COMMUNITY REPORT 2019
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“The work of the Red Sox Foundation reflects the passion of our players, the generosity of our fans, and the character of Red Sox Nation.”

Tom Werner, Red Sox Chairman
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DEAR FRIENDS,

2019 was another extraordinary year for the Red Sox Foundation as we continued to excel and make history with our innovative programming and partnerships. The year was capped with an incredible recognition; the Foundation once again received the Allan H. Selig Award – the only MLB team Foundation to receive it twice. Since winning in 2010 for the Red Sox Scholars program, we were honored to win in 2019 for our Home Base program.

As we look ahead into 2020, we are inspired to continue to make history and impact through our three core partners; Home Base, The Jimmy Fund, and The Dimock Center. All have been critical to our success and we’re proud to continue our support of their great work. We also have a bold vision for strengthening our two core programs; Red Sox Scholars and RBI (Reviving Baseball in Inner-Cities), which continue to shape and improve thousands of lives across the City of Boston.

With that, we are so grateful for the thousands of donors, sponsors, and supporters of the Red Sox Foundation. It is through your longstanding generosity and passion that we have been able to move our communities forward. On behalf of the players, front office, and Foundation – thank you! Together, we look forward to building upon our philanthropic legacy for years to come.

With gratitude,

Thomas Werner
Chairman

Rebekah Salwasser
Executive Director
In November of 2019, the Red Sox Foundation was named the recipient of the 2019 "Allan H. Selig Award for Philanthropic Excellence," by Major League Baseball.

After winning this award in 2010 for our Red Sox Scholars program, the Foundation made history by being the first MLB team Foundation to have won this honor two times. The distinction recognizes the Red Sox Foundation’s philanthropic partnership with Massachusetts General Hospital to develop the Home Base Program, a nonprofit dedicated to curing the “invisible wounds of war,” such as post-traumatic stress and traumatic brain injury.

“We are honored to be the recipients of this prestigious award for the second time, and for a program that has been incredibly special to me personally,” said Red Sox Chairman Tom Werner. “As Home Base celebrates its 10th anniversary, we have seen the impact of its important work through the thousands of veterans, service members, and families who have been set on a path of healing from the invisible wounds”
On November 21, 2019, Red Sox President & CEO Sam Kennedy, Chairman Tom Werner, and Principal Owner John Henry, were presented with the prestigious Allan H. Selig Award by MLB Commissioner Rob Manfred.
OUR MISSION IS...
to make a difference in the lives of children, families, veterans, and communities in need by improving their health, education, and recreational opportunities.

WE ARE FOCUSED ON:

HEALTH
Investing in partnerships with Home Base, The Jimmy Fund, and The Dimock Center

EDUCATION
Red Sox Scholars

RECREATION
RBI (Reviving Baseball in Inner-Cities)
WHAT WE DO:
The Red Sox Foundation is a very unique Foundation in that it is both a fundraising entity and a notable grant maker in the New England community. In addition, it has the capacity and resources to manage and oversee its own programs, including Red Sox Scholars and RBI (Reviving Baseball in Inner-Cities). This puts the Red Sox Foundation in a league of its own when it comes to professional sports teams charities!
WE GIVE

The Red Sox Foundation is a leader in charitable giving. Through ongoing fundraising efforts, the Foundation awards millions of dollars each year through various initiatives, grants, and scholarships, including: New England and Lee County, FL Service Scholarships, Little League, The IMPACT Awards, and Emergency Relief Charitable Grants.

WE GET

To facilitate our ambitious giving strategy, Red Sox Foundation staff work tirelessly to fundraise our entire budget of over $13,000,000 dollars each year through multiple events, grants, major gifts and unique sponsorships.

Our events include: Run to Home Base, RSF Boston Marathon Team, Private Player Party, From Fenway to the Runway, Fenway Honors/Hall of Fame Gala, Fantasy Day, Tim Wakefield Golf Tournament, 50/50 Raffle, Picnic in the Park, Right Field Roof Deck Concert Parties, and Monster Party.

WE DO

To maintain a deep connection and to make the greatest impact in the community, the Red Sox Foundation manages and executes two extraordinary programs:

Red Sox Scholars is a college success program that awards a $10,000 college scholarship to 12 Boston Public School 7th graders each year. The Foundation then provides academic, professional, and social support to the 7th graders for the next nine years to ensure they graduate from college with as little debt as possible – as well as feeling part of a family of resources for years to come.

RBI and Jr. RBI programs annually serve 2,000 boys and girls, ages 5-18, in Boston. RBI provides team equipment, uniforms, field access and umpires at no cost to players and their families, and supports a cohort of dedicated coaches who use baseball and softball as a platform to teach core values of teamwork, respect and leadership.
Red Sox Chairman Tom Werner was the catalyst in the creation of Home Base in 2009, which is a philanthropic partnership between the Red Sox Foundation and Massachusetts General Hospital. Home Base is dedicated to providing world-class clinical care, wellness, education and research initiatives for veterans, active military service members, and their families impacted by the “invisible wounds of war,” such as post-traumatic stress and traumatic brain injury.

