

# CHALLENGER BASEBALL

## CHALLENGER BASEBALL WORLD SERIES

A signature event hosted by the Red Wings, Challenger Baseball World Series is a tournament for boys & girls who are physically and/or intellectually challenged. Despite making all the arrangements and preparations for the 2018 event, a rainstorm caused the games to be cancelled. This was only the third time in 26 years that the event didn't take place. Nearly 400 participants registered.



Proceeds from Spikes birthday party went to Miracle Field. \$925 was raised.



## MIRACLE FIELD

Challenger Baseball of Greater Rochester celebrated the grand opening of its new field in August 2017, creating more opportunities for kids and adults with disabilities to enjoy the game of baseball. The field is made with a rubberized surface that is fully wheelchair accessible. Bases and pitching mounds are painted onto the surface so that there are no raised obstacles, and the dugouts are enlarged to accommodate wheelchairs and other apparatuses. Fundraising continues at Frontier Field to complete the project which includes additional phases for facility enhancements such as a handicapped accessible playground. Red Wings GM Dan Mason served as honorary chair for the project.

Our beloved mascot Spikes and Red Wings players have represented the Red Wings at numerous Miracle Field games in 2018.



We were honored to receive the 2nd Annual Ken Kampff Memorial Award for outstanding commitment to Challenger Baseball.



# ROCHESTER PRESS-RADIO CLUB

## DAY OF CHAMPIONS DINNER

The Rochester Press-Radio Club and RPRC Children's Charities and its annual Day of Champions dinner has been an important part of the Red Wings charitable mix since its inception in 1950. The club disburses money annually to dozens of children's charities. The soul of the dinner has been annual awards to local coaches, athletes and teams, which touch every corner of Greater Rochester.

The club has raised \$1.4 million, with the help of transcendent headliners from Emmitt Smith and

Joe Montana to Arnold Palmer and Muhammad Ali. Jim Thome attended this past year's dinner, which raised \$40,000 for a host of children's charities who apply for grants. The club operates year-round with bi-monthly member meetings, and starting in 1999, Red Wings GM Dan Mason and AGM Will Rumbold served consecutive four-year terms as club president. It facilitated a new era for the Club, as fundraising more than doubled in those eight years.

The Red Wings support the club

with annual corporate dues and a \$5,000 dinner sponsorship that's complemented with various items that appear in the live and silent auctions (suite, ceremonial 1<sup>st</sup> pitch, tickets, and autographed memorabilia). An annual award is named after President & CEO Naomi Silver's father Morrie, who spearheaded a stock drive in the late-1950s that saved baseball in Rochester. Mason sits as the long-time awards chair for the dinner, while Rumbold is editor of the program and remains on the board's executive committee.



The Major Don Holleder Award is presented to a person whose active life has exhibited the highest level of sportsmanship, character, courage, and achievement consistent with the name of Don Holleder.

**Naomi Silver, Gary Larder & Dan Mason  
were 2018 recipients.**

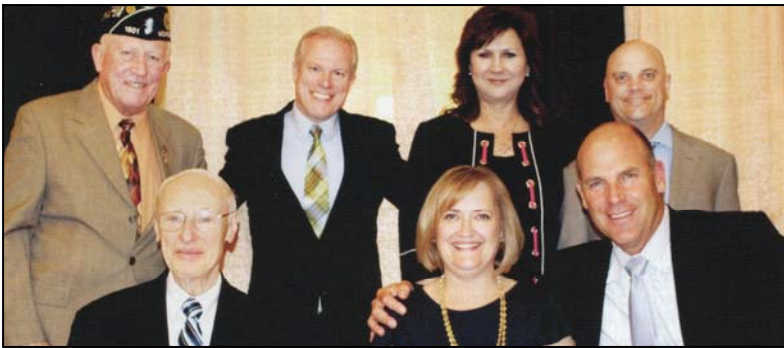
# WELCOME HOME DINNER



An annual dinner staged by the local American Legion, with the Red Wings acting as de facto hosts, it's one of the longest standing such dinners in all of sports, dating to 1929. Each year upon arriving from spring training, a dinner that averages 500 people is held, where the Red Wings are welcomed to Rochester.

The Monroe County American Legion Color Guard performs a drill. Each player and coach sits at a different table (those attendees sitting with a player or coach pay more), with the head table comprised of the mayor, county executive, American Legion president, field manager, and Red Wings staff.

Each person welcomes the team and speaks about the upcoming season. The broadcaster finishes the gathering with a fan-fare, one-by-one introduction of the squad, ending with the Opening Day starting pitcher.



**Pictured from top row, left to right**

Rene Vanmulem	American Legion Event Chair
Dan Mason	General Manager
Naomi Silver	President CEO COO
Josh Whetzel	Broadcasting Director
Gary Larder	Chairman
Jennifer Skinner	Field Manager's Wife
Joel Skinner	Field Manager



The dinner is preceded by an hour-long team autograph session coordinated by Red Wings Office Manager, Gini Darden. The players and coaches graciously give their time and attention to fans while signing lots of memorabilia.

# SERVICE GROUPS

Qualified groups serving in the concession stands earn a portion of the stand sales for that game. In total, the Red Wings forwarded **\$77,249** to 27 of these hard-working organizations.

Brightstar Community, Inc.	God's Vision Ministries	Rochester A.M. Rotary
Caledonia-Mumford Rotary Club	Greece Performing Arts Society	Rochester Northwest Rotary
Celiac Strong Camp	Greece Rotary Foundation Inc	Salem United Church of Christ
Church of the Epiphany	Hillside Work Scholarship Connection	Select Charities Inc.
Community Christian Church	Irondequoit United Church of Christ	Southwest Rotary
Eastman School of Music	Loyal Order Of Moose Lodge #1998	Third Presbyterian Church
Eastridge Parents for Music	Make A Wish Foundation	Thomas Creek Figure Skating Club
Eight 4 World Hope	McQuaid Jesuit High School	Victor Knights of Columbus Council 6652
Gates Presbyterian Church	Open Arms Metropolitan Community Church	Webster Marching Band Boosters



## Impact Story

Alexander Basic School in Jamaica was ordered closed by the Jamaican Ministry of Education due to unsafe conditions for the children. The building was literally falling apart and school would have to be cancelled when it rained due to holes in the roof and walls. 80 children were possibly going to lose out on getting an education in this small farming community.

Working as a volunteer organization through the Red Wings concession program, Eight 4 World Hope raised over \$4000 last year which was part of this \$60,000 project to construct a new school building.

You were kind enough to donate some mason jars, so I filled them with candy and shared them with the children during my visit.

Just wanted you to know that your volunteer program is reaching into other countries and you now have fans in Jamaica.

Thank you for all you and the organization does reaching out to those in need, not only in our community, but around the world."

