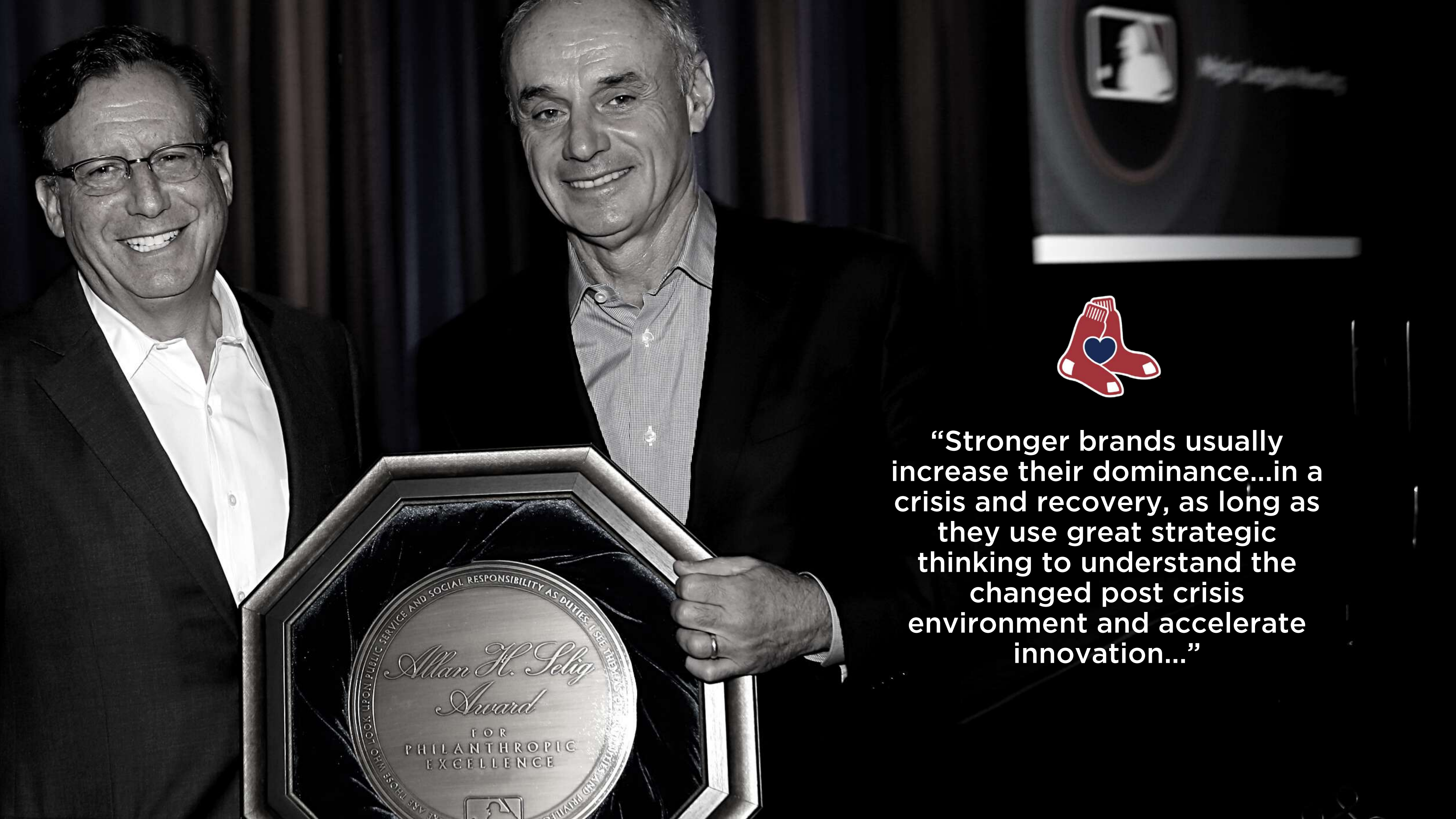




ORGANIZATION STRATEGY

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**



OUR FOCUS AREAS

HEALTH

RECREATION

EDUCATION



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 GIVE:
HEALTH

WE GIVE:
EDUCATION

WE GIVE:
RECREATION

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

WE GIVE:
HEALTH



RED SOX FOUNDATION
— EMERGENCY —
HARDSHIP FUND

\$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**

WE GIVE:
HEALTH

WE GIVE:
EDUCATION



Boston Globe, 2020

OUR CORE PARTNERS

97%

OF NON-PROFITS IN A RECENT SURVEY REPORTED EXPERIENCING A NEGATIVE IMPACT DUE TO COVID-19*

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

THE
DIMOCK
CENTER

Healing and caring for the community for over 150 years.



