



## COMMUNITY BENEFIT REPORT 2015 ORGANIZATIONAL OVERVIEW

In the spirit of Morrie E. Silver, whose true passion was serving his community, Rochester Community Baseball has continued the long-standing tradition of active involvement in the Greater Rochester area. Silver organized a stock drive in 1957 to keep the team in the Rochester. Due to his efforts, the Red Wings have now been part of the local community for well over a century, uninterrupted. The ballclub lends support in a variety of formats, including in-kind and monetary donations, programs and promotions, in-stadium fundraising, player and mascot appearances, and employee volunteerism.

This year, we experienced unprecedented commitment from third-season pitcher, Logan Darnell whose mother was diagnosed with Alzheimer's. Logan initiated an awareness event in which he personally purchased team jerseys to later be auctioned off. All proceeds benefitted the Alzheimer's Association. He also participated in "Clean Sweep" to help beautify the city, the Mary Cariola Pizza Party for disabled individuals, the USSSA youth baseball clinic, and more. It's not surprising, therefore, that for a second consecutive year Logan was awarded most civic-minded player on the Red Wings.

Also new this year, our President, CEO, and COO Naomi Silver chaired the Games Organizing Committee for the New York State Special Olympics Summer Games held in June. A Law Enforcement Torch Run led the Special Olympians into Frontier Field, signifying the start of games.

Volunteerism is a value modeled by Naomi, General Manager Dan Mason, and Chairman of the Board Gary Larder, who each serve on several boards and frequently accept speaking engagements. Collectively, the entire staff takes part in contributing food and other essentials to the Ronald McDonald House and Thanksgiving baskets to local families in need. Individually, they take part in community activities such as board membership, reading in schools, speaking at local colleges, participating in the United Way campaign, serving the homeless, and more.

In 2015, the Red Wings made generous in-kind and monetary donations. Our ballclub continued to execute successful programs and promotions that raised well over \$150,000. Recipients included Boys and Girls Clubs, Foodlink, Hillside Family of Agencies, Volunteers of America, and Golisano Children's Hospital, to name a few.

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

The Red Wings wish to have an even greater impact in the future by growing the recently established Red Wings Community Foundation, which was created to support local charities and promote youth baseball.

## COMMUNITY PROGRAMS & PROMOTIONS

### Mascot / Player Appearances

This year, over 150 events were supported by our mascots and players. Appearances were made at charities (such as Special Olympics, Autism Speaks, American Heart Association & Cure Childhood Cancer), schools, little leagues, community events (such as rotaries, senior living homes & city initiatives), scouts, towns, and sponsors. Our players also participated in several youth baseball clinics.

We experienced a high level of commitment from Logan Darnell who personally purchased team jerseys to auction off to benefit the Alzheimer's Association in addition to lending support in a variety of other ways over the course of the season.



*Spikes & Mittsy attend the Walking on Sunshine Event.*



*James Beresford instructs youth at the USSSA clinic.*



*Allan de San Miguel works the hitting station at the Disability Dream & Do event.*



*Logan & Spikes attend the Mary Cariola Pizza Party.*



*Logan Darnell speaks at a press conference to announce The Alzheimer's Awareness initiative.*



*Spikes visits Wesley Gardens Nursing & Rehabilitation Facility.*

## Runs for Foodlink

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

**Final total: 306**

## 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 **\$66,992** to these hardworking organizations.

## Homers for Hillside

Presented by McDonald's of the Greater Rochester Area and News 8 WROC, \$50 is donated to Hillside Family of Agencies for every home run the Red Wings hit this season. **Total Raised: \$4750**



*Realtors Charitable Foundation announcement is displayed.*

## 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: \$11,250**

## 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: \$10,000**



*Dan Mason presents check to VOA.*

## Walks for Prostate Cancer Awareness

Urology Associates of Rochester made a donation to prostate cancer awareness research for every Red Wings walk during the season. **Final total: 378**

## Ballpark Tours

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

## Morrie Silver scholarship

Every year the Silver family awards **\$5000** in scholarships 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 2015, five scholarships were awarded.