*Received from Kevin Carges who is pictured with students.*

# MASCOT APPEARANCES

Our well-known and beloved mascots, Spikes and Mittsy, appeared at numerous events to support schools, charities, little leagues, scouts, senior living communities, rotary clubs, towns, health, and awareness organizations. To date in 2018, Spikes has made 163 total appearances, 138 for charity. That's 125 hours which equates to \$10,350 worth of mascot appearances donated to the community and charitable events.

## *Organizations Supported:*

**COMMUNITY:** Golisano Children's Hospital, SBC Thanksgiving Baskets, RIT Hockey Kids Day, Lovin' Cup Homegrown, Hilton-Parma Rec, Wegmans, Community Valentine's Day Deliveries, Entercom, City of Rochester, Rochester Amerks, Rochester Razorsharks, Hot Sauce Festival, Strong Museum, Garden Scape Show, St. Patrick's Day Parade, Five Star Urgent Care, Rochester Childfirst Network, Books vs. Badges, Young Entrepreneurs Academy, MS Medical Day Program, Total Sports Experience, Rochester Education Foundation, Little Kids & Big Rigs, Kicks for Campers, PXY Summer Jam, Miracle Field, Medved, Town of Walworth, FidelisCare, YMCA, PlayBall, Consumer Credit Counseling Services, Calvary Assembly, DQ Miracle Treat Day, Wilmot Cancer Center, St. Ann's Home, Monroe County Girls Sports Fest, AMF Lanes, Highland Medical, Town of Victor, WXXI, Fairport Baptist Homes

**SCHOOLS:** Plank South Elementary, Hillel School, French Road Elementary, Pinnacle School #35, Pinebrook Elementary, McQuaid High School, School #54, School #23, Positive Preschool, School of the Holy Childhood, School #29, Churchville-Chili Middle School, Elementary Exploration School, ABC Head Start, St. Joseph's School, School #9, Mercy High School

**LITTLE LEAGUES:** Victor, Pal-Mac, Gates-Chili, Marion, Fairport, Brighton, Bloomfield, Webster, Hilton, Greece Challenger, Pittsford Challenger, Westside Challenger, Chili Challenger, Fairport Challenger, Penfield Challenger

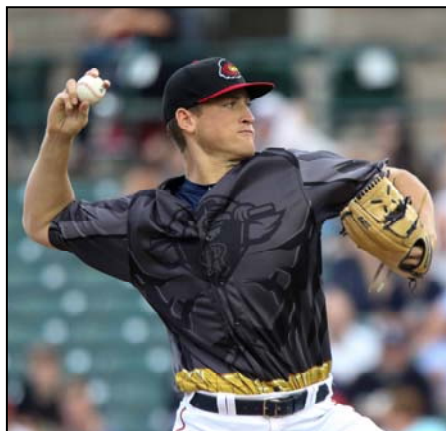
**IN-HOUSE/MEDIA/SPONSOR:** Spikes' 21st Birthday, staff photo, Mittsy audition, Baseball's Back Bash, Airport Transmission, 585 Rockin' Burger Bar, Welcome Home Dinner, Country Sweet, Channel 8, Comedy at the Carlson, Dunkin Donuts, JP Morgan Chase Corporate Challenge, Plates Mile, Lunch with the Red Wings, Chase Bank, Season Seatholder Party

**163 appearances**

**\$10,350 donated**



# IN STADIUM FUNDRAISING



Item	Beneficiary	Amount Raised
Star Wars Jersey	Hillside Family of Agencies	\$3,723.74
Hop Bitters Jersey	Red Wings Community Foundation	\$4,272.96
Catholic Schools Jersey	Catholic Diocese of Rochester	\$3,136.97
Batman Jersey	Red Wings Community Foundation	\$3,359.61
Groundhog Day Jersey	Red Wings Community Foundation	\$2,860.19
4 <sup>th</sup> of July Jersey	Homestead for Hope	\$3,099.10
Naked Mole Rat Cap	Seneca Park Zoo Society	\$703.34
Military Appreciation Jersey	Children of Fallen Soldiers Relief Fund	\$2,887.13
Flower City Jersey	Red Wings Community Foundation	\$2,778.79
Wings of Hope Cap/Jersey	Villa of Hope & Sharing Kindness	\$3,153.13
Red Wings Cap	Children Awaiting Parents	\$610.00
Various Plates 2.0 Game Jerseys	Red Wings Community Foundation	\$2,050.00
Various Items Auction	Ed Randall Bat for the Cure	\$184.19
Various Items Auction	Alzheimer's Association	\$635.10
Various Items Auction	Autism Awareness	\$2,060.95
Various Items Auction	Baseball Miracles	\$385.00
Video Board Message Fund	Divided between NPOs	\$1740.00
Concession Service Groups	27 NPOs	77,249.00

**TOTAL: \$114,889.20**



# FIRST RESPONDERS APPRECIATION



On Sunday July 22, First Responders Appreciation Day included free admission to police, firefighters, and EMT families via donated tickets by Genesee Valley Motors.

Local first responders vied against each other in all on-field promos that day.

A total of **3,578** tickets were provided to first responders.



State Trooper Chris Mahoney threw the first pitch.

# MILITARY APPRECIATION

## *All Season Long*

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 7<sup>th</sup>-Inning Stretch at all home games.



C.P. Ward provided four recognition outings for local veterans at a Wings game. Each outing included four great seats behind home plate, VIP parking, a pre-game behind-the-scenes tour of the ballpark, photo opp with a Wings player, Diamond Dollars for food and beverages, and on-field introduction and first pitch before the game.



The Rochester Red Wings teamed up with Turnbull Heating and Air Conditioning to honor local veterans and active military members as part of the 7th Inning Military Salute in 2018.

The Red Wings recognized a local military member, active or retired, on the field prior to the playing of God Bless America in the middle of the 7th inning. Through the partnership with Turnbull, each person who was honored received two free premium tickets to that night's game, VIP parking and \$25 of ballpark currency that could be used at the Red Wings Team Store, Ticket Office or concession stands.

## *Dedicated Military Appreciation Nights*

On Opening Day April 6, 2018 and Military Appreciation Night on July 21, 2018, free admission was given to military personnel via donated tickets by companies and individuals.



Custom game-worn jerseys were auctioned to benefit Children of Fallen Soldiers Foundation.



## *Operation Build Up Vehicle Donation*



Through our partnership with Operation Build Up, the Red Wings were a part of two car donations (Military Appreciation Night and September 1<sup>st</sup>). Operation Build Up takes donated cars, refurbishes them to working standards and donates them to veterans who recently lost their mode of transportation.