Since inception, Home Base has served more than 24,000 veterans and family members with care and support, provided over 78,000 on-line and in-person training sessions to clinicians, educators, first responders and community members nationally, and remains at the forefront of discovering new treatments – ensuring a brighter future for the 21st century warrior and military family.
Since 1953, the Red Sox and the Jimmy Fund have been a team, working in support of cancer research and treatment at the Dana-Farber Cancer Institute. Dating back to 2002, the Red Sox Foundation has been a lead sponsor for the Pan-Mass Challenge and other critical fundraising events. Similarly, through the annual WEEI-NESN Radio-Telethon, the Red Sox have helped raise millions for the Jimmy Fund and the lifesaving work it supports at Dana-Farber.

The Foundation is honored to also sponsor a trip to JetBlue Park each February for two Dana-Farber patients to attend a week-long Fantasy Camp at the Boston Red Sox Spring Training Facility.
OF SUPPORT

YEARS

OF SUPPORT
The Dimock Center is the second largest community health center in Boston. With a mission to heal and uplift individuals and our communities, they are positioned well with their nine-acre site in Roxbury, which primarily serves low-income residents of Roxbury, Dorchester, Mattapan, and Jamaica Plain. Celebrating 158 years of service, Dimock provides more than 19,000 people with access to high quality, low cost health care, human services, and education every year.

Dimock recently opened the doors to the Dr. Lucy Sewall Center for Acute Treatment Services, which will increase their capacity to provide inpatient detoxification to 1,000 more men and women, treating 4,000 individuals suffering with substance abuse disorders annually.
Red Sox Scholars, presented by Beth Israel Deaconess Medical Center, is a college success program that awards a $10,000 college scholarship to 12 Boston Public School 7th graders each year. There are currently 301 Red Sox Scholars.

The Foundation then provides academic, professional, and social support to the Scholars for the next nine years to ensure they graduate from college with as little debt as possible and are prepared to enter the workforce – as well as feeling part of a family of resources for years to come.

In 2019, the Red Sox Foundation was also proud to celebrate its ninth class of high school graduates, fifth class of college graduates, and second Master’s graduate!
Our vision is for every young person in New England to have access and opportunity to play baseball and softball. As such, the Red Sox Foundation runs the RBI and Jr. RBI program, which annually serves 2,000 boys and girls, ages 5-18, in Boston. RBI provides team equipment, uniforms, field access and umpires at no cost to players and their families, and supports a cohort of dedicated coaches who use baseball and softball as a platform to teach core values of teamwork, respect and leadership.

In 2019, the RBI Program was proud to have their first team ever represented at the RBI World Series in Vero Beach, Florida.
The Red Sox Foundation launched the IMPACT Awards in 2015, which stands for "Inspiring More Philanthropy Across Charities Together." This unique initiative is our way of letting Red Sox Nation recognize and reward organizations they feel are making a real impact in the New England states surrounding Massachusetts.

To stay responsive to our communities changing needs, the Foundation will change the theme and focus every year. In 2019, IMPACT award recipients must have made a proven impact on health outcomes for their local communities.
Since 2010, the Foundation has awarded over 1,000 college scholarships to high school seniors for their commitment to community service. Each student receives a $1,000 college scholarship to help with college tuition, and is formally recognized at Fenway Park before a Red Sox Game for their selection as a New England Service Scholar.

Each year, the Foundation selects a new class of roughly 200 Service Scholars from the New England states surrounding Massachusetts.
For the sixth straight year, the Red Sox Foundation partnered with local Little Leagues to support over 200 leagues, their 5,000 teams, and approximately 60,000 baseball and softball participants ages 5 to 16.

The Red Sox Foundation’s support of Little League provides boys and girls the opportunity to participate in baseball and softball, regardless of their athletic abilities. More specifically, the Red Sox Foundation invests in State Tournaments, awarding Volunteer of the Year in each New England state, and conducting coaches’ clinics and leadership training sessions.
Thank you to everyone who supported the following campaigns and events in 2019:

50/50 Raffle
Boston Marathon Team
Fantasy Day
Fenway Park Marathon
From Fenway to the Runway
Mission: Gratitude Gala in London
Monster Party
Picnic in the Park
Private Player Party
Right Field Roof Deck Concert Parties
Run to Home Base
Tim Wakefield Golf Tournament
To facilitate our ambitious giving strategy, Red Sox Foundation staff work tirelessly to raise millions of dollars each year through events, grants, and sponsorships.

Our fundraising efforts fuel and directly support our charitable giving and grantmaking strategy. The more we raise, the more we can give!
It has been over two years since the Take The Lead initiative launched as a way for New England’s sports teams to tackle some of society’s toughest issues. What began as an in-venue PSA against hate speech and racism has since expanded to include an annual Career Summit (below left) bringing together diverse groups of young professionals to learn about opportunities in sports, a Fellowship program (first two fellows, below right) that provides hands-on experience in each of the teams’ front offices, and Take the Lead night at the home of each participating team, including new member the Boston Pride (right).

