



Community

BENEFIT 2016



Players Meneses, Wickens & Darnell join citizens and the Mayor at Clean Sweep

Organizational Community Overview

Community service is part of our DNA at Rochester Community Baseball. No one exemplifies this more than our President, CEO and COO, Naomi Silver. Her devotion to Rochester has made the city's franchise among the most revered, respected, and longest continuously operating franchises in all of baseball.



Naomi believes in actively engaging in worthy causes that enhance the quality of life for individuals in our community. This dedication was recognized in April when she received the Woerner Kollmorgen award for community service.

In addition to longstanding involvement in numerous other organizations, Naomi agreed to serve on the Mayor's Advisory Council – Rochester 4.0 this year. Naomi also served as honorary chair for the Shepherd Home Golf Tournament, sent a foursome from our organization and donated raffle prizes. The home offers physical, emotional and spiritual support to those needing hospice care.

Red Wings pitcher Logan Darnell inspired many of his teammates to participate in community service this season.

Logan's mother suffers from Alzheimer's and he wanted to help raise awareness and money for the local Alzheimer's chapter. He sponsored



a specialty jersey night and the game-worn signed jerseys were auctioned off during the game with proceeds benefiting the Alzheimer's Association. He also partnered with Next Door by Wegmans and QES Solutions in hosting an event to benefit the Alzheimer's Association. Red Wings team members served as celebrity bartenders, posed for photos, and even auctioned off dates with players! Net proceeds topped out at \$6500. Players also took part in *Swing with the Red Wings* golf tournament on their day off and our organization donated raffle prizes. This raised almost \$7000 for the Alzheimer's Association. As a result of his commitment to service, Logan received the Twins Harmon Killebrew Award and the Red Wings Most Civic Minded Player for the third time.



Building relationships is one of our core values. Under the leadership of General Manager Dan Mason, the front office staff takes part in community focused initiatives throughout the entire season. One highlight of 2016 was a Make-A-Wish reveal at Frontier Field. Aiden threw a ceremonial first pitch and then his wish was announced...a trip to the MLB All Star game! It was a special moment.

Another highlight was a homecoming for a local military family. Master Sergeant Jesse Bonacci returning from a six month tour, was welcomed home at Frontier Field much to the surprise of his family.

They took part in a *Fan Feud* game which culminated in the touching reunion.



In response to the Orlando tragedy in June 2016, a mosaic created by Art Force 5 was displayed at Frontier Field. This allowed people in our area to pay tribute in a meaningful way.

The Red Wings officially established an alcohol free and allergy aware family seating section on July 31. According to research done by Dr. Shahzad Mustafa of Rochester Regional Health, Frontier Field has become the first stadium in the country to have seating for families suffering from food and nut allergies.

It is impossible to fully measure the positive impact that Rochester Community Baseball has on our local community. Whether giving of time, talents or resources, the Red Wings have a reputation of lending a hand to civic concerns and needs. We are an important part of the Greater Rochester area which makes our community a great place to live, work and raise a family.



Community Programs & Promotions

Anna B. & Morrie E. Silver Scholarship

The scholarship named after the late Morrie E. Silver now includes his beloved wife Anna B. Silver who passed away in April at age 98. Every year **\$5000** in scholarships is awarded to seasonal employees or interns. Candidates must be between 17-25 and enrolled fulltime at an accredited 2 or 4 year college, university or technical school. In 2016, six scholarships were awarded.



Homers for Hillside

Presented by News 8 WROC, \$50 is donated to Hillside Family of Agencies for every home run the Red Wings hit this season. **Total Raised: \$6450**

Special Santa

The Red Wings took part in the Special Santa program to benefit Hillside Family of Agencies. Fans that brought a new toy to donate received \$1 off the ticket price for up to 2 tickets. The front office staff also scheduled 2 volunteer dates in December to help assemble the packages to be distributed for the holiday.

Player Appearances

Red Wings players participated in the following events: Clean Sweep, FoodLink Summer Meals Kickoff, USSSA Baseball Clinic, Monroe County Children's Center, Greece Little League, Trade Show at Frontier Field, School of the Holy Childhood camp, and Livonia Camp. Players also made themselves available on a rotating basis to sign autographs on the concourse before every home game. Logan Darnell was voted by the fans as the most civic minded player for his dedication to the Alzheimer's Association and many other local organizations.