# 9/11 MEMORIAL STAIR CLIMB

On Saturday Sept 15, a 9/11 Memorial Stair Climb was held at Frontier Field. Retired FDNY firefighter Jimmy Sands, now an employee with the Red Wings, set up the meeting with the National Fallen Firefighters Foundation. Jimmy also helped organize the event.

The registration fees and donations received from the 9/11 Memorial Stair Climb events are designated to honor the fallen firefighters that died on September 11, 2001. This includes providing assistance to the surviving family members and co-workers of the 343 firefighters who were killed on 9/11.

Stair Climbs also reinforce the 16 Firefighter Life Safety Initiatives of the Everyone Goes Home® program by promoting physical fitness and firefighter training. The Incident Command System in place during the event enables firefighters, officers, and command staff to practice skills needed during high-rise incident operations.



**Red Wings employee  
Jimmy Sands**



"We climb to ensure that the fallen firefighters of September 11 are never forgotten; we complete their journey through dedication, training, and physical fitness." [www.firehero.org](http://www.firehero.org)

# CLEAN SWEEP



Mayor Lovely Warren announces that Clean Sweep will take place in 2018!



In partnership with the City of Rochester the Red Wings hosted Clean Sweep on May 5, 2018. Over 3000 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 **D.J. Baxendale & Ryne Harper** accompanied a crew to help beautify our city.



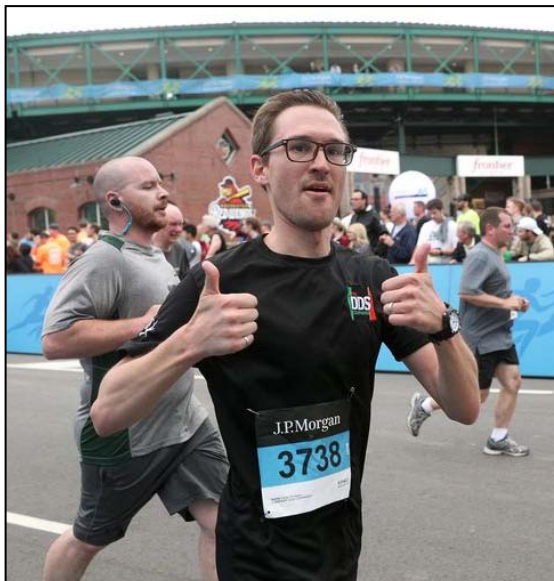
# CORPORATE CHALLENGE



The J.P. Morgan Corporate Challenge is race series that is a celebration of teamwork, camaraderie and community, providing an opportunity to connect with corporate neighbors. A superb crowd of 8,771 runners and walkers from 361 companies covered the 3.5-mile course along the city streets and Inner Loop. They then celebrated post-race within beautiful Frontier Field, home of the Rochester Red Wings baseball team. Hospitality options for the companies included space on the field and in the dugouts, and throughout the seating bowl and suites.

There's a strong community element as well, and this year there was a first-time beneficiary. Veterans Outreach Center, which provides comprehensive resources to current and former members of the U.S. Armed Forces, received a donation in celebration of all Corporate Challenge participants from J.P. Morgan.

In existence since 1973, Veterans Outreach Center is the oldest non-profit serving veterans in the U.S. Services include benefit counseling, employment and job training service, wellness programs, financial and legal counseling, veterans' treatment court, housing assistance programs and residential programs.



# FOODLINK

## SUMMER MEALS

600 urban youth and their families again were welcomed to the ballpark for the City of Rochester / Foodlink Summer Meals kick-off event. They were provided a healthy lunch, enjoyed recreational activities, learned about nutrition and exercise, and signed up for meal-related initiatives and programs. Players Dietrich Enns and Jake Reed were on hand to sign autographs, and Spikes mingled with the guests.

## BUSH'S TEAM UP AGAINST HUNGER

### *MiLB Charity Partner*

On Wednesday, August 1, joining with MiLB and Bush's Beans, the Red Wings offered a buy-one-get-one-free ticket deal for those bringing a non-perishable food item. Supported by social media and several announcements, Red Wings fans responded by buying 254 tickets and raising **240 pounds of food**, which went to Foodlink, the area's primary food bank. The donation provided **264 meals** during the month of August.

Using figures from the MiLB press release, the Red Wings exceeded the average collection by approximately 80%, with most fans bringing two or more pieces.



## RUNS FOR FOODLINK

Dunkin' Donuts donated a pound of coffee to Foodlink for each run the Red Wings scored at home. **Final total: 295 lbs.**



The Red Wings Community Foundation surprised Foodlink with a check for \$1,000 to help them with their ongoing work in the community.



# HILLSIDE FAMILY OF AGENCIES

## SPECIAL SANTA

As part of our annual Christmas in July Night on July 18, the Red Wings asked fans to bring in new, unwrapped toys that would be donated to Hillside's Special Santa Program. The front office staff volunteered at Special Santa Headquarters to assemble the holiday packages that are distributed to families receiving Hillside services.



## HOMERS FOR HILLSIDE

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

**Homeruns: 97**  
**Total Raised: \$4,850**



The Red Wings Community Foundation presented a check for \$1,000 to Hillside Family of Agencies to help them with their ongoing work in the community.

**Foster Parents Needed**

You can make a difference in a child's life.  
Call 585-654-4421

The Red Wings ran a year-book advertisement free of charge for Hillside's Foster Parent program.

# SILVER FAMILY SCHOLARSHIP

Since 1997, The Silver Family has awarded more than \$100,000 in scholarships to employees of the Rochester Red Wings, ages 18-25, who are pursuing a full time course study at an accredited 2 or 4 year college, university or vocational school. Each applicant is considered on the basis of academic achievement, financial need, extracurricular activities, job performance

and recommendations from supervisors. Five thousand dollars is awarded annually and distributed among the selected employees.

Recipients for the scholarship show exemplary work ethic, solid academic achievement and a desire to continue their education to accomplish their goals.

*This year's recipients of the Anna B. and Morrie E. Silver Scholarship:*



## **Zoe Rose**

Zoe is in her second year of employment with the Red Wings and this season was promoted to Assistant Manager at the Say Cheese Concession Stand. A Rochester native, Zoe will be a sophomore at SUNY Albany. Zoe is majoring in Anthropology.



## **Collin Hetherington**

Collin worked as an Intern with our Communications Department. A Dean's List Student, Collin will be embarking on his senior year at St. John Fisher College majoring in Sport Management and Economics. Collin is the founder of the St. John Fisher Club Baseball Program.



## **Taylor Ketcham**

A Syracuse native, Taylor worked as the Red Wings Catering Sales Coordinator this season. She will be starting her sophomore year at St. John Fisher. Taylor is a Dean's List student, majoring in Sport Management.

