ORGANIZATION STRATEGY
IN RESPONSE TO COVID-19
“Stronger brands usually increase their dominance...in a crisis and recovery, as long as they use great strategic thinking to understand the changed post crisis environment and accelerate innovation...”
OUR COMMITMENT

We are uniquely positioned to leverage the iconic brand that is the Boston Red Sox to empower our community

- Our mission is to make a difference in the lives of youth, families, veterans and communities in need by improving health, education and recreation opportunities
- This is the heart of who we are
WE GIVE by granting millions of dollars to mission-aligned organizations

WE GET by working to fundraise every dollar that we give out

WE DO by executing two award-winning programs; Red Sox Scholars and RBI
COVID-19 IMPACT

Like all non-profits, we've pivoted to adapt our fundraising, giving and programming strategies
- Our ability to fundraise has been greatly impacted without in-person events and Red Sox games
- This is affecting our capacity to give and execute our programming

OUR RESPONSE

Our mission remains the same – no matter what
- We are proactively finding ways to leverage our brand and support our communities’ rapidly changing needs during this crisis
WE GIVE
GIVING

We’re fortunate to have capacity to make grants to mission aligned organizations

- With limited funding, we must be strategic in how we allocate resources to maximize the impact of our dollars
- Sports can provide a special kind of healing in times of crisis

WE’VE PIVOTED TO

- Prioritize giving directly responding to COVID-19
- Support disaster relief efforts in our communities
EMERGENCY HARDSHIP FUND

300% THE INCREASE IN THE RATE OF FOOD INSECURITY IN MASSACHUSETTS AS A RESULT OF THE PANDEMIC*

Food insecurity is one of the most pervasive issues in the communities where we operate

- We can make grants to address individuals’ needs arising out of disaster or emergency
- The Fund was seeded with $300,000 by the Foundation and raised $346,000 more in one week with support from Red Sox players, coaches, ownership and others

*Project Bread, 2020

$646,000 2,658 FAMILIES SUPPORTED WITH A $250 GROCERY GIFT CARD TO DATE*  

*As of May 1, 2020
ONE-TIME GRANTS TO RELIEF FUNDS

$350K DONATED TO LOCAL RELIEF FUNDS IN SUPPORT OF EFFORTS TO HELP THOSE IMPACTED BY COVID-19

Our giving, in times of crisis, empowers leaders to address needs specific to their communities

- We made a grant to the Boston Resiliency Fund to purchase 1,000 Chromebooks to aid students with distance learning
- Our grant to the Massachusetts COVID-19 Relief Fund supports front-line workers and vulnerable populations

Boston Globe, 2020
In addition to continued financial support, we’re championing our core health partners’ response and impact made as a result of the pandemic.

- **The Dimock Center**: Augmenting volunteer efforts to distribute meals to their families.
- **Home Base Program**: Soliciting players to record features around mental health.
- **The Jimmy Fund**: Introducing Mitch Moreland as the 2020 Player Captain.

*CAF America, 2020*
WE GIVE: HEALTH

IMPACT AWARDS
PRESENTED BY RUDERMAN FAMILY FOUNDATION

45% OF ADULTS NATIONWIDE REPORT COVID-19 HAS NEGATIVELY IMPACTED THEIR MENTAL HEALTH*

The 2020 IMPACT Awards empowers fans to nominate local organizations to win a grant for their critical work around mental health.

- The pandemic is straining non-profits and their fundraising, so we remain committed to giving a total of $75,000 to address this issue.

*Kaiser Family Foundation, 2020
WIN is a joint initiative between the Women’s Foundation of Boston and Red Sox Foundation to connect women Executive Directors and CEOs of Boston-area nonprofits.

- On June 16th, WIN will host a virtual conversation, “Fundraising Strategies in the New Normal,” to convene and empower women leaders.
WE GIVE

2,658 families assisted through the Foundation's newly created Emergency Hardship Fund

1,000 Chromebooks purchased with support from the Foundation to help students succeed at distance learning

$1,321,000+ in giving by the Foundation to support our on-going efforts to help those impacted by COVID-19
SUPPORT OUR COVID-19 GIVING

We’re prioritizing our giving for organizations making direct impact during this crisis.

DONATE TO OUR CORE PARTNERS

Make a restricted gift to the Foundation for one of our three health partners to fuel the critical impact they’re making at this time.

SHARE OUR OPPORTUNITIES

Stay connected with us on social media and share our giving initiatives with those who could benefit.

MAKE AN IMPACT

Cast your vote for a local non-profit working towards mental health outcomes.
WE GET
Our access to assets that we annually use to fundraise are in jeopardy and has impacted our budgetary projections significantly.

- We would normally be able to leverage over 90 events, including games and concerts, at the ballpark.