Runs for Foodlink

Dunkin' Donuts donated a pound of coffee to Foodlink for each run the Red Wings score at home. **Total: 300 lbs.**



Big Hitters Club

The Big Hitters Club Program provides companies and organizations with the opportunity to give less fortunate children and families from all over the region the chance to attend a Red Wings game. This community initiative also provides organizations with exposure at Frontier Field, further connecting them to the Rochester Community. In 2016, the Big Hitters Club provided nearly 4000 tickets to charities in the Rochester area.

Realtors Charitable Foundation Wins

For every Red Wings home win this season, the Realtors® Charitable Foundation made a \$250 donation to organizations that work to eliminate homelessness in Rochester. **Total Raised: \$10,000**

Concession Stand Volunteer Groups



Qualified groups serving in the concession stands earn a portion of the stand sales for a particular evening. In total, the Red Wings forwarded **\$73,038** to 32 hardworking organizations.

Strike Out Poverty

Wegmans and Excellus BlueCross BlueShield made a donation to the Volunteers of America for every Red Wings pitcher's strikeout. **Total Raised: \$7500**

St. Patrick's Day Parade

The Red Wings co-sponsor and employees don their green jerseys to march in the popular parade. Parade goers are reminded that spring and baseball are right around the corner!



Roster Moves for Charity

For each different player who played for the Red Wings in 2016, the Hubbell Employment Fund donated \$500 to Heritage Christian Services. **Total raised: \$30,500**

Launch A Ball

Fans purchase tennis balls for \$1, which are thrown onto targets post-game to qualify for prizes. Proceeds went to Rotary Sunshine Camps. **Total Raised: \$2,346**

Military Appreciation



On Opening Day & Military Appreciation Night, free admission was offered to military personnel via donated tickets by area companies & individuals. Custom game-worn jerseys were auctioned off to benefit Children of Fallen Soldiers Foundation and country music star Joe Nichols performed a post-game concert on Military Appreciation Night. A \$2 ticket discount was offered to active military personnel all season at every home game. Submitted photos of local military personnel were displayed on video board during 7th inning stretch at every home game.

Challenger Baseball World Series

A signature event hosted by the Red Wings, Challenger Baseball is a tournament for boys & girls who are physically and/or mentally challenged. Unfortunately the event was canceled this year due to inclement weather. This was only the second time in 24 years that event didn't take place. Close to 400 participants were registered. Water, soda and cookies were donated to the Mark Muench tournament held the following week.

Miracle Field

Fundraising continues for Rochester's first Miracle Field to be used by local Challenger League Teams. In August, ground breaking was held at the site of the future field and it should be completed by next summer. GM Dan Mason, is serving as honorary chair of the fundraising committee for the project.



Mascot Appearances

Our well-known and beloved mascots, Spikes and Mittsy, appeared at nearly 150 events to support schools, charities, little leagues, scouts, senior living communities, rotary clubs, towns, health and awareness organizations.

Ballpark Tours

Behind the scene tours are offered free of charge throughout the year to groups and organizations. This year approximately a dozen tours were given.

National Academy Foundation

Each year the F&B Department donates a pizza lunch made by our chef to city students who attend a National Academy Foundation conference at RIT.

Clothing Drive

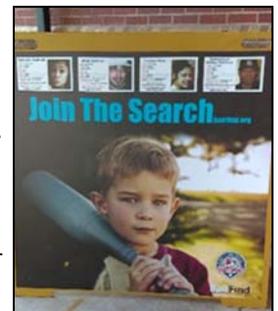
The Red Wings gave \$1 off - up to two tickets - for anyone bringing in gently used footwear or articles of clothing to help the Open Door Mission do their good work of assisting the homeless of our city. Red Wings fans filled several barrels with clothing in one night.

Food Drive

A food drive was held at our Black Friday Sale in the Team Store. Customers bringing a food item to donate were given a discount on merchandise. The items were taken to Foodlink.

BairFind Foundation

The Red Wings displayed a poster of missing children in our region in a high traffic area of our stadium. More eyes looking, more children brought home.



CommUNITY

A public announcement along with the CommUNITY logo was displayed on video board at end of 3rd inning on Aug 28. Fans were asked to rise and stand together to reflect on ways they can make a difference in our community. We also posted on social media.

Real Men Wear Pink



The Red Wings participated in "Real Men Wear Pink." The campaign is designed to raise much needed funds and awareness. Our office staff wore pink on Wednesdays during October. We

encouraged our fans via social media to wear pink and to support GM Dan Mason's designated webpage for fundraising for the American Cancer Society.