# PLAY BALL

The Play Ball Initiative program was launched in 2015 by Major League Baseball and the United States Conference of Mayors in order to “energize communities and generate a love for baseball and softball.”

Play Ball was held from 10 a.m. to 1 p.m. Wednesday July 18 at the Frederick Douglass Recreation Center. The initiative provided Rochester youth an opportunity to learn baseball skills at a clinic hosted by Rochester Red

Wings players **LaMonte Wade** (fielding), **Kennys Vargas** (hitting) and **Zack Littell** (pitching).

Red Wings Mascot Spikes was also on hand!



“Play Ball is all about inspiring everyone to play ball. It's that simple.”



# commUNITY

## MiLB Charity Partner



A public announcement along with the CommUNITY logo was displayed on video board at end of the 3rd inning on August 30. Fans were asked to rise and stand together to reflect on ways they can make a difference in our community. We also urged fans to be a part of the #MiLBCommUNITY on social media.



Ron Kampff was awarded a \$500 Allegiant Air voucher for his work with the Challenger and Beep Baseball programs in the Rochester area. Ron was also instrumental in getting a brand new Miracle Field built in Webster, NY last year.



# BOYS *and* GIRLS CLUBS OF ROCHESTER

The Red Wings have a strong relationship with the Boys & Girls Clubs of Rochester. Our CEO Naomi Silver serves as Chair on the Board of Directors and spends a significant amount of time providing leadership and support to their programs.

Harter Secrest & Emery LLP sponsored a group of Wings fans from the Boys & Girls Clubs. They enjoyed early entrance, a tour of the ballpark, great seats, lunch at the game and new Red Wings caps. One of the fans even caught a fly ball!

The Red Wings donate raffle items to help with B&G Club fundraising efforts. In addition, the Red Wings Community Foundation presented a monetary donation of \$1,000.

Front office staff, Eric Friedman and Travis Sick, volunteered in the after school playground program.



**“Your continued generosity and believing in our organization shows you how know important the Club is to the kids and the Rochester community. We are grateful to have such a great advocate for the Club.”**



# WILMOT CANCER INSTITUTE

## SURVIVORS NIGHT

The Red Wings partner with the Wilmot Cancer Institute to host a night to recognize cancer survivors at Frontier Field. This year, more than 1,500 people came out in support of survivorship, with tickets partially subsidized by the Wilmot Cancer Institute.

## WEARING JEANS FOR WILMOT

The Red Wings front office staff participated by each donating \$10 to wear jeans to work, with proceeds to be donated to the Institute.



# GOLISANO CHILDREN'S HOSPITAL



## DONATIONS FOR DOUBLES

The Wings teamed up with Advantage Federal Credit Union which made a \$25 donation to Golisano Children's Hospital for every Red Wings double at home in 2018.

**Total Doubles: 95**  
**Total Raised: \$2,375**

# HERITAGE CHRISTIAN SERVICES



For each different player who played for the Red Wings in 2018, The Hubbell Employment Fund donated \$500 to Heritage Christian Services. This season 67 player wore our uniform which brought the total to a staggering \$33,500.

# ALL AMERICAN HOME CARE

All American Home Care, a local company that sponsors the handicapped seating and parking areas at Frontier Field, bought food and beverages for fans seated in those areas throughout the season. AAHC provides services to seniors and people with disabilities, ensuring that they will remain independent in their own homes.



# AUTISM SPEAKS

On April 21, the Red Wings and Autism Speaks created an environment that allowed families dealing with Autism to enjoy a day at Frontier Field, while also raising awareness for Autism, a disorder that affects 1 in 68 Americans.

## *Components included:*

- ◆ Lower volume levels
- ◆ In-game production was altered to minimize abrupt sound effects and video board displays
- ◆ Fans were asked to refrain from bringing noisemakers
- ◆ Blue pom-poms were made available to substitute for noise makers
- ◆ A safe zone was open for children in need of a quiet reprieve from the game
- ◆ A designated section was reserved for guests with family members on the Autism spectrum
- ◆ An auction was held to benefit Autism Speaks



On Sunday September 16, Autism Speaks held a Walk at Frontier Field. Walkers advocate and take action for the diverse needs of the autism community. Their efforts help generate funds that fuel innovative research and make connections to critical lifelong supports and services.



# ALS ASSOCIATION

## 5K For ALS

The 5K for ALS is held on Father's Day. 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 also a special "Kids vs Spikes" event. All participants who outrun our mascot receive a ribbon and merchandise courtesy of the Red Wings.



## MiLB Charity Partner

The Red Wings placed a ¼ page ad provided by MiLBCharities.net on page 67 of our yearbook.

**DID YOU KNOW**  
that our **military heroes** are **twice** as likely to develop **LOU GEHRIG'S DISEASE?**

Join Minor League Baseball and the Rochester Red Wings in the fight to strike out Lou Gehrig's Disease. Support our military veterans and help us fight for them just as they fought for us.

To learn more and see how you can help in your community, visit The ALS Association at [www.alsa.org/milbforals](http://www.alsa.org/milbforals).

The ALS Association  
Upstate New York Chapter, [info@alsupstateny.org](mailto:info@alsupstateny.org) (866-439-7257)

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# BASEBALL MIRACLES



Baseball Miracles held a fundraising event Friday, August 31 at Frontier Field. New and used baseball equipment was collected to help less fortunate kids in the Rochester area and beyond begin their baseball careers. Fans dropped off approximately **500 pounds** of baseball equipment in bins on the concourse at Frontier Field.

Red Wings bullpen coach Mike McCarthy, who also serves as field coordinator for Baseball Miracles, spearheaded this event and was interviewed by the local NBC affiliate to bring awareness to the community.

*"It gives us an opportunity to put equipment back in the community and kids get to use it again, which is awesome."*



# VILLA OF HOPE

## WINGS OF HOPE EVENT

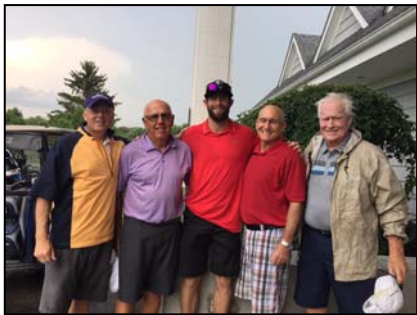
Initiated by former Red Wings pitcher Jason Wheeler, the suicide awareness and prevention fundraiser was co-sponsored by Rochester Community Baseball, Sharing Kindness Inc. and the Villa of Hope. The goal was to help eliminate the stigma around mental illness, create awareness and improve education about community resources. An auction was held to raise money to help accomplish these goals.

**Total Raised: \$3,500**



The Red Wings Community Foundation presented a check for \$1,000 to Villa of Hope to help them with their ongoing work in the community.