WE GIVE:
HEALTH

IMPACT AWARDS

PRESENTED BY RUDERMAN FAMILY FOUNDATION

45%

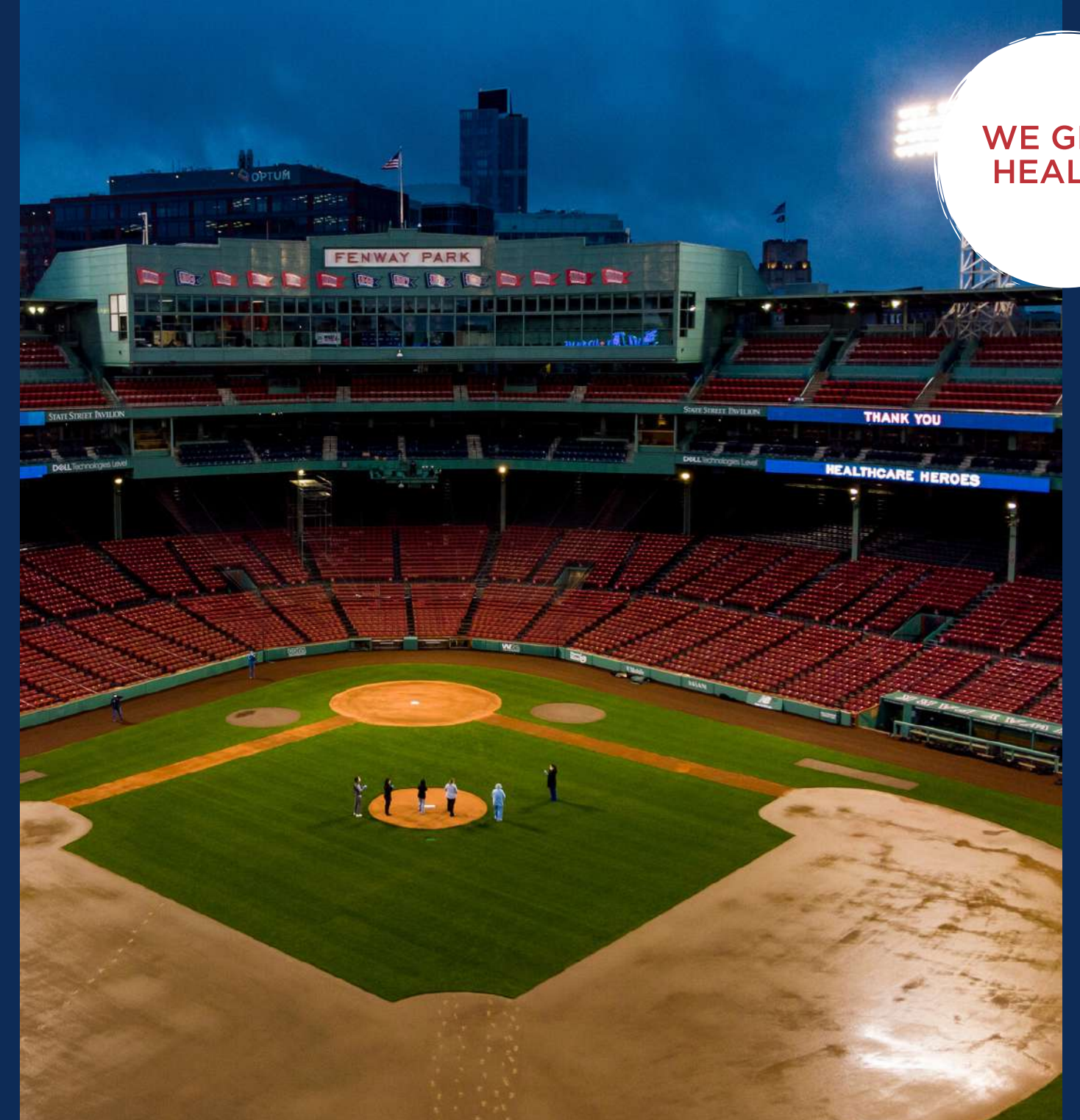
OF ADULTS NATIONWIDE REPORT
COVID-19 HAS NEGATIVELY IMPACTED
THEIR MENTAL HEALTH*

