2016 CINCINNATI REDS COMMUNITY REPORT

RED COMMUNITY FUND
IMPROVING THE LIVES OF KIDS THROUGH BASEBALL AND SOFTBALL

DURING THE 2016 SEASON:

- Reds Rookie Success League
- Fun At Bat
- Match Program
- Field Renovation
- Reviving Baseball in Inner Cities (RBI)
- Reds Youth Baseball & Softball Funding
- Player Involvement
- Clinics & Events
- Educational & Vocational Programming
- Split the Pot
- Reds Authentics
- Donations
- Baseball & Softball Operations
- Urban Ministry Checklist
- Outreach

IMPROVING THE LIVES OF KIDS THROUGH BASEBALL AND SOFTBALL

More than 45,000 kids and coaches connected
Over 5,200 volunteers deployed
$1.312 million invested in primary outreach programs
$672,488 contributed by Reds players

FUNDRAISING OUTREACH

URBAN YOUTH ACADEMY

CONNECTING THE REDS AND MAJOR LEAGUE BASEBALL WITH COMMUNITY ORGANIZATIONS THROUGHOUT REDS COUNTRY

COMMUNITY RELATIONS

DURING THE 2016 SEASON:

- More than 1,500 events
- Over 200 memorable items
- Close to 40 unique ballpark experiences
- Autism Awareness
- ALS Awareness
- Jackie Robinson Day
- Breast Cancer Awareness
- Prostate Cancer Awareness
- Play Sun Smart
- Roberto Clemente Day
- Make-A-Wish Ohio, Kentucky & Indiana
- Society of St. Vincent de Paul
- Cincinnati Children’s Hospital Medical Center
- Boys & Girls Clubs of Greater Cincinnati
- Kids4Kids
- Greater Cincinnati & Northern Kentucky African American Chamber of Commerce
- Hispanic Chamber Cincinnati USA
- Women’s Fund of Cincinnati
- National Association for the Advancement of Colored People

MLB INITIATIVES

DIVERSITY INITIATIVES

COMMUNITY PARTNERSHIPS

REDS DONATIONS

OUTREACH

45%

25%

30%

URBAN MINISTRY CHECKLIST

25%

15%

35%

COMMUNITY PARTNERSHIPS

45%

25%

30%

PRivanCy POLICY

LEGAL

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The Reds Community Fund is dedicated to the strategic growth of baseball and softball. Currently, there are six outreach programs that connect more than 45,000 kids and coaches to the game throughout Reds Country and beyond.

**Ohio**
- 515 Youth Baseball Teams Funded
- 222 Fields Renovated
- 4 Reds Rookie Success Leagues
- 14 Match Program Organizations
- 16 RBI Teams
- 1 Urban Youth Academy

**Indiana**
- 51 Youth Baseball Teams Funded
- 43 Fields Renovated
- 1 Field Renovated
- 5 Youth Baseball Teams Funded

**Kentucky**
- 211 Youth Baseball Teams Funded
- 44 Fields Renovated
- 1 Reds Rookie Success League
- 2 Match Program Organizations
- 4 RBI Teams

**West Virginia**
- 50 Youth Baseball Teams Funded
- 11 Fields Renovated

**Florida**
- 1 Field Renovated
- 11 Fields Renovated

**Tennessee**
- 1 Field Renovated

**Arizona**
- 50 Youth Baseball Teams Funded
- 5 Fields Renovated
RBI WORLD SERIES

The Reds and the Reds Community Fund hosted baseball’s 24th RBI (Reviving Baseball in Inner Cities) World Series for two weeks in August. Sixteen teams competed in two boys’ divisions while eight girls’ teams vied for the fast pitch softball championship. Each of the boys’ teams had the opportunity to play at Great American Ball Park while all of the girls enjoyed a private workout with Hall of Famer, Ken Griffey Jr. All three divisional champions were crowned at the P&G Cincinnati MLB Urban Youth Academy. Joe Tait, the senior boys’ championship game. Cincinnati’s senior boys’ team swept through the East Region and qualified for its second consecutive RBI World Series.

RBI currently serves approximately 230,000 young men and women in over 300 leagues in close to 200 cities worldwide. More than 200 RBI participants have been drafted by MLB clubs throughout the program’s 28-year history. The program is designed to provide young people from underserved and diverse communities with the opportunity to play baseball and softball, encourage academic success and teach the value of teamwork.

RCF OUTREACH

The core programs that allow underserved boys and girls to experience baseball and softball while promoting character-building and community service.

RBI WORLD SERIES CHAMPIONS

BOYS JUNIOR DIVISION (AGES 13 TO 15):
Chicago White Sox RBI

BOYS SENIOR DIVISION (AGES 16 TO 18):
Arizona RBI (Phoenix)

GIRLS SOFTBALL DIVISION (AGES 14 TO 18):
Dominican Republic RBI
REVIVING BASEBALL IN INNER CITIES (RBI)
The Reds Community Fund operates the RBI program in Greater Cincinnati sponsored by Cincinnati Children’s Hospital. Each team meets once per week across the P&G Cincinnati MLB Urban Youth Academy where they focus on baseball and softball skill development, as well as educational and vocational programs. RBI focuses on character development, fostering responsible behavior, and encouraging teamwork. Representatives from RBI baseball and softball teams also served as Ball Boys and Ball Girls in 2016 at all Reds home games. This unique opportunity was sponsored by HBK Wealth Management.

