



2020 Impact Report



WARNING: FOR YOUR SAFETY
WATCH OUT FOR FOUL BALLS &
PLEASE DO NOT REACH OVER RAIL



Foundation

Since 2002, the Red Sox Foundation has leveraged the iconic brand that is the Boston Red Sox to support and empower our community — and 2020 was no exception.

Immediately after taking ownership of the Red Sox, John Henry, Tom Werner and their partners also founded — and funded — the Red Sox Foundation, which has become the largest and one of the fastest-growing team charities in Major League Baseball.

Today, the Red Sox Foundation seeks to make a difference in the lives of youth, veterans, families and communities in need by improving their health, education and recreation opportunities. It is a very unique Foundation in that it both raises funds and donates money out to charitable organizations. In addition, we have the capacity and resources to manage and oversee our own programming, putting us in a league of our own.

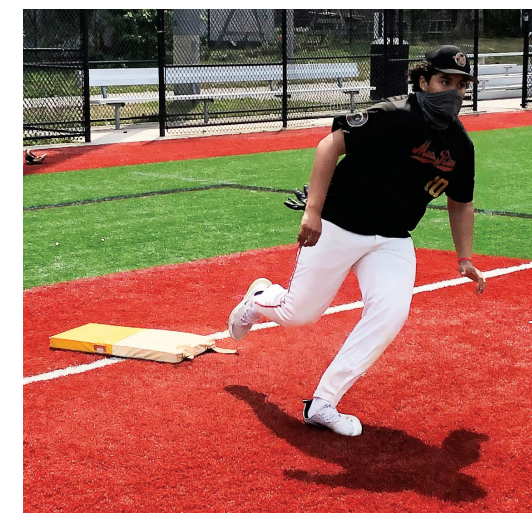
Our mission remains the same — no matter what.

HOW WE'VE PIVOTED

In the wake of the COVID-19 pandemic, the Red Sox Foundation pivoted to adapt our giving, fundraising and programming strategies with greater intentionality around social justice, equity and inclusion.

We proactively found ways to leverage our brand and reinvent how we give, how we get and how we do to support our most vulnerable populations in our communities and their rapidly changing needs.

Although our work is far from over, we are grateful for your support and are committed to inspiring recovery and rebirth in our communities in the year ahead.



OUR PROGRAMS



OUR CORE PARTNERS



Healing and caring for the community for over 150 years.



VETERAN AND FAMILY CARE



BOARD OF DIRECTORS & LEADERSHIP

Tom Werner
Chairman

Tim Wakefield
Honorary Chairman

Mike Egan
Dave Friedman
Clerk & Counsel

Chad Gifford
Linda Pizzuti Henry
Bridget Terry Long
Sean McGrail
Jill Shah
Linda Whitlock
Tim Zue
Treasurer

Bekah Salwasser
Executive Vice President of Social Impact, Boston Red Sox & Executive Director, Red Sox Foundation

WE GIVE

by granting millions of dollars to mission-aligned organizations

\$1,000,000+

in giving by the Foundation to support our ongoing efforts to help those impacted by COVID-19

2,700+

families assisted through the Foundation's newly created Emergency Hardship Fund in April 2020

1,000

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

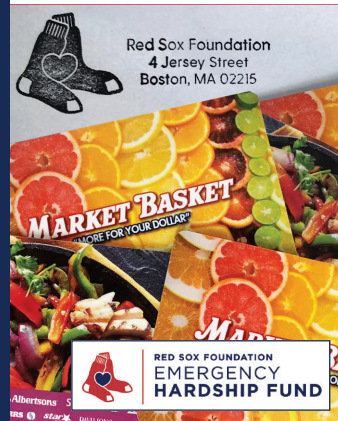


OUR ONGOING COMMITMENT TO GIVING

As a true nonprofit public charity, a key part of our strategy is to share our resources and support with mission-aligned organizations that are achieving outcomes and success in underserved communities.

WE'VE PIVOTED TO:

Prioritize our limited giving capacity to address the evolving needs as a result of COVID-19 and make the most meaningful impact, particularly for the most vulnerable populations.



Red Sox Foundation
4 Jersey Street
Boston, MA 02215

RED SOX FOUNDATION
EMERGENCY
HARDSHIP FUND

EMERGENCY HARDSHIP FUND

Food insecurity is one of the most pervasive issues in our communities and food access has become increasingly more critical to address.

The Emergency Hardship Fund was created immediately and 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.

ONE-TIME GRANTS TO RELIEF FUNDS

The Red Sox Foundation donated \$350,000 to local relief funds in support of efforts to help those impacted by COVID-19.

Our grant to the Boston Resiliency Fund purchased 1,000 Chromebooks to aid students with distance learning.

Our grant to the Massachusetts COVID-19 Relief Fund supported front-line workers and vulnerable populations.