WE’VE PIVOTED TO

- Collaborate with our team and partners to devise innovative fundraising solutions with their expertise.
PERSONALIZED VIDEO BOARD MESSAGES

375 PERSONALIZED MESSAGES WERE PURCHASED IN THE FIRST WEEK WE WERE ON SALE

This is the first time the 40x100’ John Hancock center field video board is being utilized for fan messages, thanks to our Productions Team:

- The smaller New Balance video board is normally used for fan messages during games.
- We’re now able to safely provide fans with a way to mark a special occasion during this unique period of social distancing.
RED SOX FACE COVERINGS

FACE COVERINGS WERE ORDERED IN THE FIRST 24 HOURS AS PART OF THE FIRST BATCH

10,000

With a growing need for face coverings for the general public, our team worked to produce face coverings featuring our new ‘socially distanced’ Sox logo

- Net proceeds support the Foundation’s on-going efforts to help those impacted by COVID-19
WE GET

90+ ballpark events we’d normally have access to for fundraising has forced us to creatively reinvent our strategy.

629 fans ordered a personalized video board message to support the Foundation.

$375,000 (and counting) restricted funds raised for our on-going efforts to support those impacted by COVID-19.
BOOK A VIRTUAL WALLY VISIT

Surprise someone special with a message of congrats, thanks or well wishes from Wally the Green Monster

MAKE A DONATION IN HONOR OF SOMEONE

Show your gratitude for a loved one doing critical work with a donation to the Foundation’s COVID-19 efforts

STAY TUNED FOR SPECIAL RAFFLES

Your chance to support the Foundation and have a chance to win once-in-a-lifetime experiences

PURCHASE A RED SOX MASK

Opportunity to get, or give, a custom face mask with the team’s socially distant socks logo
WE DO
Our goal is to empower Boston’s youth to pursue their goals to, through and beyond college by providing mentorship and access to academic, professional and social opportunities.

- With schools closed and access to resources disrupted, our connection to our Scholars is even more vital.

WE’VE PIVOTED TO

- Preserve all programming to make it virtual
- Expand elements to reinforce a sense of family
UNINTERRUPTED MENTORSHIP

42% OF YOUTH NATIONWIDE FEEL MORE LONELY THAN USUAL RIGHT NOW*

Our ability to maintain strong developmental relationships and continue providing a consistent, positive presence is our top priority.

- We've expanded school year programming to create 40 new connections and events since schools closed to better assess needs.
- We'll expand summer programming to address learning loss and foster growth.

*Hello Insight, 2020
VIRTUAL EVENTS

OF STUDENTS IN BOSTON ARE LOGGING ONTO REMOTE CLASSROOMS*

We are exploring creative solutions to offer programming that will inspire our Scholars.

Events that we once held in person are now being held virtually with the help of partners to provide experiential learning opportunities;

- Virtual science experiments
- Virtual career panels and exploration
- Individualized video interview trainings

*SPECIAL THANKS TO OUR VIRTUAL PARTNERS THUS FAR
*American Student Assistance
*Biogen Foundation
*Boston Red Sox Human Resources
*iRobot
*Suffolk County District Attorney's Office

*Boston Globe, 2020
COHORT HANGOUTS

48% OF YOUTH NATIONWIDE FEEL LESS CONNECTED WITH THEIR PEERS RIGHT NOW*

To promote peer engagement, we are hosting biweekly virtual hangouts to give Scholars a space to bond with each other

- We’ve seen a **89% participation rate** in our hangouts
- These interactions provide an opportunity for connectivity and are an outlet for fun and informal support

*Hello Insight, 2020
WE'RE COMMITTED TO CONTINUE PROVIDING ACCESS TO THE SPORT THAT UNITES US ALL NOW OFF THE FIELD AND AT HOME

OUR GOAL REMAINS FOR ALL YOUNG PEOPLE IN OUR COMMUNITIES TO HAVE ACCESS AND OPPORTUNITIES TO BASEBALL AND SOFTBALL

- Engage youth and coaches via a new virtual platform - vRBI
- Find new ways to foster a sense of team

WE’VE PIVOTED TO
VIRTUAL RBI (vRBI)

55% OF EMOTIONAL CONNECTION AND COMMUNICATION BETWEEN PLAYERS AND COACHES IS NON-VERBAL*

We're rolling out interactive, video-based baseball and softball programming for our 2,300+ players and their families.
We're continuing to engage with our youth and coaches by providing virtual access to:

- Trainings, drills, workouts and health tips
- Athletes, coaches and sports industry and youth development professionals
- Jr. RBI and RBI team competitions

*UCLA, 2016
2,300+ players, coaches and families who we’re supporting through Virtual RBI

WE DO

40 new connections and events with Scholars
100% of Scholars have the technology needed to succeed at distance learning
1,000+ interactions with Scholars and families since schools closed on March 16th
2,300+ players, coaches and families who we’re supporting through Virtual RBI
HELP OUR YOUTH SUCCEED AT HOME

We invite you to support expanded experiential opportunities to replace summer learning loss

PLAY BALL OFF THE FIELD

Sponsor vRBI, as we seek to engage and motivate thousands in our communities to stay active

SUPPORT OUR VIRTUAL CEREMONY

Opportunity to sponsor our virtual graduation celebration for our 45 high school and college graduates!

GIVE A LAPTOP

We are looking for funding to purchase ten brand new laptops for our graduating high school seniors to start their college education
THANK YOU
FROM THE BOTTOM OF OUR HEARTS