MATCH PROGRAM
Established in 2006, the Match Program is designed to connect urban and suburban youth baseball and softball teams in the spirit of diversity and inclusion. Each Match team participates in a home-and-home series in which teams blend, scrimmage, mingle, and enjoy a cookout with other players and families. Kids, coaches and parents are assigned a partner from the other organization to encourage that all participants meet new people and step out of their comfort zones. The Match season includes other social activities such as a Reds game and a season-end celebration in conjunction with the Cincinnati Human Relations Commission and Scene75.

REDS YOUTH BASEBALL & SOFTBALL
One of the core initiatives of the Reds Community Fund, this partnership provides financial support to urban baseball and softball teams throughout Reds Country. Founded in 2005, the program has increased from nine teams in 2005 to more than 730 in 2016. Each team complete three community service projects to qualify for funding. Teams are invited to Great American Ball Park for Reds home games, pregame parades and other special events.

IN 2016 THE CINCINNATI RBI PROGRAM INCLUDED:
6 SOFTBALL TEAMS
14 BASEBALL TEAMS

MORE THAN 40,000 HOURS OF SERVICE PERFORMED BY REDS YOUTH BASEBALL AND SOFTBALL TEAMS

TEAMS BENEFITED
5 SOFTBALL
515 BASEBALL

PLAY BALL WEEKEND
May 20–22, 2016
Play Ball Weekend celebrated all types of youth baseball and softball activity locally and nationally. The partnership between Major League Baseball and USA Baseball increased special events at youth field complexes and the distribution of Wiffle® ball bats to kids. The Reds also hosted a celebrity Wiffle® ball game featuring RBI players, coaches and Reds C.O.O. Phil Castellini and General Manager Dick Williams.

BY THE NUMBERS

REDS YOUTH BASEBALL & SOFTBALL

IN SUPPORT OF UNDERSERVED TEAMS

$257,019

5 YOUTH BASEBALL AND SOFTBALL ORGANIZATIONS

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14 BASEBALL TEAMS

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In 2016, the Reds RBI Program included 6 softball teams and 14 baseball teams. More than 40,000 hours of service were performed by Reds Youth Baseball and Softball teams.

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2016 MATCH PROGRAM NEIGHBORHOODS

COVEDALE ATHLETICS AND KENTON COUNTY (KY) KNOTHOLE
HARRISON JUNIOR BASEBALL AND WEST END REDS
NORWOOD KNOTHOLE AND FRIARS CLUB (ST. BERNARD)
NORWOOD SOFTBALL AND CINCINNATI DIAMONDS SOFTBALL (BOND HILL)
LOVELAND YOUTH BASEBALL ORGANIZATION AND SIX MEN TIGERS (EVANSTON)
MADISONVILLE BRAVES AND ANDERSON TOWNSHIP LITTLE LEAGUE
LOCKLAND KNOTHOLE AND WYOMING KNOTHOLE
LOCKLAND SOFTBALL AND WYOMING SOFTBALL

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The original outreach initiative of the Reds Community Fund, this free, coed, character-building introductory baseball program features more than 2,300 6-to-12 year olds in five markets—Cincinnati, Butler County (Fairfield), Clermont County (Batavia), Dayton (OH), and Louisville (KY).

Each participant receives baseball instruction, bus transportation, lunch, a Reds uniform shirt and hat, the opportunity to attend a Reds game at Great American Ball Park, plus a complimentary Wiffle® ball and bat at the conclusion of the program. The curriculum focuses on the Six Stars of Success: Cooperation, Integrity, Respect, Education, Determination, and Spirit.

Each location features visits from Cincinnati Reds, Dayton Dragons or Louisville Bats players.

Since 2006, the Reds Community Fund has underwritten expenses for improvements to neighborhood baseball and softball fields. Local municipalities and youth baseball organizations can apply for funding support through an online grant program. Projects can include improved infield surfaces, fencing and backstop repairs as well as Reds-themed signage. Annual field upgrads include dugouts and other structural amenities. Partners include 4615 Field, Heartland Field and the Baseball Tomorrow Fund.

CINCINNATI ZOO AND CINCINNATI REDS COMMUNITY MAKEOVER

The Cincinnati Reds, Reds Community Fund, P&G, Cincinnati Zoo, Cincinnati Children’s Hospital Medical Center, and Interact for Health collaborate annually to make transformative changes to an underserved Greater Cincinnati neighborhood. On July 28, 2016, more than 400 volunteers helped to rebuild a recreation center, constructed a new community garden and refurbished two ball fields which serve as the home for Oyler School baseball and softball. Kroger and ReSource also contributed to the project which benefitted Santa Maria Community Services and Community Matters.

