



# Community Benefit Report



**IN 2015, OVER \$112,000 WAS DIRECTLY CONTRIBUTED TO THE COMMUNITY**

## **Community Outreach**

As the only professional sports team in the state of Vermont, the Vermont Lake Monsters understand the importance of taking an active role in the community. The Lake Monsters organization strives to provide a fun and exciting ballpark experience, while recognizing individuals and organizations for their hard work and dedication to the community. The Lake Monsters take part in many important outside programs and events to show support throughout the entire state.

As a way to give back to the local area, the Lake Monsters are continually donating their time and resources to non-profit organizations and events. The Lake Monsters organization has always encouraged residents, local businesses and other members of the community to take an active role in giving back to those in need of support. Through many years of hard work, the Vermont Lake Monsters have developed strong relationships with many community organizations and hope to continue these relationships for years to come.

## **Ticket Fundraiser Programs: Groups benefited- Various Organizations:**

The Lake Monsters implemented their school fundraising program to complement their already existing fundraising program. In 2015, local organizations, schools and Little League teams sold over 6,868 Lake Monster tickets, for which they received a contribution back for the revenues that they generated. In total, the Lake Monsters donated over \$17,500 to those organizations.

## **Share the Experience Program: Groups benefited- Various Organizations:**

The Share the Experience program is designed to give underprivileged youth and other non-profit groups the opportunity to come out to the ballpark and enjoy a Lake Monsters game. Over 33 companies made contributions in 2015 in order to donate Lake Monster tickets to schools or youth charitable organizations. The participating companies donated \$4,875 worth of tickets this past season to help share the Lake Monsters experience with as many kids as possible. Money is also contributed to this program through auctions held online and at Centennial Field. Ballpark and online auctions contributed \$26,835 to the Share the Experience Program in 2015.

## **Military Appreciation Night: Group benefited- Local Military Personnel:**

Each season, the Lake Monsters host a Military Appreciation night, where all current and past members of the military and their families are given complimentary tickets and are recognized all night long for their dedication and commitment to serving our country. Along with in-game recognition that night, \$15,000 is also donated in the form of three \$5,000 scholarships and assistance to spouses and children of those killed or disabled in service to America.

## **Cancer Awareness Night: Charity benefited- American Cancer Society:**

Each season the Lake Monsters host a Cancer Awareness Night at Centennial



Field to support Cancer Awareness. Players wear special jerseys and the concourse is filled with informational tables, brochures, as well as ribbons and other items. Cancer survivors are invited to throw out ceremonial first pitches and the night's 50/50 raffle benefits the local American Cancer Society chapter. Additionally, fans and staff are encouraged to make donations to spearhead cancer research.

### **United Way Appreciation Night: United Way of Chittenden County**

On KeyBank's United Way Appreciation Night, the team had custom jerseys designed by the local Boys and Girls Club of America with all of the proceeds of the silent auction benefitting the local United Way chapter. In addition, the United Way hosted a pregame ceremony, honoring the girls who designed the jerseys, CHAMP donned a 'Live United' T-Shirt, and awareness and funds were raised for the United Way.

### **Outstanding Students: Group benefited- Local Students:**

This program honors students in grades K-12 across the state of Vermont who display hard work and dedication in school. Whether it's perfect attendance, a spectacular display of determination, or a stellar representation of the school in academics, this program recognizes Vermont students for their scholastic achievements. Each student selected was invited to a game where they were recognized on the field for their efforts and presented with a certificate. In 2015, 605 students were recognized and \$3,025 worth of tickets was donated by the program.

### **Monster Student Athletes: Group benefited- Local Students:**

This program honors students in grades K-12 across the state of Vermont who display hard work and dedication in athletics. Each student who was nominated was invited to a game to be recognized on the field for their efforts and presented with a certificate. This past season, 398 students were recognized at the game and \$1,990 worth of tickets was donated by the program.

### **Player Appearances: Groups benefited- Local Youth and Organizations:**

Lake Monsters players make an impact in the community by sharing their love of baseball during various player appearances throughout the season. When not at the field or on the road, players donate their time to local libraries where they read to children, answer questions, share stories, and sign autographs. Other player appearances include autograph signings, along with question and answer sessions with local Little Leaguers, baseball clinics at Centennial Field, and local community festivals.



### **CHAMP - Lake Monsters' Mascot: Groups benefited- Various Appearances**

CHAMP is a well-known celebrity in Vermont who frequently makes appearances in the community both in and out of season. CHAMP made over 100 hours worth of appearances in 2015 including the Make-A-Wish Foundation's Walk for Wishes, a fundraiser for the American Lung Association, and the COTS walk. Organizations enjoy using CHAMP's friendly and outgoing personality as a way to help make their events fun and exciting. CHAMP attends all types of events including charity walks, local little leagues events, community festivals, kid's days, libraries etc. The total value of CHAMP's time donated in 2015 was valued at approximately \$11,000.

### **Donations:**

The Lake Monsters make donations to local non-profit organizations, charities, and fans. In 2015, the Lake Monsters organization donated over \$9,700 worth of items.

### **Other Community Programs Include:**

**Strike Out Hunger** - \$5 for each strike out was donated to the Chittenden Emergency Food Shelf, totaling \$1,490

**Home Runs for Charity** - \$100 for each home run was donated to a local charity, totaling \$2,400

**Folds of Honor** - \$10 for each run scored at home was donated to the Folds of Honor Foundation, totaling \$1,590

**Food Drive** - \$582 worth of tickets was used as a way to receive donation of non-perishable food items on July 26th

**Clothing Drive** - \$222 worth of tickets was used as a way to receive donation of gently used clothing on July 21st

**Here's to Heroes** - \$7,670 worth of tickets was donated to local military and their family to attend games

**Non-Profit 50/50 Raffles** - Over \$9,100 raised for non-profit organizations hosting 50/50 raffles at Centennial Field