# ALZHEIMER'S ASSOCIATION

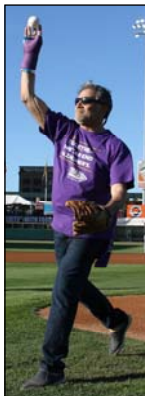


## SWING WITH THE WINGS

*Swing With the Wings* Golf Tournament was held on August 6. Registrants played 18 holes of golf with the Rochester Red Wings. The event benefitted the Alzheimer's Association. Players **Kohl Stewart, Aaron Slegers, Jake Reed, Ryne Harper, D.J. Baxendale** and **Chase DeJong**, and hitting coach **Chad Allen** participated. Nate Rowan (Director of Communication) and Morrie Silver also played.

## ALZHEIMER'S AWARENESS NIGHT

The Red Wings partnered with the Alzheimer's Association of Rochester & Finger Lakes Region to bring awareness and raise money to help end Alzheimer's disease. The Alzheimer's Association provided tickets to families – along with those who support them – affected by the disease. An informational table was also provided to help educate fans and offer an opportunity to donate to help find a cure.



## WALK TO END ALZHEIMER'S

The walk is held each year at Frontier Field. This inspiring event calls on participants of all ages and abilities to join the fight against the disease! The fundraising dollars fuel their mission and participation helps to change the level of Alzheimer's awareness in our community.

# ROCHESTER REGIONAL HEALTH

## ALLERGY AWARENESS DAY

Allergy Awareness Day held on August 12 was sponsored by Rochester Regional Health. The event brings awareness to those facing life-altering allergies. Canandaigua National Bank & Trust sponsors a season-long designated allergy-aware seating section. Being safe from allergens helps improve the overall game experience for these fans.



## STROKE AWARENESS DAY

Rochester Regional Health's Stroke Awareness Night at Frontier Field was held on May 26. Discounted tickets were available for employees, as well as a table in the main breezeway for free blood pressure checks and a free brain stress reliever. Stroke fast facts were displayed during the game on the video board and a stroke patient threw the first pitch.

# SCHOOL *of the* HOLY CHILDHOOD

## AWARD CEREMONY

Holy Childhood is a local school for those with intellectual and developmental disabilities, an exceptional place where they learn as students, but also participate in life activities that will better integrate them into the community. They are well known for making delicious pies in their Special Touch Bakery!

Each year their annual awards ceremony has been presided over by the Rochester Press-Radio Club and emceed by a long-time Red Wings board member, Dan Guilfoyle. In addition, the Red Wings' Assistant GM, Will Rumbold, has been on-hand to help present the awards, and he brings along the Red Wings' mascot, Spikes. What do they receive? A certificate for the award and a hug from Spikes!



## BASEBALL CLINIC

On June 6, 2018, the Red Wings hosted a clinic for individuals with developmental disabilities from Holy Childhood. Red Wings players, **D.J. Baxendale, Jake Reed, Wynston Sawyer** ran sessions of hitting, pitching and fielding for these individuals to have an authentic experience on a professional field! **Coach Michael McCarthy** also helped out.



**Holy Childhood**  
Inspiring Lifelong Success

# VOLUNTEERS OF AMERICA



## STRIKE OUT POVERTY

Wegmans Food Markets made a donation to the Volunteers of America for each strikeout by a Red Wings pitcher at home.

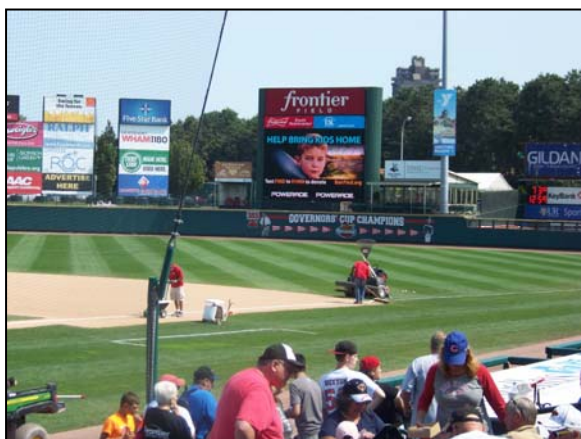
Total Raised: \$3,500



# STOP DWI

## AWARENESS EVENT

The mission of New York's STOP-DWI Program is to: reduce the number of persons killed or injured in alcohol and other drug-related traffic crashes, to promote DWI prevention as a public priority, coordinate local efforts in law enforcement, prosecution, probation, rehabilitation, public information, education, and administration. September 3, 2018 was an awesome event for STOP-DWI Day at the Red Wings.



# BAIRFIND

## MiLB Charity Partner

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

The Red Wings also made a monetary contribution.

# COVER YOUR BASES SUN SAFETY

## **MiLB Charity Partner**

June 7 was Cover Your Bases Sun Safety Day which included a Blue Lizard sunscreen giveaway, PA announcement, and social media promotion.



# ED RANDALL'S BAT FOR A CURE



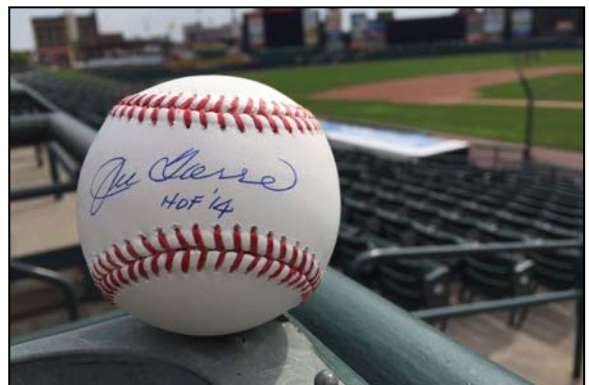
## **MiLB Charity Partner**

On Father's Day, The Red Wings operated a concourse table to auction off a signed bat and ran public service announcement. Players wore a special wristband.

# JOE TORRE SAFETY AT HOME

## **MiLB Charity Partner**

July 19 was Joe Torre Safe at Home Awareness Night which included a Joe Torre autographed baseball auction, PA announcement, and social media promotion.



# SCOUTS OF AMERICA

## EXPLORER PROGRAM

The Red Wings provide the Seneca Waterways Council free space and facilitate the Explorer meetings. The program offers scouts a behind-the-scenes perspective of professional sports. Red Wings staff members volunteer to provide training and

mentoring to scouts interested in Sports Management careers. Over the course of the two month program, they touch on community relations, media, sales, marketing, tickets, and food & beverage. It culminates in two shadowing opportu-

nities during a game. Our staff has facilitated this program for the last 15 years and an average group of 15-20 scouts have participated each year. Two former Explorers were hired for front office positions with the Red Wings.