FUN AT BAT

Fun At Bat focuses on baseball principles and character development for kids ages 5-7. Supported by Major League Baseball and USA Baseball, the overarching goal of Fun At Bat is to promote fun and active lifestyles for children while teaching them the fundamentals of the game. Partnering with the Community Action Agency and other neighborhood organizations, the program aims to make every kids’ first experience with baseball positive and enjoyable while emphasizing teamwork and good sportsmanship.

Field Renovation Highlights Since 2009
- $2.88 million invested
- 21 new fields
- 313 total fields improved
- 21,000+ volunteers
- 113,014 volunteer hours
- $135,014

2016 Makeover Locations:
- North Childhood Home
- South Childhood Home
- West End
- Lower Price Hill
- North Commonville
- Avondale
- South Commonville
- West End
- Lower Price Hill
- North Childhood Home
The Reds Urban Youth Academy was established in 2009 and operated for five years at a temporary location in conjunction with Cincinnati Public Schools. On August 22, 2014, the Reds Community Fund celebrated the grand opening of the state-of-the-art, 33,000-square-foot Joey Votto Training Center. The indoor facility hosts free fall and winter clinics and activities.

The complex also features four renovated ballfields, including two with synthetic infields and a stadium field that serves as the home to Walnut Hills and Purcell Marian High Schools. Including Bruce Field, a girls fast pitch championship diamond, the complex has hosted more than 1,550 games since its 2014 opening.

This past summer, the P&G Cincinnati MLB Urban Youth Academy hosted Major League Baseball’s RBI World Series as well as the Breakthrough Series, a scouting combine for urban high school student-athletes throughout the region and beyond. Programming and educational partners include the Cincinnati Recreation Commission, University of Cincinnati, Cincinnati Children’s Hospital Medical Center, Trinity Health, PNC Bank, CBTS and Buckeye Health Plan.

**OBJECTIVES**

- Increase participation and interest in baseball and softball:
  - Teach high-level baseball and softball skills
  - Prepare youth to play at the next level
  - Host individual skills training and coaches clinics
- Encourage academic achievement:
  - Provide academic tutors and mentors from local colleges
  - Support academic preparation training and classes
- Emphasize good character development:
  - Support good character training
- Create a positive environment

**PROGRAMMING**

**Baseball & Softball Skills Training**

- Focused development on infield, outfield, hitting and pitching basics
- Small group instruction, hitting workshops and instructional coaches clinics
- Ages: 9-18

**Fun at Bat**

- Basic baseball and softball instruction
- Ages: 5-7
- Designed to increase power and speed
- Ages: 9-12

**Lifting & Conditioning**

- Designed to increase strength, athleticism and conditioning levels of participants
- Ages: 15-18

**Individual Instruction**

- Targeted training for hitting, pitching, catching, fielding and base running
- Ages: 12-18

**Tutoring**

- Classroom/homework assistance for children participating in UYA programs
- Program oversight and volunteer staffing provided by University of Cincinnati

**FALL & WINTER CLINIC ATTENDANCE**

- 2009-2010: 379
- 2010-2011: 628
- 2011-2012: 1,265
- 2012-2013: 1,643
- 2013-2014: 1,560
- 2014-2015: 3,620
- 2015-2016: 2,650
RCF FUNDRAISING

A series of events and programs provide funding to operate the Reds Community Fund’s baseball and softball-themed outreach initiatives.

REDS COMMUNITY FUND CHARITY BLOCK PARTY

April 4, 2016
Fans filled the streets outside of Great American Ball Park to celebrate Opening Day. The Charity Block Party has become a staple of this unique Cincinnati holiday. The event generated over $143,000 for the Reds Community Fund. Partners include Anheuser Busch, Coca-Cola, Kroger, Queen City Sausage, St. Elizabeth Healthcare, Kingsley Natural Cheese, Mother’s Original, Ole Smoky Tennessee Moonshine and WEBN.

COLDWELL BANKER WEST SHELL REDLEGS RUN

May 14, 2016
The original fundraiser of the Reds Community Fund, the annual run-walk featured more than 3,000 and raised more than $150,000. Participants enjoyed a downtown course that culminated with an on-field finish line at Great American Ball Park. Each received a shirt, Reds game ticket, medal, and post race party. The event includes a 10K, 5K, One Mile course and Kids Fun Run. Additional support provided by Beacon Orthopedics & Sports Medicine, Buckeye Running Company, Trophy Awards, and CollegeAdvantage Ohio 529 Savings Program.

REDLEGS RUN

BY THE NUMBERS

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<tr>
<th>Year</th>
<th>5K Run/Walk</th>
<th>10K Run</th>
<th>Volunteers</th>
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<td>918</td>
<td>152</td>
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AMOUNT RAISED

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<td>$136,543</td>
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<td>2016</td>
<td>$143,131</td>
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June 27, 2016

FOX Sports Ohio produced and hosted the fourth annual Reds Community Fund Telethon, which highlighted the Greater Cincinnati RBI program and the upcoming RBI World Series. The telecast featured an extended pre-game show as well as in-game interviews that helped raise awareness and charitable dollars for the Reds Community Fund. FOX Sports Ohio's Jim Day hosted the telecast and solicited calls from all throughout Reds Country.

