level, golf for a young player can be very intimidating. The GCJGA works hard to make the game fun and enjoyable through positive instruction. April through October, the GCJGA will host more than 100 events at fantastic courses all across the Colorado Front Range. At most events, participants will have the chance to work with golf teaching professionals, using the innovative PALS (Players Acquiring Life Skills) progression of instruction that is designed for juniors from ages 6-18.

A huge advantage the GCJGA holds in teaching the great game of golf is the Gold Crown Junior Golf Learning Center at the Eagle Trace Golf Club in Broomfield. This amazing instructional facility features a 13,000 square-foot putting green, greenside and fairway bunkers, rough, native rough and undulating fairways that allows us to teach every shot a player might encounter.

Key GCJGA Programs:

Spring HS and MS Boys Mini-Tour

Summer High School Boys and Girls 18-hole Tours

Summer Middle School Boys and Girls 9-Hole Tours

CHSAA Endorsed Spring Girls High School League

Fall High School Boys Developmental League

Fall Middle School Girls and Boys Mini-Tours

Li'l Linksters events for girls and boys ages 6-10

Junior Club clinics and tournaments for ages 6-18

GOLD CROWN ENRICHMENT

By 3:00 PM, a group of loyal Gold Crown Computer Clubhouse members has already been waiting more than 15 minutes for the KeyBank Clubhouse to open, their energy crackling and humming like overhead electrical wires. When the door finally opens, the kids rush in and unlock the treasures of another great day of exciting learning in a vibrant environment that the members themselves create.

This is the place where doodles develop into masterpieces, lines written on notebook paper become songs, ideas become films and cartoon characters become video game heroes. Gold Crown Enrichment has become a well-established cornerstone for after school and educational programming in the Denver metro area's Sheridan corridor, where at most area schools, participation rates for free and reduced lunch top 60 percent. Gold Crown Enrichment provides opportunities for young people ages 10-18 to expand their knowledge in technology and art and open new worlds they would otherwise not have much access to if the programs did not exist.

The success of Gold Crown Enrichment comes from reaching individuals one at a time, day after day, in a fun and stimulating setting. At the Gold Crown Field House Enrichment Center, the students have access to a vast array of tools for their creative pursuits: state-of-the-art computer hardware and software, professional and cutting edge art instruction, pro level audio recording equipment, video editing suites, digital photography, robotics, animation, and more.

Hundreds of kids receive rich, interest-based instruction and mentoring through Gold Crown Enrichment's two main avenues: Daytime Art and Technology classes and the after school Computer Clubhouse. The Daytime art and technology classes are the result of a partnership with Jefferson County R-1 Schools. Students are transported daily by school bus to the Gold Crown Field House for two hours of enrichment instruction as part of their regular school curriculum. The Computer Clubhouse, a national model that was started at MIT in Boston, is a drop-in after school program where young people sign up for a free membership. They are then able to pursue projects in the Gold Crown Enrichment Center that suit their individual interests, all under the guidance of Gold Crown's trained staff and adult mentors. The creative energy the students and the Clubhouse members generate in the Gold Crown Field House is positively incredible, which only stands to reason, because at the heart of Gold Crown Enrichment is the essence of the Gold Crown Foundation: the power of learning.

The recently released "Colorado Children's Campaign 2010 KIDS COUNT in Colorado!" report revealed that since 2000, the number of children living in poverty continues to grow faster in Colorado than anywhere else in the nation. Unfortunately, that is not likely to change anytime soon. In this challenging economic climate of constant cutbacks, we are more convinced than ever how important it is to provide these learning opportunities through Gold Crown Enrichment.

GOLD CROWN FACILITIES

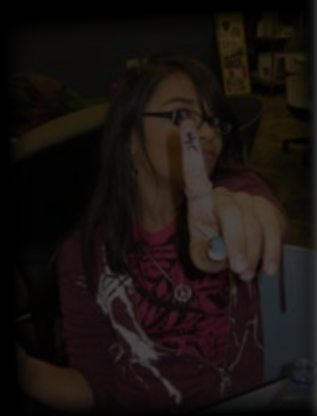
Coca-Cola All Star Park opened in 1998 to coincide with the Colorado Rockies hosting the MLB All Star Game. The ballpark was designed by HOK Sport and built by Mortenson, the same team that built historic Coors Field, and recently underwent a major infield renovation in 2010.

Gold Crown Field House, designed by RNL Design and built by Turner Construction, opened in 2003. The 56,000 square foot indoor facility is home to the Gold Crown Enrichment Center, Gold Crown Basketball and Volleyball and hosts more than 400,000 visitors per year.

The Gold Crown Junior Golf Learning Center, designed by Phelps Golf Architects and built by Neibur Golf, hosts thousands of kids each year from all across the Denver metro area who are learning to play.