*Naomi Silver presents scholarships to recipients.*

## 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: \$2671**



*Launch A Ball participant hopes to hit the target.*

## Military Appreciation

We offer tickets discounts to active military personnel all season at every game and display submitted photos on video board free of charge. The photos are shown during the singing of God Bless America at each game.

## Roster Moves for Charity

For each different player who played for the Red Wings in 2015, the Hubbell Employment Fund donated \$500 to Heritage Christian Services. **Total raised: \$27,000**



*Dan Mason & Spikes present check to Heritage.*

## 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 2015, the *Big Hitters Club* provided nearly **5,000 tickets** to charities in the Rochester area.

## Challenger Baseball World Series

A signature event hosted by the Red Wings each year, Challenger Baseball is a tournament primarily for boys & girls ages 6-18 who are physically and/or mentally challenged. **321 participated** in 2015.



*Challenger Baseball participants take the field!*



*St. Patrick's Day Parade*

## 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!

## National Academy Foundation

Each year the Food & Beverage Department makes lunch for city students who attend a National Academy Foundation conference at the Rochester Institute of Technology.

## Sponsored Events

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

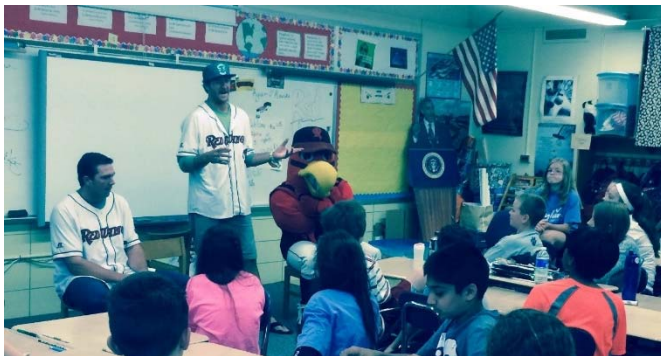
*ROC-READ* is a Rochester City School District program to get kids excited about summer reading. Kids who brought a completed reading log were rewarded with game tickets and a hot dog.

Woods Oviatt Gilman LLC sponsored another *READING PROGRAM* in which Rochester-area youth were invited to participate in a summer-long reading contest. The winners received various levels of recognition at Red Wings game late in the season.

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.



*Boys & Girls Club enjoy the ballpark experience.*



*O'Rourke, Hamburger & Spikes speak to students.*

Sylvan Learning Center sponsored the "*TAKE A RED WING TO SCHOOL*" contest. Players Hamburger and O'Rourke participated.

Other sponsored events included Dunkin' Donuts' *BREAKFAST WITH A PLAYER* and Pole Position's *RACE WITH A RED WING*.

## Hosted Events

The Red Wings host a number of events each year that benefit the community and raise money for worthy causes.

In partnership with the City of Rochester we hosted *CLEAN SWEEP*. 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 & Dean participated.



*Darnell & Dean help beautify the city at Clean Sweep.*

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.

For the New York State SPECIAL OLYMPICS Summer Games, a Law Enforcement Torch Run led the Special Olympians into Frontier Field, signifying the start of games.

300-400 urban youth were welcomed to the ballpark at lunchtime for *FOODLINK SUMMER MEALS*. They were provided a healthy lunch and learned about nutrition. The Red Wings participated in a press conference with the Mayor and players were on hand to sign autographs.



*Law enforcement leads the Special Olympics Torch Run.*



*Scouts pitch their tents in the outfield.*

Every season 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.

Also hosted were the *ROCHESTER MARATHON*, Father's Day 5K for ALS, the *KIDS & TRUCKS* event to benefit the

Children's Institute, *BE WELL* Yoga Event for the Mental Health Association of Rochester, the *KIDNEY WALK*, the *COLOR RUN*, and *MAKING STRIDES* to benefit breast cancer research which raised several hundred thousand dollars.



*Making Strides participants*

## **CONTRIBUTIONS – GIFT IN-KIND**

The Red Wings have always been generous to organizations and individuals that reach out for assistance. In 2015, we donated items to benefit 404 community fundraiser events. We transitioned this year to an online application for charitable donations to improve the request process.