Sponsored Events

The Red Wings participate in a number of sponsored events which have a community focus.

Reading Program

Rochester-area youth were invited by Woods Oviatt Gilman LLC to participate in a summer-long reading contest. The winners received recognition at a Red Wings game late in the season.



Allergy Awareness Day

Sponsored by Rochester Regional Health, this event brings awareness to those facing life-altering allergies. Canandaigua National Bank & Trust sponsors a designated peanut & alcohol aware seating section. Being safe from allergens helps improve the overall game experience for those fans.

Boys and Girls Club Day



Harter Secret & Emery sponsored a group of Wings fans from the Boys and Girls Club of Rochester. They enjoyed early entrance, a tour of the ballpark, great seats, lunch at the game and new Wings caps.

Go Gold Night

The Mayor and Rochester City Council President proclaimed September 2016 as Childhood Cancer Awareness Month in the City of Rochester. Red Wings participated by hosting a special night in support of the proclamation, which was kicked off by GM Dan Mason reading the proclamation on-field. Discounted tickets were available to the families affected by childhood cancer, along with those wishing to help support the night.

First pitches were thrown, the big flag was displayed by families impacted by childhood cancer, and gold signs were provided to promote awareness.



First Responders Appreciation

Free admission was given to police, firefighters, and EMT families via donated tickets by Genesee Valley Motors. Promotions all had a first responders theme such as tug of war and races with equipment to make a fun evening for all.

Hosted Events

The Red Wings host events each year that benefit the community and/or raise money for worthy causes.

In partnership with the city we hosted *Clean Sweep*. Over 2500 volunteers received a light breakfast, a game ticket and food voucher. Teams were dispatched from the ballpark to surrounding communities to clean up parks, neighborhoods, and streets. Players Darnell, Wickens & Meneses participated.



The *Field of Dreams* event included a picnic, Red Wings game ticket, movie, campout, and team building activity for urban youth, law enforcement, and military

personnel with the purpose of bridging the gap and promoting mutual respect.

500-600 urban youth and their families were welcomed to the ballpark at lunchtime for *Foodlink Summer Meals*. They were provided a healthy lunch, learned about nutrition and signed up for meal related initiatives and programs. Players were on hand to sign autographs and Spikes mingled with the guests.

The Red Wings host *Scout Sleepovers*. Postgame, troops pitch their tents in the outfield, watch a movie on the video board, and fall asleep under the stars.

Kids & Trucks is a family event that benefits the Children's Institute. Kids can climb aboard and explore all different kinds of trucks.



The *Rochester Marathon*, sponsored by MVP Health Care, is held at Frontier Field. The race features a breathtaking course that captures the highlights of our great city. It is a 2018 Boston Marathon qualifier.



Father's Day 5K for ALS – Proceeds go directly to ALS-TDI to be used for ALS research. Frontier Field is the start and finish location for this race. There is a special "Kids vs Spikes" event. All participants who outrun Spikes our mascot receive a ribbon and merchandise courtesy of the Red Wings.



New this year, Frontier Field hosted the *Heart Walk* which raises money for the American Heart Association. Individuals and companies from across the area participated

in the walk, which took them through parts of downtown Rochester.

Dave Clark Foundation D3 Camp for individuals with disabilities. This year there were 62 participants.



The *Kidney Walk* was held at Frontier Field. Over 80% of money raised goes to National Kidney Foundation for programs, research, education and patient care for those suffering with kidney disease.

The *YMCA of Greater Rochester* hosts an annual employee recognition event. Prior to the game some part-time employees are recognized for achievements along with "Volunteers of the Year."

Once again this year we hosted the American Cancer Society's *Making Strides* against Breast Cancer Walk.



The walk attracts close to 10,000 people and raises several hundred thousand dollars.

MillB Charity Partner Ad Value

Ed Randall's Bat for a Cure / On Father's Day set up booth to auction off a signed bat, ran PSA and players wore a special wristband.