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

WE GIVE:
HEALTH



IMPACT
INSPIRING MORE PHILANTHROPY ACROSS CHARITIES TOGETHER

WOMEN IN NONPROFIT (WIN) NETWORK

200

WOMEN NONPROFIT LEADERS HAVE JOINED THE WIN NETWORK SINCE ITS CREATION IN 2019

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

SHARE OUR OPPORTUNITIES

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

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



MAKE AN IMPACT

Cast your vote for a local non-profit working towards mental health outcomes



WE GET



FUNDRAISING

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

WE GET:
HEALTH

WE GET:
EDUCATION

WE GET:
RECREATION

PERSONALIZED VIDEO BOARD MESSAGES

375

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

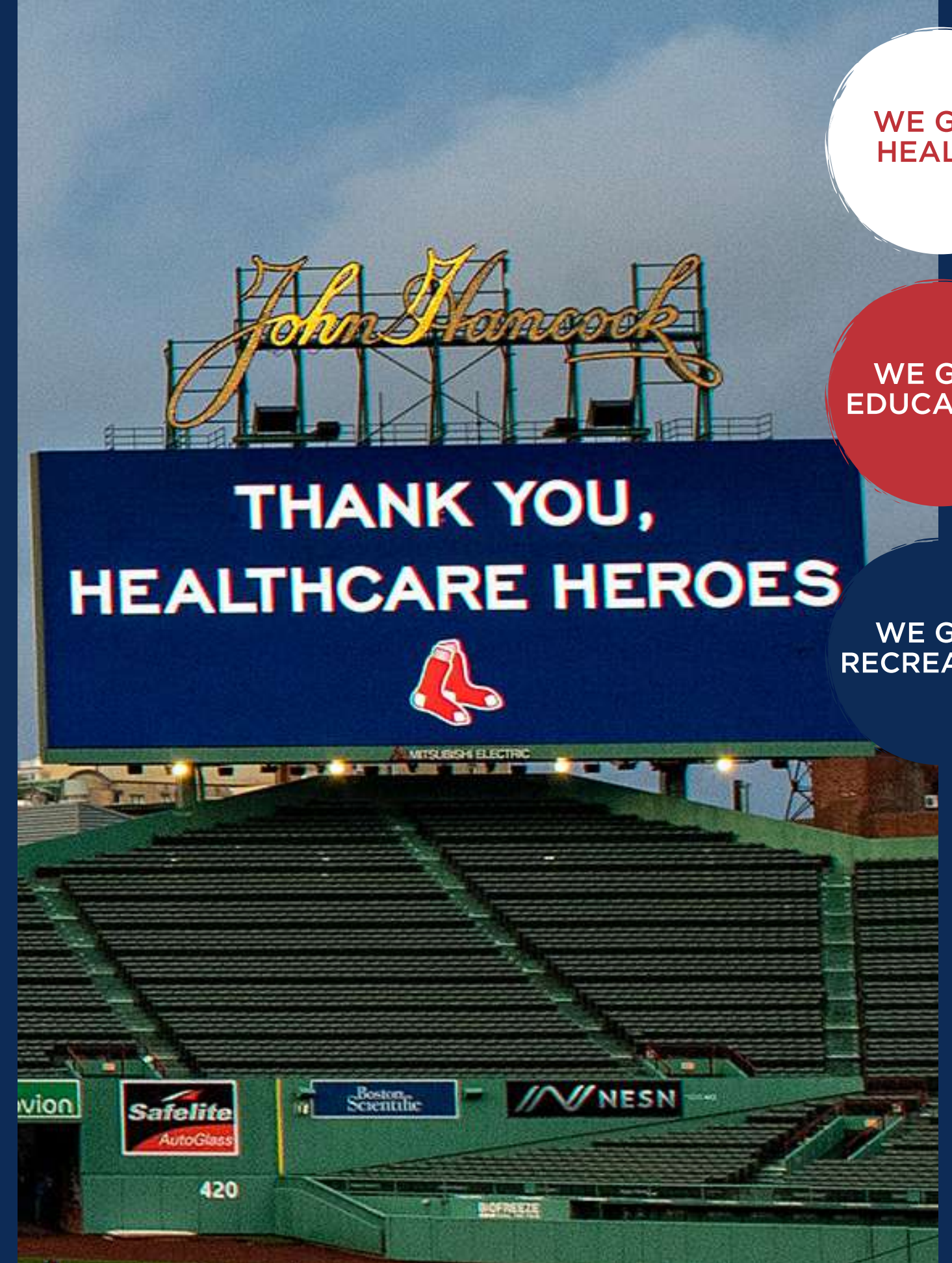
This is the first time the 40x100' John Hancock center field video board is being utilized for fan messages, thanks to our Productions Team