OUR CORE PARTNERS

To achieve our mission in the focus area of health, the Foundation partners with three reputable, best in-class partners.

• The Dimock Center

• Home Base Program

• The Jimmy Fund

In addition to continued financial support, we're proud to champion our core health partners and the impact they're making in response to the pandemic to ensure individuals and families continue to have access to critical health services.



Dana-Farber
Cancer Institute

The
Jimmy Fund

IMPACT AWARDS

PRESENTED BY RUDERMAN FAMILY FOUNDATION



During the pandemic, youth and adults nationwide have increasingly felt a more negative impact on their mental health.

The 2020 IMPACT Awards empowered fans to nominate local organizations to win a grant for their critical work around mental health, needed now more than ever as the pandemic strains nonprofits and their fundraising.

THE WIN NETWORK

The Women in Nonprofit (WIN) Network 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.

In 2020, WIN hosted virtual conversations to convene and empower over 200 women leaders and share best practices amidst the challenges faced this year.

WIN WOMEN IN NONPROFIT NETWORK



Bekah Salwasser, Red Sox Foundation



Sara Conahan, New Profit



Paul Francisco, State Street



Charmaine Higgins, Trinity Boston Connects



HOW YOU CAN HELP

DONATE YOUR TIME, TALENTS & FUNDS

Please visit RedSoxFoundation.org if you would like to support our charitable efforts

STAY ENGAGED

Please stay connected with us by following the Red Sox Foundation on social media



@RedSoxFund



@RedSoxFoundation



Red Sox Foundation



Red Sox Foundation



Red Sox Foundation



WE GET

by working to fundraise every dollar that we give out

\$500,000+

funds raised through new, innovative campaigns in 2020 for our ongoing efforts to support those impacted by COVID-19

550

cutouts were installed on the Green Monster to support the Foundation

10,000

face coverings were ordered in the first 24 hours



OUR INNOVATIVE FUNDRAISING STRATEGY

Our giving and programming are only possible through an aggressive fundraising strategy, which is heavily reliant on access to both Fenway Park and Red Sox Nation. With limited access to the ballpark and our fans in 2020, we were forced to innovate.

WE'VE PIVOTED TO:

Devise creative fundraising opportunities in collaboration with our teammates at the Red Sox and other key partners.

MONSTER HOME RUN CHALLENGE

Although fans were not permitted to attend games in 2020, they still had the opportunity to have a presence atop the Green Monster as cutouts through this unique fundraising initiative. Over \$275,000 was raised by more than 500 donors across both halves of the 2020 season.



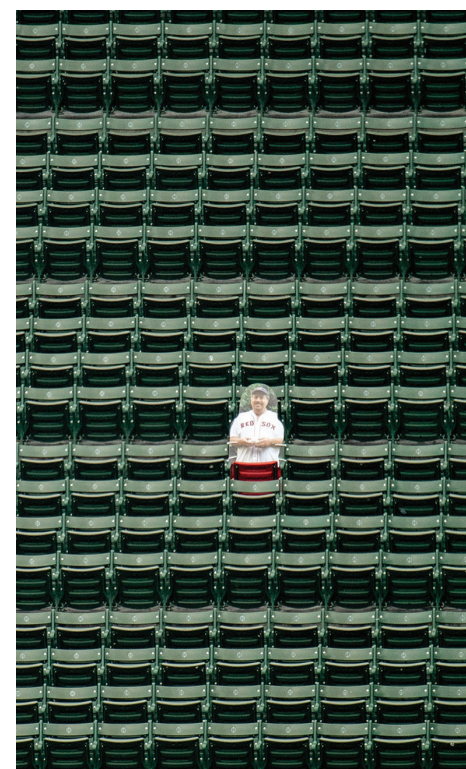
UNIQUE SWEEPSTAKES

We ran two unique sweepstakes in 2020, giving fans the opportunity to make a donation for a chance to win once-in-a-lifetime prizes.

Red Seat Sweepstakes:

One lucky fan won the opportunity to have their own cutout in Fenway Park's famous Red Seat with the chance to win season tickets for life if hit by a home run ball.

General Manager Card Collection Sweepstakes: Special thanks to our General Manager, Brian O'Halloran, for donating his personal collection of 20,000+ baseball cards to benefit our social justice, equity and inclusion efforts.



SIGNATURE EVENTS

We reinvented our core, signature events to ensure our supporters had the opportunity to virtually and safely join us.

Fenway to the Runway, hosted by Linda Pizzuti Henry

Virtual Run To Home Base

Red Sox Foundation Golf Tournament, hosted by Tim Wakefield

Red Sox Hall of Fame & Fenway Honors



HOW YOU CAN HELP

50/50 RAFFLE PRESENTED BY DRAFTKINGS

Win big with the Foundation this season when you buy your tickets at RedSox.com/5050

DONATE YOUR VEHICLE

Help us continue to deliver opportunities by donating your vehicle

STAY TUNED FOR SPECIAL SWEEPSTAKES

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

ORDER YOUR RED SOX LICENSE PLATE

Support our efforts locally through our Red Sox charity license plate programs in Connecticut, Massachusetts and Rhode Island



PERSONALIZED VIDEO BOARD MESSAGES

Thanks to our Productions Team, the 2020 season marked the first time the John Hancock center field video board has been utilized for fan messages.