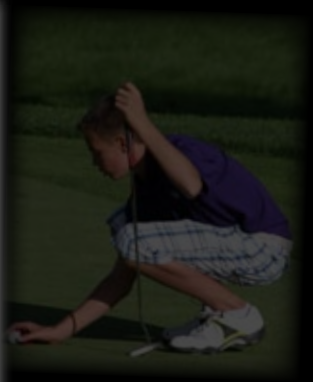
Coca-Cola All Star Park hosts more games every year than Coors Field! From February through September, teams will combine to play more than 100 games, including a series of CHSAA State Tournament games.

The Gold Crown Field House's 44,000 square foot performance hard wood floor is the largest of its kind in Colorado.



GOLD CROWN FOUNDATION HISTORY

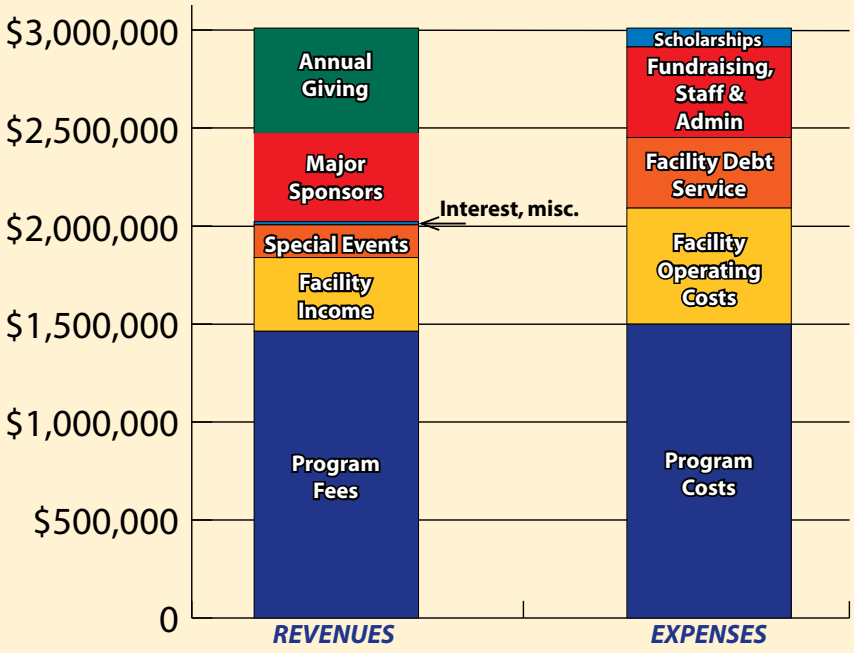
The Gold Crown Foundation is a Colorado nonprofit (501(c)(3) public charity that was incorporated in 1986. Ray Baker, a successful Colorado businessman approached long-time friend and Denver Nuggets star player Bill Hanzlik about operating a nonprofit basketball camp for girls. The two hosted the inaugural Bill Hanzlik Basketball Camps in Denver in 1988. As Hanzlik moved from a successful NBA playing career to a successful NBA coaching career, he continued his association with Gold Crown. In 1994, seeing a need at the junior high level to expand opportunities for kids to play basketball, Baker and Hanzlik expanded their two week basketball camp to a series of year-round youth basketball programs, which all met with strong success. With that success came expansion. In 1998, the Foundation partnered with the Colorado Rockies and a host of other organizations to construct Coca-Cola All Star Park, a championship quality youth baseball field. After leaving the NBA, Hanzlik joined the Foundation full time as Chief Executive Officer in 1999, the same year the Foundation added the Gold Crown Junior Golf Association. In 2000, the Foundation started its girl's volleyball program. Gold Crown Enrichment began in 2002. In 2003, partnering with Kroenke Sports Entertainment and many other organizations, the Foundation opened the Gold Crown Field House, a 56,000 square-foot indoor facility. The Foundation partnered with Eagle Trace and added its newest facility, the Gold Crown Junior Golf Learning Center in Broomfield, in 2007. Annually, the Foundation provides more than 35,000 opportunities for young people to participate in our programs and tens of thousands more benefit from other community groups that use the Gold Crown Facilities.



Making Ends Meet

The Gold Crown Foundation remains viable because along with a solid base of revenue from program participation fees, we receive tremendous support from the community through corporate partnerships and annual giving. Foundation expenses include program operating costs, administrative and fund raising costs as well as facility operating costs and the debt service that we carry on the Gold Crown Field House, Coca-Cola All Star Park and the Gold Crown Junior Golf Learning Center. Closing this large gap between our expenses and revenues is a constant issue we must creatively solve so we can continue providing some of Colorado's best youth athletic and enrichment programs and facilities. To financially break even each year, the Gold Crown Foundation needs to raise more than $1 million from scratch through a combination of corporate sponsorships, grants, special events and individual contributions.

Gold Crown Foundation Financial Breakdown*



Figures come from Independent Auditor's report for recent Gold Crown Foundation Fiscal Year.

GOLD CROWN FOUNDATION

www.GoldCrownFoundation.com