## IN-STADIUM FUNDRAISING

Through jersey and cap auctions, video board messages, and volunteer serving concessions, funds were forwarded to the following non-profit organizations:

Alzheimer's Association	Girl Scout Troop 60206	Rochester A.M. Rotary
American Cancer Society	Gold Star Mothers	Rochester Northeast Rotary
Blue Star Mothers Chapter 8	Greece Performing Arts Society	Rochester Police Foundation
Cameron Community Ministries	Heritage Christian Services	Salem United Church of Christ
Catholic Diocese of Rochester	Hillside	Select Charities, Inc.
CDS-Warrior Salute	Honor Flight	Seneca Park Zoo
Challenger Baseball World Series	Irondequoit Athletic Association	Third Presbyterian Church
Challenger Miracle Field	Irondequoit United Church of Christ	Thomas Creek Figure Skating
Children of Fallen Soldiers Foundation	Laurelton Volunteer Fireman Association	V.O.C.
Church of God and Saints of Christ	Lipson Cancer Center	Victor Boys Volleyball
Community Christ Church	Mary Cariola	Victor Knights of Columbus
Eastridge Parents for Music	New Life Presbyterian Church	VOA
Foodlink	Open Arms Metropolitan Community Church	Webster Community Baseball, Inc.
Gilda's Club	Open Door Mission	Webster Marching Boosters, Inc.
	Red Wings Community Foundation	Women of the Moose Chapter 1998

## CONTRIBUTIONS – MONETARY

The Red Wings gave donations to the following organizations:

ABVI Beep Baseball	Geva	Rochester Police Foundation
Avon Little League	Greece Little League	Rochester Press Radio Club
Boys & Girls Club	Irondequoit Athletic Association	Rush Henrietta Athletic Assoc
Brighton Baseball	MCC Foundation	Team Valle
Charlotte Youth Athletic Association	Naples Babe Ruth	The Community Foundation Ronald G Pettengill Labor Education Fund
Chili Baseball	Open Door Mission	United Way
Compeer	Pal Mac Youth Baseball	Veteran's Outreach Center
Eastside Little League	Penfield Little League	Webster Athletic Association
Eddie Meath Children's Fund	Pittsford Little League	Wounded Warriors Project
Gates Chili Little League		

## INDIVIDUAL COMMUNITY INVOLVEMENT

The Red Wings office staff members are active in community volunteerism. Our senior executives serve on numerous boards and volunteer for organizations as noted below. Twelve other staff members serve in various capacities in the community such as board member, committee member, coach, guest speaker, reader, and other volunteer positions.



Gary & Naomi speak about baseball in Rochester.

### Naomi Silver – President, CEO, COO

United Way of Rochester	Board Member / Chair of Governance
New York State Special Olympics	Games Organizing Chair
Joseph A. Floreano Rochester Riverside Convention Center	Board Member
First Niagara Bank	Advisory Board Member
Monroe Community College Foundation	Board Member
Monroe Community College Salute to Excellence	Committee Chair
Boys and Girls Clubs of Rochester	Board Member
Organizations/ Events	Guest Speaker

### 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 Responsibility
Organizations/ Events	Guest Speaker

### Dan Mason – General Manager

Monroe County Sports Commission	Board Member / Treasurer
Battle At Buckland	Board Member
McQuaid Jesuit HS	HOF Committee Chair & Assistant JV Hockey Coach
Compeer	Event Volunteer
Hillside Children’s Center Foundation	Board Member
Brighton Little League Softball	Coach
Rochester Press Radio Club	Member
Challenger Baseball World Series	Host / Volunteer
Organizations/ Events	Guest Speaker

### Jeff Dodge – Food & Beverage General Manager

NYS Restaurant Association – Board of Directors	Vice Chair
Braddock Bay Raptor Research	President
Monroe County Board of Health	President

### Will Rumbold – Assistant GM

Gilda’s Club	Board Chair
Rochester Press Radio Club	Board Member / Past President