Contributions - Monetary

The Red Wings gave monetary donations to support the following organizations:

American Heart Association	Hillside Children's Foundation
Avon Little League	Hillside Family of Agencies
Brighton Baseball	Hilton Parma Recreation
Brown Children Educational Fund	Irondequoit Athletic Association
Charlotte Youth Athletic Assoc	McQuaid—Van for Others
Chili Baseball	MCC Foundation
Compeer	Memorial Art Gallery
East House	Mighty Eighth Air Force Museum
Eastside Little League	Pal Mac Youth Baseball
Eddie Meath Children's Fund	Pittsford Little League
Gates Chili Little League	Rochester Press Radio Club
Genesee Valley Little League	Rush Henrietta Athletic Assoc
Geva Theater	United Way
Greece Little League	Webster Athletic Assoc
Head for a Cure	Women's Council

Contributions - Gift In-Kind

The Red Wings donated in-kind items such as complimentary tickets, signed memorabilia and merchandise to **405** local fundraisers.

In-Stadium Fundraising

Through jersey and cap auctions, video board messages, and volunteer groups helping with concessions, the Red Wings act as a catalyst to raise significant dollars for non-profits. The following organizations were recipients:

Alzheimer's Association	Genesee Valley - Henrietta Loyal Order of Moose #2290	Red Wings Community Foundation
American Cancer Society	Gilda's Club	Rochester A.M. Rotary
Bishop Kearney	Greece Performing Arts Society	Rochester Northwest Rotary
Catholic Diocese of Rochester	Greece Rotary	Salem United Church of Christ
Challenger Baseball World Series	Heritage Christian Services	Select Charities Inc.
Challenger Miracle Field	Hillside Family of Agencies	Seneca Park Zoo Society
Children of Fallen Soldiers Foundation	Irondequoit Athletic Association	Third Presbyterian Church
Christopher's Challenge	Irondequoit United Church of Christ	Thomas Creek Figure Skating
Church of God and Saints of Christ	Kappa Delta Rho	US Too Rochester
Church of Epiphany—Gates	Mary Cariola Children's Center	Veterans Outreach Center
Community Christ Church	McQuaid Jesuit HS	Victor Knights of Columbus
Eastridge Parents for Music	Open Arms Metropolitan Community Church	Villa of Hope
Eight 4 World Hope	Open Door Mission	Volunteers of America
Foodlink		Webster Marching Boosters, Inc.
Flower City Habitat for Humanity		Women of the Moose Chapter 1998



Individual Community Involvement

The Red Wings staff contributes Thanksgiving basket food for local families and collects money for the Leukemia & Lymphoma Society. We have also begun volunteering together. Our first project was the PB&J Factory at Open Door Mission. We have future projects planned at Habitat for Humanity and Hillside Family of Agencies. Our grounds crew volunteered recently to assist a local Hebrew School. Their baseball field had been dormant for many years and our crew brought it back to life!

In addition, many of the Red Wings staff, along with members of our Board of Directors, devote significant time serving on various local not-for-profit boards and programs. Our top executives are highlighted below.



Naomi Silver | President, CEO, COO

United Way of Rochester	Board Member/Chair of Governance
Joseph A. Floreano Rochester Riverside Convention Center	Board Member
Key Bank	Advisory Board Member
National Women's Hall of Fame Induction	Judge
Monroe Community College Foundation	Board Member
Monroe Community College Salute to Excellence	Chair
Boys and Girls Clubs of Rochester	Board Member
Organizations/ Events	Guest Speaker
Mayor Warren's Advisory Council	Member
Shepherd Home Golf Tournament	Honorary Chair
Red Wings Community Foundation Inc	President

Gary Larder | Chairman of the Board

Houghton College	Executive Committee/ Board of Trustees
National Baseball Chapel	IL Rep to Advisory Board
Greater Rochester Outdoor Sports Facility Corp.	Board Member
Challenger Baseball World Series	Game Volunteer
United Church Canandaigua	Audio System Volunteer
Organizations/ Events	Guest Speaker

Jeff Dodge | General Manager F&B

NYS Restaurant Association – Board of Directors	Chairman
Braddock Bay Raptor Research	President
Monroe County Board of Health	Member

Dan Mason | General Manager

Monroe County Sports Commission	Board Member/Treasurer
Battle At Buckland	Board Member
McQuaid Jesuit HS	HOF Committee Chair JV Hockey Coach Co-chair of BASH event
Compeer	Event Volunteer
Brighton Little League Softball	Coach
Rochester Press Radio Club	Member
Challenger Baseball World Series	Host / Volunteer
Miracle Field Fundraising Committee	Honorary Chair
Organizations/ Events	Guest Speaker
Red Wings Community Foundation Inc	Vice President

Will Rumbold | Assistant General Manager

Gilda's Club	Immediate Past President
Rochester Press Radio Club	Board Member / Past President
Open Door Mission	Project Volunteer – PB&J Factory