With the support of political and community leaders, including Massachusetts Governor Charlie Baker and City of Boston Mayor Martin J. Walsh, teams from across New England are working together to help foster a diverse fan base and front office to ensure continued diversity and inclusivity in our work spaces and collective communities.
Each month, members of the Red Sox front office and day-of-game staff chip in to help others. From cleaning up local parks to preparing meals or just spending time with those down on their luck, Red Sox employees take volunteerism very seriously, underscoring one of the club’s most important commitments: Impacting the lives of New Englanders through our Community and Charitable Endeavors.
Fenway Park is more than just home to the Red Sox, it is the perfect place to help raise funds and awareness for charities like Action for Boston Community Development (ABCD), the Genesis Foundation for Children and the Jimmy Fund, through their on-field events. Additionally, the club is able to recognize those who are battling and those who have overcome illness with special days such as “Going Gold” for Childhood Cancer Awareness in September. The annual “Girls of Summer” event unites 50 women for a day of baseball fun including clinics led by Red Sox coaches, a meet and greet with a player, a panel of Club executives, and a press conference with the team’s manager.
Each year, the Red Sox donate thousands of items or experiences to local non-profit organizations to help raise funds. Also, through the Commissioner’s Community Initiative, the club is able to offer tickets free of charge to underserved communities to select home games.

CVS Health hosts the All Kids Can Baseball Camps each season, giving children with disabilities, as well as veterans, hitting lessons on the field. Boston Center for Youth & Families sponsor “Sox Talks”, where select players or alumni, as well as the Red Sox Showcase and Wally the Green Monster, do baseball activities with youth. MLB-sponsored “Play Campaign” features Red Sox athletic trainers and healthcare organizations talking to youngsters about the importance of staying fit. The American Red Cross holds a blood drive each September 11th at Fenway Park and prior to each game, the Red Sox honor a Blood Donor of the Game.
Throughout the season, and even into the offseason, players can be counted on to visit local hospitals to bring smiles to the faces of patients and their families. When possible, patients are often invited to Fenway Park as well to meet their favorite Red Sox players. In 2019, the club was able to grant five wishes in partnership with the Make-A-Wish Foundation. Each winter the caravan takes players to Boston-area hospitals, as well as to the BASE in Roxbury, to spread holiday cheer.
Over the years, players have enjoyed treating different folks to games at Fenway Park. Through their ticket programs, select players purchase tickets for groups which often include a pre-game meet and greet. Chris Sale hosts pediatric patients as well as veterans in a suite each month. Prior to each Friday home game, Jackie Bradley, Jr. met with a Red Sox Scholar. Also, the Red Sox Novatos (“Rookies”) and IBEW-sponsored Bullpen Buddies programs invite underserved youth to attend a game and watch batting practice from the warning track where they can meet current Red Sox.

Away from the park, Mitch and Susannah Moreland, along with teammates and their wives, collect and deliver toys to Boston Children’s Hospital for a Christmas in July celebration each summer. For his efforts, Mitch was honored at the Champions for Children’s event in the fall.
In 2019, we ramped up our commitment to senior citizens by partnering with the Alzheimer’s Association on “Major League Memories”. As part of the program, the Red Sox curator as well as the poet-laureate bring a former player to visit senior centers. After a robust program which includes a poem, a video and Q&A with an alum, and some autographs, attendees get to handle some Red Sox artifacts as well as take photos with a World Series trophy.
On April 15, Red Sox players, alumni, mascots and staff join forces for “One Boston Day”, a citywide initiative in remembrance of the Boston Marathon bombings that encourages people everywhere to commit random acts of kindness. This year, Jackie Bradley Jr. visited students at Charlestown High School. David Price, Rick Porcello and Blake Swihart met first responders at a luncheon at Fenway Park, and Red Sox alumni held clinics for local youth. Also, Red Sox staff joined Brock Holt for a pizza party at the Jimmy Fund Clinic.
Off the field, the Red Sox' wives and girlfriends commit their time and efforts to the community. A true team effort, the collection of Red Sox significant others can always be counted on to support important causes and events. To name just a few of the ways the players' wives have pitched in last season, Tiffany Price led the charge with Habitat for Humanity, Susannah Moreland organized a “Christmas in July” for Boston Children's Hospital, Erin Bradley worked tirelessly for the Red Sox Scholars as well as Boston’s Healthcare for the Homeless, and Lakyn Holt always chips in for the Jimmy Fund and Boston Children’s Hospital.
Each year during Spring Training, the club hosts “Lee County Days of Service” to support causes and organizations in the Fort Myers area. In 2019, players, alumni and staff visited Treeline Elementary School to play games and do a Q and A with students. Later in camp, the Red Sox hosted Florida-based veterans from the Home Base Program, welcoming them to JetBlue Park for some on-field batting practice and chatting it up with players on the field.

Nate Eovaldi and Chris Sale spent some time visiting patients at Golisano Children’s Hospital, the beneficiary of the annual Boston Red Sox Charity Golf Tournament, now in its 27th year.
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