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount Raised</th>
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<tr>
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<td>2015</td>
<td>$145,000</td>
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<tr>
<td>2016</td>
<td>$102,000</td>
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June 12, 2016

Attention-drawing back in 2006, this postgame, on-field family event featured more than 275 guests. Participants played catch in the outfield at Great American Ball Park following a Reds game versus the Oakland Athletics. All participants received a ticket to the game, a post-game field pass, batting practice used baseball, and a commemorative certificate. In 2016, the event raised more than $37,000 for the Reds Community Fund.
ST. ELIZABETH HEALTHCARE
BASEBALL 101:
A NIGHT OF THEIR OWN
PRESENTED BY
HEWLETT PACKARD ENTERPRISE

July 21, 2016

This ladies-only event was one of the most unique fan experiences at Great American Ball Park. Each guest participated in baseball skills stations and activities on the field and enjoyed a meet-and-greet with Reds manager Bryan Price, Reds coaches and broadcast team. Other elements included a silent auction, dinner, goodie bags, a ticket to a future Reds game, and much more. The event raised more than $116,050 for the Reds Community Fund.

CBTS
MARTY BRENNAMAN
GOLF CLASSIC
PRESENTED BY DELTA AIRLINES

September 11–12, 2016

The CBTS Marty Brennaman Golf Classic featured two fantastic days of golf and entertainment at the Belterra Casino Resort in Florence, Indiana. The event celebrated the Reds Hall of Fame broadcaster and included more than 50 local and national celebrities. This year’s surprise guest was Reds outfielder Billy Hamilton. Participants received a round of golf, hotel room, dinner, comedy show, and goodie bag. Additional support was provided by FOX Sports Ohio and Prestige AV & Creative Services. The event raised more than $180,000 and has now generated over $2.6 million for the Reds Community Fund since the event’s inception in 2005.
The regional Reds Baseball Camps enjoyed another successful summer in 2016. The week-long baseball and softball experience featured more than 1,000 kids from all throughout Reds Country. Launched in 2012, the camps serve boys and girls, ages six to 14. Participants receive 30 hours of baseball or softball instruction, a full Reds uniform, a ticket to a Reds game, a VIP experience at Great American Ball Park hosted by Reds third base coach Billy Hatcher, and a guest appearance by a Reds player. The camps raised more than $102,000 for the Reds Community Fund.

**CAMP LOCATIONS**

- Columbus
- Centerville
- Indianapolis
- Lexington
- Louisville
- Mason
- Northern Kentucky
- Cincinnati
- Harrison
- Hurricane

**RCF FUNDRAISING**

<table>
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<tr>
<th>Item</th>
<th>Total Raised</th>
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<td>363</td>
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<tr>
<td>Hats</td>
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<tr>
<td>Helmets</td>
<td>54</td>
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<tr>
<td>Lineup Cards</td>
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<tr>
<td>Bats</td>
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<tr>
<td>Jerseys</td>
<td>1,055</td>
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<tr>
<td>Bases</td>
<td>156</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>2016 Prize Money</th>
<th>2016 Prize Money</th>
<th>2016 Prize Money</th>
<th>2016 Prize Money</th>
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<tbody>
<tr>
<td>Split the Pot</td>
<td>$6,939</td>
<td>$562,087</td>
<td>$1,064</td>
<td>$202,199</td>
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</table>

Since 2010, the Reds Community Fund has hosted a Split the Pot offering 50% of its take from all 81 home games. Split the Pot has become a staple at Great American Ball Park and has helped raise funds for the construction and operation of the P&G Cincinnati MLB Urban Youth Academy.

**REDS AUTHENTICS**

Reds Authentics is the premier outlet for all Major League Baseball game-used and autographed Reds memorabilia at Great American Ball Park. Proceeds benefit the Reds Community Fund.
RCF FUNDRAISING

FOX SPORTS OHIO REDSFEST PRESENTED BY PNC BANK
December 2–3, 2016

The official annual winter fan festival of the Cincinnati Reds, FOX Sports Ohio Redsfest presented by PNC Bank, takes place at the Duke Energy Convention Center in downtown Cincinnati. The event features a main stage with music, press conferences and interviews, indoor ball fields, activities and games for kids as well as access to current, former and future Cincinnati Reds stars. Proceeds from this event benefit the Reds Community Fund.

REDSFEST BINGO PRESENTED BY SCENE75
December 2, 2016

The inaugural Redsfest Bingo added an exciting element to the two-day fan festival. Reds players and broadcasters took part while fans competed for a guaranteed $1,000 grand prize.