Together, we safely provided over 600 fans with a way to mark a special occasion during this unique period of social distancing.

RED SOX FACE COVERINGS

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.

Our fans generated approximately \$200,000 to support our ongoing efforts to help those impacted by COVID-19.



WE DO

by executing two programs
— Red Sox Scholars
and RBI

100%

of our high school seniors graduated on time and enrolled in a 2- or 4-year college for the third consecutive year

60,000+

impressions on vRBI in 2020, after its launch in May

100%

of our Scholars have the technology needed to succeed at distance learning

2,300+

players, coaches and families who we're supporting through vRBI and other resources



RED SOX SCHOLARS

Together, we are empowering our students so they're best positioned to succeed and, even in the most challenging times, continue to make meaningful impact and change. In the wake of the COVID-19 pandemic, we reinvented our programming to respond to our Red Sox Scholars' evolving needs during this unprecedented time. Our team prioritized assessing individual needs and maintaining consistent connections with our 300+ students and families by not cancelling any events.

WE'VE PIVOTED TO:

- Create monthly cohort hangouts to promote peer-to-peer connection
- Offer experiential learning opportunities to connect students with various professionals
- Focus on delivering messaging around self-care and mental health resources
- Be more intentional about ensuring our students are civically engaged



YOUTH BASEBALL & SOFTBALL

RBI PROGRAM

REVIVING BASEBALL AND SOFTBALL
IN INNER CITIES

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:

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

vRBI

Our Programs Team curated and introduced interactive, video-based baseball and softball programming for youth and families in our communities. We're expanding this program to continually engage with our players 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



HOW YOU CAN HELP

HELP OUR YOUTH SUCCEED

We invite you to make a gift to support our youth's academic progress and social-emotional development

PLAY BALL AT HOME

Help us strengthen vRBI, as we seek to engage and motivate thousands in our communities to stay active

VOLUNTEER TO COACH

Be a positive role model for youth baseball and softball players in your local community

SUPPORT OUR SOCIAL JUSTICE, EQUITY AND INCLUSION EFFORTS

Make a donation to join us as we strive to improve innovation and equity for a stronger future in our communities



Social Justice, Equity and Inclusion

BLACK LIVES MATTER



How We Are Taking Action

With a renewed focus on social justice, equity and inclusion on and off the field in 2020, the Red Sox and Red Sox Foundation determined the most effective way for our organization to effect change was by focusing our efforts internally, within our own organization.

While we continue to use Red Sox and Red Sox Foundation public platforms to promote racial and social justice causes that align with our core values, the bulk of our work is focused on ways to promote diversity, equity and inclusion within our ballpark, front office, and with our field staff.

The organization's new Social Justice, Equity and Inclusion Advisory Committee is being led by the Red Sox Foundation's Executive Director, Bekah Salwasser. Based on employee conversations and feedback, we have formed ten subcommittees focused on developing action plans to make our organization more equitable as follows:

- *Launching employee resource groups and race-based roundtables*
- *Creating support systems for employees who are the victims of racial or hate speech incidents*
- *Conducting a bias audit on our human resources policies and practices*
- *Enhanced education and training for employees, players and coaching staff related to diversity, equity, and inclusion*
- *Mentorship programs for employees of color*

- *Enhancing ballpark messaging related to racial and social justice causes*
- *Integrating more people of color into existing in-game activations*
- *Expanding opportunities to work with minority businesses*
- *Expanding opportunities for public policy advocacy*
- *Further expanding our marketing efforts into more diverse communities*

Included on each of these subcommittees is a member of the Red Sox executive team to ensure engagement and accountability at the highest levels of the organization. Our work will be ongoing and will encompass the vision of the Red Sox and Red Sox Foundation to build a more just, equitable community for all.



RESOURCE GUIDE

To join us in this important work, visit RedSoxFoundation.org for a guide outlining questions to ask yourself, resources to read and watch, and recommended ways you can help.

SOCIAL JUSTICE, EQUITY AND INCLUSION ADVISORY COMMITTEE

Bekah Salwasser
Chair

Zineb Curran
Raquel Ferreira
Kensha Grandoit
Adam Grossman
Pam Kenn
Sarah McKenna
Janelly Rodriguez
Adan Severino
Marcita Thompson
Amy Waryas
Kurt Zwald



**From the bottom of our hearts,
thank you for supporting our critical work
this past year and efforts to inspire
recovery and rebirth in the year ahead.**