## SCOUT SLEEPOVERS

Every season the Red Wings host Scout Sleepovers. Post-game, troops pitch their tents in the outfield, watch a movie on the video board, and fall asleep under the stars. For many scouts, the event is their first camping experience. Each year we average 800 participants.



## BALLPARK TOURS



Behind-the-scene tours are offered free of charge throughout the year to groups and organizations.

Pictured left is a group from Rochester City School District receiving a tour from **Steve Gonzalez**, Red Wings Catering Sales Manager.

# DAVE CLARK FOUNDATION

## D3 FOUNDATION CAMP

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

Red Wings players, **Zack Granite**, **D.J. Baxendale**, **Jake Reed**, **Jordan Pacheco**, and **Zack Littell** served as instructors for this clinic.



# FIELD OF DREAMS



## URBAN CAMP

The Field of Dreams event included a picnic, 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.

Red Wings player Kennys Vargas took part.

# YMCA

## VOLUNTEER RECOGNITION

On June 5 The YMCA of Greater Rochester hosted an annual employee recognition event. Prior to the game some part-time employees are recognized for achievements along with Volunteers of the Year.



# GIRLS SPORTS FESTIVAL



The Monroe County Girls Sports Festival was a great opportunity for young women, ages 6-12, to showcase their athletic ability, be active, learn about leadership and teamwork, and take on new challenges. The festival supported young women from throughout Monroe County in their pursuit of new experiences and new opportunities.

The Red Wings and Monroe County hosted the Festival in conjunction with Visit Rochester and the Rochester NY Sports Commission this year at Frontier Field. Festival participants chose four different sports to explore. Local teams and organizations managed each of the sports.

# CAREERS IN SPORTS DAY

Through the years, the Red Wings have fielded several requests for high school students to learn more about the careers that exist in the sports industry. In an effort to accommodate as many requests as possible, Careers in Sports was created. This, annual event takes place in late-April drawing 400-500 students each year. **Matt Cipro** from the Red Wings Front Office moderates a panel discussion of local and regional professionals consisting of coaches, trainers, report-

ers and marketing executives just to name a few. An overarching goal of this event is to create a sense of awareness about the sports industry and the jobs (not just on the field) that exist. Students are provided with a 45 minute panel discussion followed by an opportunity to meet each of the panelists on the concourse after the presentation is completed. The feedback from students and teachers alike has been excellent.



# AMERICAN CANCER SOCIETY



## MAKING STRIDES

Once again this year we will host the American Cancer Society's Making Strides against Breast Cancer Walk on October 14. The walk attracts close to 10,000 participants and raised over **\$550,000** in 2017.

# AMERICAN DIABETES ASSOCIATION

## ROCHESTER MARATHON

The Rochester Marathon, which supports the American Diabetes Association, is a 2019 Boston Marathon qualifier. The race features a breathtaking course that captures the highlights of our great city and finishes at Frontier Field. The two day event included a 1 mile Kids Fun Run and 5K on Saturday. On Sunday, runners participated in the full marathon, half marathon and marathon relay.



# AMERICAN HEART ASSOCIATION



## HEART WALK

Frontier Field hosted the Heart Walk again this year, 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. The Heart Walk raised over **\$637,000**.

# LIFESPAN

## VOLUNTEERS OF THE MONTH

Through a partnership with Lifespan of Greater Rochester, the Wings honored one stand-out volunteer of each month. Recognizing each individual's contributions to the community and promoting ways others can help.



## READING PROGRAM

Woods Oviatt Gilman LLC sponsored a reading program for which Rochester-area youth were invited to participate in a summer-long reading contest. The winners received various levels of recognition at a

Red Wings game late in the season. The grand prize winner received tickets to a Twins game. **Over 250 kids participated.**



# 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. Nearly **4000 tickets** were given to approximately **50 groups** listed below.



American Heart Association	Gilda's Club of Rochester	Mary Cariola Children's Center
American Red Cross Volunteers	Hillside Children's Center	Mental Health Association
ARC	Hillside Family of Agencies	Northstar Christian Academy Camp
Bethany House	Hillside Foster Parent Appreciation	Pathstone
Big Brothers Big Sisters	Hillside	Provision Full Gospel
Boys and Girls Club	Hillside Work Scholarship Connection	Realtors Charitable Foundation
Cobblestone Arts Center	Iglesia Metodista Unida Emmanuel	RHYBL
Cobblestone School	Iglesia Pentecostal Puerta Del Cielo	Rochester Family Mission
Compeer of Livingston County	Injury Free Coalition for Kids	Rochester Global Connections
Compeer Rochester	Jewish Home	Rochester Monroe Recovery Network
Crestwood Campus of Hillside	JPYDC Summer Enrichment Program	Southwest Area Neighborhood
Disability, Dream, and Do - D3 Event	Lakeview Mental Health	St. Joseph's Villa
Easter Seals NY	Leadership Academy for Young Men	Stop DWI
Elmgrove Crossing Day Services	Lifespan Senior Center	Urban League of Rochester
enCourage Kids Foundation	Lifetime Assistance	Villa of Hope
Epilepsy Pralid	Lock 66 Neighborhood Association	Volunteers of America

# BONADIO COMMUNITY SEATS

The Red Wings partner with the Bonadio Group to donate **8 tickets per game** to the not-for-profit organizations listed below that span across the Greater Rochester area.

CDS Monarch	Camp Stella Maris	Compeer Rochester
Catholic Family Center	ARC of Seneca Cayuga	ARC of Genesee Orleans
Heritage Christian Services	Episcopal Senior Life Communities	CASA Rochester, WXXI
Rochester Museum & Science Ctr	Eugenio Maria de Hostos Charter School	NAMI Rochester
Lifespan	Boys and Girls Club	Ibero American Action League
Holy Childhood	Lifetime Assistance	Diocese of Rochester
Grace Community Services	Al Sigl Center	

# MONETARY CONTRIBUTIONS

Red Wings Community Foundation, Inc. and Rochester Community Baseball, Inc. supported the following organizations with charitable donations in 2018:

Organization
Anthony Poselovich Memorial Foundation
Autism Council
Avon Youth Baseball
BairFind Foundation
Bone Marrow Transplant Fund
Boys and Girls Clubs of Rochester
Brighton Baseball
Challenger Baseball
Charlotte Youth AA
Chili Baseball
Eastside Little League
Foodlink
Gates Chili Little League
Greece Little League
Hilton Parma Recreation
Hillside Family of Agencies
Irondequoit Little League
Leukemia & Lymphoma Society

Organization
MCC Foundation
McQuaid Jesuit High School
Muscular Dystrophy Association
Our Lady of Mercy Softball
Pal Mac Youth Baseball
Press-Radio Club
Rochester Education Foundation
Rochester Twenty Pearl Foundation
Ronald G Pettengill Labor Education Fund
Rush Henrietta Athletic Assn
Seneca Waterways Council
Shepherd Home Hospice
St. Patrick's Day Parade
United Way
Villa of Hope
Volunteers of America
Webster Athletic Assn Girls Softball
Young Women's College Prep

**TOTAL: \$20,192.50**

# IN-KIND DONATIONS

The Red Wings contribute in-kind donations to hundreds of charities and fundraisers each season. In 2018, we donated the items and experiences listed to the right valued at \$53,245 to approximately 350 groups.