PRESTIGE AV & CREATIVE SERVICES RICK STEINER CELEBRITY POKER TOURNAMENT PRESENTED BY ASHLEE FENCE
December 3, 2016

The 10th anniversary of the Celebrity Poker Tournament honored Reds limited partner, Broadway producer and former World Series of Poker champion, Rick Steiner, who passed away recently. The Texas Hold’em-style tournament featured Reds players, coaches, alumni and local celebrities. William ‘Buck’ Rogers of Amelia, Ohio outlasted a field of over 600 players to claim the guaranteed $11,000 first place prize. Tom Browning was the last Reds player to be eliminated.

HIGHLIGHTS:
• Over 18,000 fans in attendance
• Joey Votto was named winner of the BBWAA’s Ernie Lombardi Award as the team’s Most Valuable Player
• Dan Straily won the Johnny Vander Meer Most Outstanding Pitcher Award
• Joe Nuxhall Good Guy Award
• Aristides Aquino won the Sheldon “Chief” Bender Minor League Player of the Year Award
• Barrett Astin received the Minor League Community Service Award
• Tucker Barnhart took home the BBWAA’s Joe Nuxhall Good Guy Award

REDS COMMUNITY INVOLVEMENT
The Cincinnati Reds partner with dozens of local and regional community organizations to make a positive impact throughout Reds Country.

COMMUNITY PARTNERS

COMMUNITY PARTNERS

MAKE-A-WISH & REDS WISH VISITS

For over a decade, the Reds have partnered with Make-A-Wish Ohio, Kentucky & Indiana to provide a unique experience for children with life-threatening illnesses. Prior to every Friday home game, Reds players and coaches visit with these special guests on the field during batting practice, taking pictures and signing autographs.

CINCINNATI CHILDREN’S HOSPITAL VISITS

Cincinnati Reds players and mascots visited Cincinnati Children’s Hospital on multiple occasions throughout the 2016 season. Michael Lorenzen, Tim Adleman, Keyvius Sampson, Eric Sogard, Tony Renda, Ross Ohlendorf and Josh Smith interacted with young patients at various activity centers as well as the Seacrest Studios.

REDS WIVES FUNDRAISERS

In 2016, the Reds Wives hosted four fundraisers during home games at Great American Ball Park. Each event raised dollars for local charities selected by the players' wives.

BIG LEAGUE IMPACT CINCINNATI

August 24, 2016

Reds Cup & Tucker Barnhart hosted “Big League Impact Cincinnati,” a fantasy football challenge featuring Reds players and conceived by St. Louis Cardinals pitcher, Adam Wainwright. Fans participated by signing up for a draft at Great American Ball Park, received a behind-the-scenes clubhouse tour with Reds dugout access and viewed batting practice prior to the Reds-Dodgers game. Proceeds benefitted Barnhart’s “Big League Impact” charity, the Humane Society of Indianapolis, and the Reds Community Fund.

Players included Barnhart, Zack Cozart, Devin Mesoraco, Dan Straily, Josh Smith and Tyler Holt.

Make-A-Wish & Reds Wish Visits

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COMMUNITY PARTNERS

MILITARY APPRECIATION

The Reds salute service men and women during every Reds home game.

A member of the military is recognized as a part of the Cincinnati Bell Hometown Hero program from the first base dugout. The service person is nominated by family and friends and selected by the Reds.

Military Appreciation Days honor local military bases and organizations during several home games throughout the season. Additionally, the Military Appreciation Day fundraising ticket program allows fans to purchase discounted tickets with funds benefitting the USO.

May 21: Armed Forces Day
June 12: Army Birthday
August 4: Military Order of the Purple Heart
August 20: Wright-Patterson Air Force Base
September 2: V-J Day

During the 2016 home games, Reds players wore custom camouflage jerseys in support of the military.

The Reds also offer complimentary tickets to active duty military members for Monday–Thursday home games.

PLAYERS FOR THE PLANET

E-WASTE DRIVE

May 5–7, 2016

The Cincinnati Reds joined forces with PNC, Rumpke, Kroger, Duke Energy, CBTS, Green Umbrella, Macy’s, Cincinnati Recycling and Players for the Planet for the sixth annual e-waste drive. Events were hosted at three Kroger locations throughout Greater Cincinnati. Former Reds outfielder Jay Bruce and Reds Hall of Fame player George Foster joined the Cincinnati Reds Broadcaster Marty Brennaman to collect donations.

1,264 CARS
DROPPED OFF COMPUTERS,
PRINTERS, TELEVISIONS
AND CELL PHONES

175,543 POUNDS
UNLOADED AND RECYCLED
PROPERLY

1.264 MILLION
POUNDS
OF E-WASTE COLLECTED
IN CINCINNATI
OVER THE PAST SEVEN YEARS
AND SAVED FROM GOING
TO LANDFILL

HOXWORTH BLOOD DRIVE

June 27–July 2, 2016

The Reds partnered up with the University of Cincinnati’s Hoxworth Blood Center to host the 10th annual Community Blood Drive. The week-long initiative took place at multiple Hoxworth locations throughout Greater Cincinnati and registered more than 2,200 life-saving donations.