- 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

WE GET:
HEALTH

WE GET:
EDUCATION

WE GET:
RECREATION



RED SOX FACE COVERINGS

10,000

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

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 ongoing efforts to help those impacted by COVID-19

WE GET:
HEALTH

WE GET:
EDUCATION

WE GET:
RECREATION





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

STAY TUNED FOR SPECIAL RAFFLES

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



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

PURCHASE A RED SOX MASK

Opportunity to get, or give, a custom face mask with the team's socially distant socks logo



WE DO



RED SOX SCHOLARS

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%

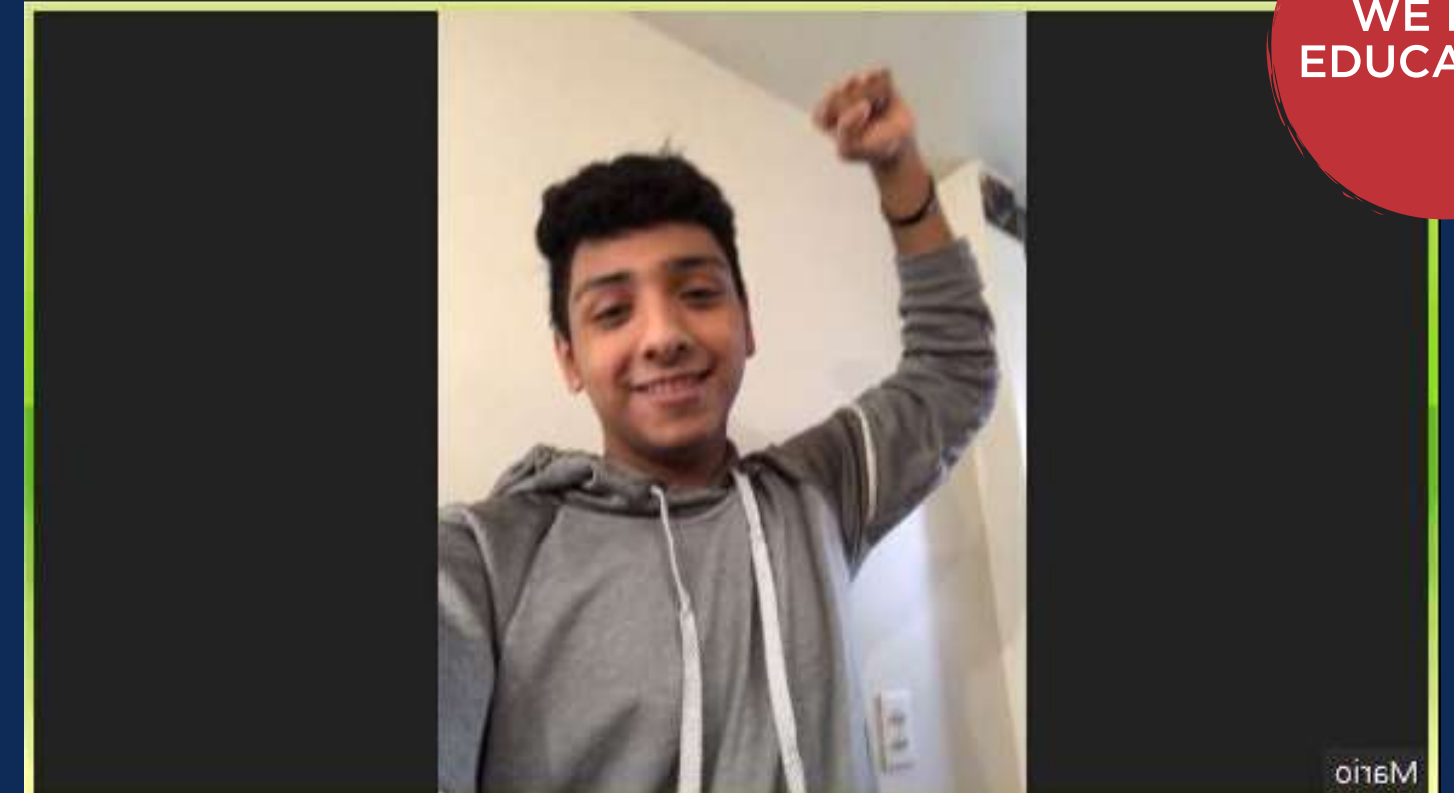
OF YOUTH NATIONWIDE FEEL MORE LONELY THAN USUAL RIGHT NOW*

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

WE DO:
EDUCATION



VIRTUAL EVENTS

50%

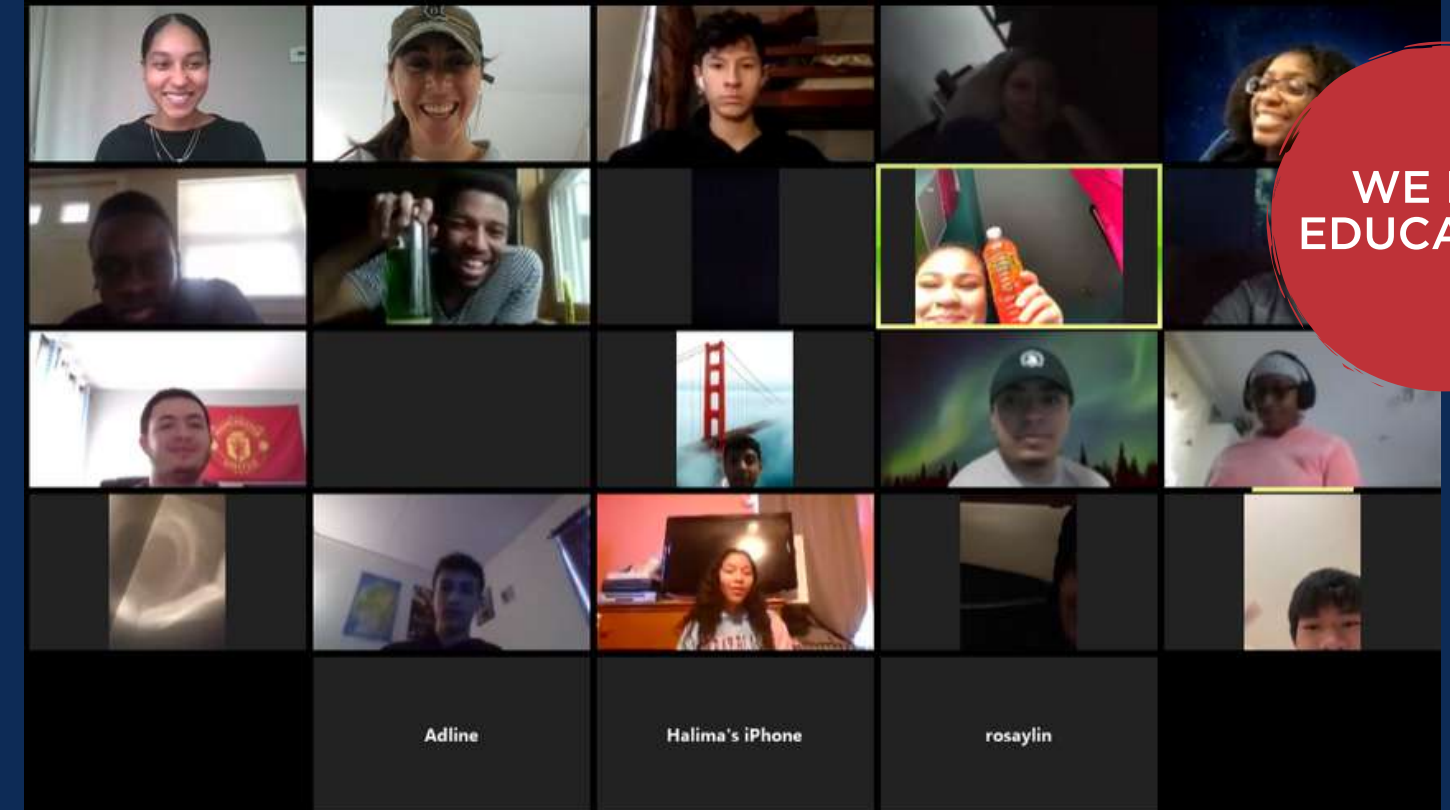
OF STUDENTS IN BOSTON ARE
LOGGING ONTO REMOTE
CLASSROOMS*

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

*Boston Globe, 2020

WE DO:
EDUCATION



**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

COHORT HANGOUTS

48%