Red Wings Merchandise  
Complimentary Tickets  
Suite Certificates  
Bat Kid Experiences  
First Pitch Experiences  
Ballpark Tours  
Mascot Appearances  
Autographed memorabilia

**TOTAL: \$53,245**

# PUERTO RICAN FESTIVAL

The Rochester Red Wings were thrilled to host the 2018 Puerto Rican Festival at Frontier Field. The Festival was held July 27th – 29th, 2018 and included 3 days of live music, food, cultural events, celebrity guests, and more.

The Puerto Rican Festival Incorporated was formulated in 1969 for the purpose of celebrating and recognizing the culture of Puerto Ricans. Puerto Ricans continue to be one of the largest growing Hispanic populations in New York State. Monroe County has an estimated 70,000 Latinos of which Puerto Ricans make up approximately 70%. We have experienced an increase this year as **our city welcomed victims of Hurricane Maria.**

The festival is a 501c3 organization which helps develop and support special projects throughout the year. This includes IBERO's college scholarship program, Rochester Hispanic Youth Baseball League, local church cultural events, Borinquen Dance Theatre, among others. In total, approximately \$7,500 was awarded in charitable donations to these causes.

The festival holds a pageant to recognize a queen and princess (pictured right) who receive prize money to use for education. Last year's Princess was awarded an additional scholarship through IBERO.



# HOT STOVE LEAGUE

The Hot Stove League luncheon is an annual event dating to the late 1980s run by a dedicated season seat holder. This event receives in-kind auction items from the Red Wings and the ballclub purchases a table of ten. Attendees are a collection of about 175 avid, community-oriented Red Wings fans, who purchase tickets and tables, raffle tickets and auction items, enjoy community awards

and check presentations, and then hear about the ensuing Red Wings team. The **Challenger Baseball World Series** is the beneficiary of the fundraiser. It regularly raises \$20,000 and is a fun get-together around the holidays, regularly attended by Chairman Gary Larder, GM Dan Mason, AGM Will Rumbold, Voice of the Red Wings Josh Whetzel, and of course Spikes, our illustrious mascot.



# ROTARY SUNSHINE CAMPUS

## LAUNCH-A-BALL

Fans purchase tennis balls for \$1 which are thrown into targets post-game to qualify for prizes. After many years benefitting a variety of charities, in the last four years proceeds have gone to The Rotary Sunshine Campus for disabled children, "where kids have no barriers to fun." With approximately \$3,000 raised in 2018, the four-year total raised for the camp is \$12,750, and this season, the Rochester Area Chevy Dealers matched it bringing the grand total to \$15,750.



*Serving people with  
disabilities since 1922*

# RED WINGS PLAYERS & THE COMMUNITY



Players volunteered to sign memorabilia that was donated to charities and fundraisers throughout the season. Players also made themselves available on a rotating basis to sign autographs on the concourse before every home game.

## Red Wings players participated in:

Airport Games	bottom right
Buffalo Wild Wings	
Challenger Miracle Field in Webster	page 1
Clean Sweep	page 10
Dave Clark Baseball Camp	page 29
Field of Dreams	page 29
Foodlink Summer Meals Kickoff	page 12
Local High Schools & Colleges Q&A	
Mary Cariola Children's Center	middle right
Meals on Wheels	top right
Play Ball	page 15
Rochester Regional Health	
School of the Holy Childhood Camp	page 25
Swing with the Wings (Alzheimer's benefit)	page 24
Trade Show at Frontier Field	
USSSA Baseball Clinic	
Welcome Home Dinner	page 3



Jake Reed was voted by the office staff as the most civic-minded player for his work in the community, especially with the Miracle Field in Webster, NY.

# NAOMI SILVER

*Red Wings President, CEO, COO and Respected Community Leader*

## **Board & Committee Member**

Boys and Girls Clubs of Rochester Board Chair

United Way of Greater Rochester Executive Committee Member / Chair of Governance

Joseph A. Floreano Rochester Riverside Convention Center Board

Key Bank Advisory Board

Monroe Community College Foundation Board

Red Wings Community Foundation Inc. President

Hillel Community Day School Scholarship & Development Committee / Past President

Rochester Broadway Theater League Capital Campaign Committee



## **Speaking & Other Engagements**

Geva Theater Curtain Call Fundraiser Guest Actor

Young Women's College Prep School Honoree

RIT Business Summit Guest Speaker

St. John Fisher College Panelist

Genesee Valley Parks & Recreation Society Keynote Speaker

Center for Youth Fashion Week Participant

RBJ Women's Leadership Summit Panelist



## **Memberships**

National Baseball Hall of Fame and Museum

Major League Baseball Players Alumni

# GARY LARDER

*Red Wings Chairman and Respected Community Leader*

## Board & Committee Member

Houghton College Board of Trustees / Executive Committee / Chairman Audit Committee  
Greater Rochester Outdoor Sports Facility Corp. Board  
National Baseball Chapel League Rep on Advisory Board

## Volunteer

Hillside Special Santa  
Gilda's Club of Rochester Guest Chef  
Challenger Baseball World Series Volunteer  
United Church Canandaigua various roles

## Guest Speaker

St Ann's Senior Living  
Eastside Resource Center

## Recipient of the Baseball Chapel Award

Gary Larder was named the recipient of the 2017 Bowie Kuhn Award presented by Baseball Chapel. The award honors an individual, team or organization who demonstrates support of the chapel program in professional baseball.

Vince Nauss, President of the Baseball Chapel, presented the award to Gary in December 2017 at the Baseball Winter Meetings in Orlando.

Gary has served as a member of the Baseball Advisory team since its inception in 2005.