175,543 POUNDS
UNLOADED AND RECYCLED
PROPERLY

1.14 MILLION
POUNDS
OF E-WASTE COLLECTED
IN CINCINNATI
OVER THE PAST SEVEN YEARS
AND SAVED FROM GOING
TO LANDFILL

NORTHGATE: 493 CARS
ANDERSON TOWNSHIP: 663 CARS
HYDE PARK: 756 CARS

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COMMUNITY PARTNERS

STRIKE OUT HUNGER FOOD DRIVE
June 3–4, 2016
The Reds partnered with the Society of St. Vincent de Paul to host the ninth annual “Strike Out Hunger” food drive. During the two-day event, Reds fans donated more than 7,200 pounds of canned goods to help stock the St. Vincent de Paul food pantry throughout the summer. Reds fans who donated three non-perishable food items received a ticket voucher to a future Reds home game.

BASEBALL TOMORROW FUND EQUIPMENT DRIVE
June 11, 2016
The Reds Community Fund hosted the annual Baseball Tomorrow Fund Equipment Drive. The effort helped supply equipment to underprivileged youth baseball and softball organizations. In conjunction with the event, the Reds held a 10,000th hit celebration to honor former Reds outfielder Billy Hatcher.

GIVE BACK DAYS
The Cincinnati Reds partner with local nonprofits by providing discounted tickets to Reds home games. The Give Back Days program provides an opportunity for community partners to sell the tickets in order to raise charitable dollars for their organizations. Reds pregame opportunities and prizes are offered as incentive.

<table>
<thead>
<tr>
<th>Game Date</th>
<th>Organization</th>
<th>Total Tickets</th>
<th>Donation</th>
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<tr>
<td>6/18/2016</td>
<td>A Child's Hope International</td>
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</tr>
</tbody>
</table>

BASEBALL FANTASY CAMP FOR KIDS
June 9, 2016
The Reds Community Fund partnered with Baseball Fantasy Camp for Kids to host athletes from the Cincinnati Recreation Commission’s Miracle League program. The special event was hosted at Dick Weiland Miracle League Field at the Dunham Recreation Complex. Reds players Ramon Cabrera, Ivan De Jesus Jr., Anthony DeSclafani and Steve Selsky helped lead the baseball clinic and interacted with the kids and families. Baseball Fantasy Camp for Kids supplied Reds uniforms for each participant as well as a post-event lunch.

2016 CINCINNATI REDS COMMUNITY REPORT

2016 CINCINNATI REDS COMMUNITY REPORT
COMPLIMENTARY TICKETS

The Cincinnati Reds host local organizations and families that may not otherwise have the opportunity to attend a game at Great American Ball Park.

COMMISSIONER’S COMMUNITY INITIATIVE

The Reds and Major League Baseball partner on the Commissioner’s Community Initiative which distributes tickets to community and civic groups. The Commissioner’s Community Initiative and the MLB & Players Give Back ticket programs together provided over 105,000 tickets to deserving groups throughout the 2016 season.

STRAIGHT “A” PRESENTED BY DUKE ENERGY

The Reds proudly honor outstanding local students by providing two free tickets to select home games. Students must be in grades 7–12 and carry a “A” average in the grading period identified by his or her school. In 2016, the Reds donated more than 15,000 tickets through this initiative which has celebrated outstanding students throughout Reds Country for more than 50 years.

BRUCE’S BATTALION

Former Reds outfielder Jay Bruce provided tickets for local military families to enjoy Sunday home games from the Sun/Moon Deck. Guests also received a scoreboard welcome along with complimentary food and custom-made military style Reds caps, featuring Jay’s signature.

BRUCE’S BUDDIES

Bruce’s Buddies, a monthly ticket program hosted by former Reds outfielder Jay Bruce, allowed children with special needs to enjoy a Reds game at Great American Ball Park. Each group received a scoreboard welcome, complimentary food, and custom-made Reds caps and t-shirts. Groups included The Point/Arc of Northern Kentucky, SAFE (Showing Acceptance for Everyone), and Down Syndrome Association of Greater Cincinnati.

AMIGOS DE LOS ROJOS

In its sixth year, Amigos de Los Rojos provided free tickets, Los Rojos caps and complimentary food to more than 700 guests from local schools and community groups. Funded by Jumbo Diaz, Eugenio Suarez, Ivan De Jesus Jr. and Raisel Iglesias, this ticket initiative allows Hispanic families from Greater Cincinnati to experience a game at Great American Ball Park.

COMPLIMENTARY TICKETS
COMPLIMENTARY TICKETS

MLB INITIATIVES

The Cincinnati Reds and Major League Baseball team up to support a series of community initiatives focused on health and well-being and humanitarian causes.

UMPS CARE

The Cincinnati Reds and Major League Baseball team up to support a series of community initiatives focused on health and well-being and humanitarian causes.