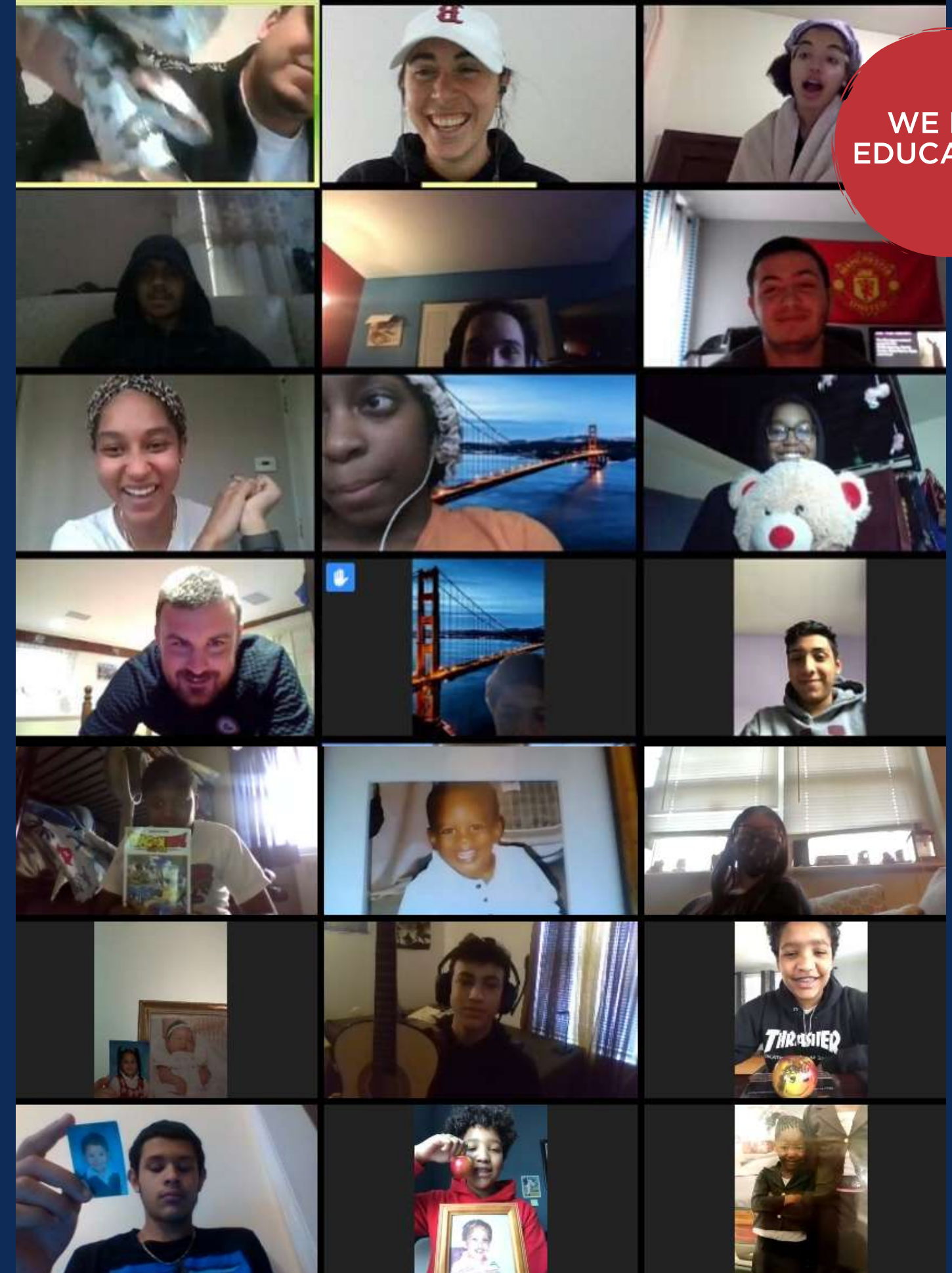
OF YOUTH NATIONWIDE FEEL LESS
CONNECTED WITH THEIR PEERS
RIGHT NOW*

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 DO:
EDUCATION



RBI

Our goal remains for all young people in our communities to have access and opportunities to baseball and softball

- We're committed to **continue providing access to the sport that unites us all** now off the field and at home

WE'VE PIVOTED TO

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

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



WE DO:
RECREATION

*UCLA, 2016



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