# DAN MASON

## *Red Wings General Manager and Respected Community Leader*

### **Board Member**

Monroe County Sports Commission Treasurer  
Red Wings Community Foundation Vice President  
Battle at Buckland

### **Emcee / Guest Speaker**

Compeer Annual Luncheon Emcee  
Elliott Curwin & Marv Miller Memorial Golf Emcee  
Challenger Baseball World Series Host  
Miracle Field Event Host

### **Committee Chair**

McQuaid Jesuit HOF Committee Chair  
McQuaid Jesuit Co-chair BASH event  
McQuaid Jesuit Co-chair Baseball Fundraising

### **Coach / Mentor**

McQuaid JV Hockey  
Brighton Little League  
High School & College Shadowing Programs

### **Member**

Press-Radio Club Current Member & Past President  
Frontier Field Walk of Fame Committee  
Section V Hall of Fame Committee  
Our Lady of Mercy Entrepreneurial Team

### **Project Volunteer**

Our Lady of Mercy Groundskeeper  
Local elementary schools Guest Reader  
Hillside Special Santa



# MARCIA DEHOND

## *Operations Manager*

### Committee Member

Volunteers of America of WNY Advancement Committee  
Resolve of Greater Rochester Finance Committee  
Silver Family Scholarship Committee

### Guest Speaker

Young Women's College Prep School  
Roberts Wesleyan College Sports Management Class

### Stepping Up to the Plate for Students

On February 17, Young Women's College Prep hosted its 5th annual "Cool Women/Hot Jobs" program designed to introduce students to professional women and careers, further piquing their interest in pursuing higher education, and encouraging them to believe in their ability to achieve similar successes. The program involves dozens of professional women visiting YWCP for workshops, speaker panels, and lunchtime table talk.

Timisha Alston reached out to guest speaker Marcia DeHond, Operations Manager for the Rochester Red Wings. **DeHond's workshop had inspired Timisha to seek valuable skills and experience through summer employment at Frontier Field.**



For several months, Timisha donned a black Red Wings cap, red shirt and black pants while she worked at the concession stands, filled condiments and napkin dispensers.

Timisha's strong work ethic had her working in the Altobelli Deli where she was able to learn valuable customer service skills. Timisha enjoyed customer interaction noting, "I liked giving people their order and seeing smiles on their faces."

"Working at the baseball field was just amazing. I met a lot of people and even made new friends. My favorite part is the food and watching the Red Wings win!" Timisha said.

"Cool Women/Hot Jobs" truly expands the playing field for students by providing valuable career insight and networking opportunities. We think that's hitting it out of the park!



# MATT CIPRO

*Senior Director of Sales*



## **Board Member**

Red Wings Community Foundation, Inc. Secretary  
Penfield Village Nursery School

## **Coach / Mentor**

Youth Baseball Coach  
Scouts Explorer Program Mentor  
High School Shadowing Programs  
DECA Regional Judge

## **Project Volunteer**

Open Door Mission  
Habitat for Humanity  
Hillside Special Santa

## **Guest Speaker**

Area high schools and colleges

# JEFF DODGE

*Food and Beverage General Manager*

## **Board Member**

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

# COURTNEY TRAWITZ

*Director of Catering*

## **Committee Member**

Rochester Education Foundation Marketing & Fundraising

# WILL RUMBOLD

*Assistant General Manager*

## **Board Member**

Gilda's Club of Rochester Board  
Rochester Press-Radio Club Board

## **Volunteer**

Gilda's Club Guest Chef  
Open Door Mission  
Hillside Special Santa



# BOB CRAIG

*Director of Group Sales*

## **Guest Speaker**

St. John Fisher College

## **Volunteer**

Open Door Mission  
Thanksgiving Meals



# DAVID WELKER

*Red Wings Ticket Office Manager and Business Coordinator*

## Teacher / Mentor

Sunday School Teacher  
Olympians Head Coach  
Bible Study Facilitator  
Host for Ridgemen Players

## Board & Association Member

Webster Bible Church Board of Elders  
Flower City Work Camp Board  
Webster Retired Educators President  
Ridgemen NYCBL Baseball Treasurer

## Project Volunteer

Open Door Mission  
Hillside Special Santa  
WXXI – PBS Public TV/Radio  
Hill Haven Nursing Home  
Rochester Family Mission

# ROB DERMODY

*Director of Ticket Operations*



## Coach

Fairport Little League

## Volunteer

Open Door Mission  
Habitat for Humanity  
Thanksgiving Meals  
Challenger Baseball

# NICK SCIARRATTA

*Director of Corporate Development*



## Guest Speaker

Read Across America Guest Reader  
Aquinas High School Career Day

## Volunteer

Super Bowl Party for the Homeless  
Hillside Special Santa  
Wings of Hope Coordinator

# TIM DOOHAN

*Social Media & Promotions Manager*

## Volunteer

Open Door Mission  
Habitat for Humanity  
Thanksgiving Meals  
Hillside Special Santa  
Gilda's Club Guest Chef



# NATE ROWAN

*Director of Communication*

## Volunteer

Gilda's Club Guest Chef  
Habitat for Humanity  
Hillside Special Santa

# MICHELLE SCHIEFER

*Controller*

## **Volunteer**

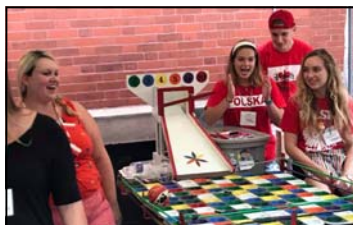
St. Stanislaus Church Festival  
Hillside Special Santa

## **Teacher**

Sunday School

## **Participant**

Walk a Mile in My Shoes  
(to support victims of  
domestic violence)



# KEVIN LUTE

*Group Sales & Ticket Rep*

## **Guest Speaker**

St. John Fisher College

## **Coordinator**

Scouts Explorer Program  
St. Patrick's Day Parade

## **Volunteer**

Open Door Mission  
Thanksgiving Meals

# ERIC FRIEDMAN

*Assistant Director of Ticket Operations*

## **Guest Speaker**

St. John Fisher College

## **Volunteer**

Boys & Girls Clubs Program  
Press-Radio Club  
Habitat for Humanity  
WOF Committee



# TRAVIS SICK

*Director of Game Day Operations*

## **Guest Speaker**

St. John Fisher College

## **Volunteer**

Boys & Girls Clubs Program  
Hillside Special Santa



# MIKE EWING

*Group Sales & Ticket Rep*

## **Volunteer**

Open Door Mission  
Thanksgiving Meals  
Hillside Special Santa

# KATHY BILLS

*Merchandising Assistant*

## **Board Member**

Webster Village Planning Board

## **Volunteer**

Gilda's Club Guest Chef  
Board of Elections Registration



# JOSH WHETZEL

*Director of Broadcasting*

**Guest Speaker/ Reader**

Hot Stove League Event  
Read Across America

# GINI DARDEN

*Office Manager*

**Volunteer**

Open Door Mission  
Hillside Special Santa  
Welcome Home Dinner

# STEVE GONZALEZ

*Catering Sales Manager*

**Volunteer**

RocCovey Fitness 5K  
Ballpark Tours



# PAULA LOVERDE

*Director of Human Resources*

**Volunteer**

Open Door Mission