KID GLOVE

Throughout its 68-year history, the Kid Glove program has raised more than $10.5 million to purchase baseball and softball equipment for more than 35,000 Greater Cincinnati children. In 2016, the Reds hosted five Kid Glove games at Great American Ball Park and provided 26,700 ticket vouchers to area teams.

Thanks to Meijer for its ongoing support of this iconic program.

UMPS CARE

The Reds partnered with Umps Care, a non-profit established by Major League Umpires that provides financial, in-kind and emotional support for at-risk kids and families. In 2016, the Reds and UMPS Care provided a special experience for groups such as Big Brothers Big Sisters and Most Valuable Kids. The visits included a program unique inward and great, on-field photos and game tickets.

PITCH HIT & RUN

June 9, 2016

The Reds hosted a Team Championship event as a part of Major League Baseball’s Pitch Hit & Run program, which invites boys and girls to compete in a free baseball skills contest. Thousands of kids, ages 7 to 14, took part in local contests across the country for an opportunity to compete nationally prior to the MLB Home Run Derby.

P.L.A.Y. CLINIC

June 27, 2016

The Reds hosted a P.L.A.Y. (Promoting a Lifetime of Activity for Youth) clinic, which featured kids from local youth baseball and hill teams. P.L.A.Y. is a public awareness campaign that promotes an active lifestyle and warns against the dangers of steroids and other performance enhancing drugs. The initiative is a collaboration between the Professional Baseball Athletic Trainers Society (PBATS), Taylor Hooton Foundation, Henry Schein Cares Foundation and MLB Charities. Reds Head Athletic Trainer Steve Baumann and former Reds pitcher J.J. Hoover participated in this year’s clinic.
PROSTATE CANCER AWARENESS
June 10, 2016

Major League Baseball, the Reds and the Prostate Cancer Foundation teamed up in support of the “Keep Dad in the Game” initiative. The Reds recognized the founder of the Prostate Cancer Foundation and survivor, Michael Milken, during a special pregame ceremony.

BREAST CANCER AWARENESS
May 8, 2016

Major League Baseball and the Reds participated in the “Go to Bat Against Breast Cancer” initiative as a way to increase awareness and early detection and to raise funds to support research. Caitlin Adkins was named the Reds’ Honorary Bat Girl contest winner and was recognized for being a breast cancer survivor. During the game, players wore pink ribbons, wristbands and shoes and used pink bats in honor of breast cancer awareness.

PLAY SUN SMART
May 22, 2016

Major League Baseball, the Reds and the American Academy of Dermatology partnered for the annual Play Sun Smart initiative, which educates baseball fans on the dangers of sun exposure and brings awareness to skin cancer prevention and detection. Kids from the Boys and Girls Clubs of Greater Cincinnati delivered sunscreen to the dugouts, and TriHealth nurses and dermatologists were recognized in a special pregame ceremony.

AUTISM AWARENESS DAY
April 23, 2016

Major League Baseball and the Cincinnati Reds partnered with Autism Speaks to create awareness for this important cause. The Reds hosted a special pregame ceremony that celebrated local volunteers and families who helped raise dollars and awareness for the “Walk Now for Autism Speaks” event.

ALS AWARENESS DAY
July 24, 2016

Major League Baseball and the Reds partnered to celebrate ALS Awareness Day and to honor several individuals living with the disease. The Reds recognized the ALS Association with an on-field presentation and ceremonial first pitch.

PEDIATRIC CANCER AWARENESS DAY
September 2, 2016

Major League Baseball and the Reds brought awareness to this important cause by dedicating Pediatric Cancer Awareness Day. Logan Heller, a special guest from the Make-A-Wish Foundation, collected autographs and took photos with players during batting practice. Logan also had the opportunity to kick off the game with the ceremonial “Play Ball” announcement. All Major League players, coaches, umpires and grounds crew members wore gold ribbon decals and wristbands to promote awareness for childhood cancer.
**DIVERSITY INITIATIVES**

**ROBERTO CLEMENTE DAY**

September 7, 2016

Major League Baseball celebrated Roberto Clemente Day as a league-wide initiative to honor the legacy of the Hall of Famer’s humanitarian efforts. Major League Baseball recognized Reds owner Michael Lorenzen with a $10,000 donation to charity of his choice, The Inspirational Foundation. Michael also supports organizations such as the Cincinnati Children’s Hospital, Fellowship of Christian Athletes and the Reds Community Fund.

**JACKIE ROBINSON DAY**

April 18, 2016

Major League Baseball and the Reds celebrated Jackie Robinson’s historic debut from April 15, 1947, when he broke the game’s color barrier. Today, each player on every team celebrates this important legacy by wearing Jackie’s No. 42 jersey. On April 18, the Reds honored AlphaGraphics with the Most Valuable Diverse Business Partner Award.

**FIRST LADIES FOR HEALTH & NAACP NIGHT**

July 15, 2016

The Reds honored the First Ladies for Health initiative for its work to educate and connect the community with health care resources. In addition, Roslyn Brock, Chairman of the NAACP National Board of Directors, was on hand to throw a ceremonial first pitch to kick off the NAACP National Convention Week in Cincinnati.

**BLACK FAMILY REUNION**

The Reds participated in the annual Midwest Regional Black Family Reunion celebration at Sawyer Point on August 20-21. Reds-related activities included a neighborhood parade and a booth featuring the Reds Rover, mascots and a GE Wiffle® ball giveaway. On August 23, the Reds honored the 2016 Midwest Regional Black Family Reunion Family of the Year, Paul and Cynthia Booth, for their community engagement and for modeling the values of a strong black family.

**MLB INITIATIVES**

**DIVERSITY INITIATIVES**

The Cincinnati Reds celebrate the diverse cultures of Reds Country through initiatives both at the ballpark and in the community.

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September 16, 2016

The Reds celebrated Hispanic Heritage Month by hosting Fiesta Rojos, a celebration of Hispanic history, culture and its connection to baseball. Students from three local schools met Reds players Ivan De Jesus Jr., Jumbo Diaz, Eugenio Suarez, Wandy Peralta, Ramon Cabrera and Abel De Los Santos at the P&G Cincinnati MLB Urban Youth Academy for a special event including a Q&A session, clinic, salsa dancing and lunch provided by Hot Head Burrito. Later that evening, fans were treated to live music from La Mega and a dance performance from the Latin Dolls as the Reds took on the Pirates at Great American Ball Park.

DIVERSITY INITIATIVES

REDS COMMUNITY ADVOCATE AWARD PRESENTED BY TRIHED

The Reds created the Community Advocate Award to recognize individuals who advocate for connection and inclusion. The award, presented by TriHealth, celebrates business representatives, community leaders and civil servants throughout Reds Country.

In 2016, the Reds honored two individuals:

• Shakila Ahmad—President of the board of the Islamic Center of Greater Cincinnati (ICGC)
• Judge Nathaniel Jones—Former federal judge on the U.S. Court of Appeals, Sixth Circuit and civil rights activist

NETWORKING EVENTS

The Reds hosted groups of diverse professionals and Employee Resource Groups for two evenings of networking and connection at Great American Ball Park and the Reds Hall of Fame and Museum.

MARTIN LUTHER KING JR. DAY WORKING IN SPORTS INFORMATION SESSION

January 18, 2016

The Reds welcomed diverse student groups from regional colleges and universities for the second annual event honoring Dr. King. Students heard from front office staff members who shared personal and professional insights along with advice on entering the sports industry.
REDS COMMUNITY STAFF

REDS COMMUNITY FUND
Charley Frank
Executive Director
Matthew Wagner
Assistant Director
Jennifer Wright
Senior Relationship Manager
Operations Manager
Collins Clark
Gifts Manager
Sam Kepinger
Sponsorship and Events Manager
Joe Palmer
Fundraising and Operations Coordinator
Bill McGlynn
Director, Urban Youth Academy
Conner Satterwhite
Assistant Director, Urban Youth Academy

REDS COMMUNITY FUND EXECUTIVE COMMITTEE
Brian Blinn
Phil Castellini
Lindsey Dingeldein
Karen Forgus
Charley Frank
Doug Healy
Morris Lenczicki
Hank Menninger
Barbara Smith
Kitty Strauss
Matthew Wagner
Chris Wasco
Owen Wrassman

DIVERSITY ADVISORY BOARD
Phillip Black
Pamela Brailsford
Christie Bryant-Kuhns
Phil Castellini
Lindsey Dingeldein
Gene Ellington
Karen Forgus
Laurie Harwick
Phillip Huesman
Sean Parker
Carl Schott
Gene Scott
Allison Stortz
Kitty Strauss

COMMUNITY RELATIONS
Lindsey Dingeldein
Director of Community Relations
Phyllis McCorkle
Diversity Relations Coordinator

THANK YOU REDS FANS!

Social Media
- Reds.com/community
- Facebook.com/RedsCommunityFund and Facebook.com/reds
- Twitter: @redscommunity and @reds

Contact Information
Cincinnati Reds
Great American Ball Park
320 Joe Nuxhall Way
Cincinnati, OH 45202
Phone: (513) 705-7000

Volunteer Opportunities
Contact Joe Palmer at (513) 705-7130 or JPalmer@redus.com

2017 IMPORTANT DATES
RCF Charity Block Party: April 3
Reds Run: May 13
Reds Baseball Camps: begins May 29
Phillies Hit & Run: June 3
RCF All Team Event: June 4
P.L.A.Y. Clinic: June 5
RCF Telethon: June 7
A Night of Their Own: June 15
Reds Rookie Success League: begins June 19
Family Catch: July 1
RBI World Series: begins August 1
Roberto Clemente Days: September 6
Remembrance Days: September 11
Marty Brennanman Golf Classic: September 17–18
Fiesta Rojos: September 22
Redsfest: December 1–2
Redsfest Bingo: December 1
Celebrity Poker Tournament: December 2

All dates subject to change