



2019 ANNUAL REPORT

OUR MISSION

The Mission of the Frisco RoughRiders Foundation is to enhance the community we serve through charitable contributions, grants, and programming initiatives. The RoughRiders Foundation supports programs and organizations in our community that motivate and reward children and families in the areas of education, good health, and community service activities.

GRANTS & IN-KIND DONATIONS

In 2019, the RoughRiders Foundation raised over \$700,000 in monetary, and in-kind donations and contributed over 1,000 volunteer hours.

Front Office Staff Volunteer Hours: \$15,000

In-Kind RoughRiders Mascot Appearances: \$10,000

Donated RoughRiders Game Tickets: \$250,000

In-Kind RoughRiders Player Appearances: \$20,000

Teacher of the Month presented CoServ: \$5,000

Riders 50/50 Raffle: \$65,000

RoughRiders Scholarships: \$10,000

RoughRiders Hospital Visit Gifts: \$16,000

School Supply Drive: \$12,000

Toys 4 Tots: \$50,000

Food Drive: \$5,000 (approximately 15,000 meals)

COMMUNITY APPEARANCES



Deuce, Daisy, Bull Moose, and Ted E. Bear brought laughs and their fun dance moves to communities across North Texas in 2019.

They made more than 150 appearances at 5K's, school fundraisers, birthdays, and other community events.

RIDERS IN THE COMMUNITY



When it comes to giving back to our community there is no offseason for our RoughRiders players and front office staff. We would like to say a big "Thank You" to everyone in the RoughRiders Organization for collectively volunteering over 1,000 hours in our community this year. These hours are equivalent to over \$15,000 worth of labor. Without the RoughRiders players and staff, the RoughRiders Foundation would not be able to assist the wide variety of non-profits, schools, and community partners in our area.

SCHOLARSHIP PROGRAM

The RoughRiders Foundation awarded 10 outstanding North Texas high school graduating high school seniors a \$1,000 scholarship to go towards their higher education. Each recipient was selected by the RoughRiders Foundation Board of Directors based on academic merit, financial need, and athletic accomplishments.

CASINO NIGHT



What happens in Frisco, stays in Frisco! This night was dedicated to saying thank you to all of our corporate partners and season ticket holders for their support throughout the 2019 season. Funds raised at Casino Night allow the RoughRiders Foundation to partner with community groups in Collin County. This year we raised thousands for our foundation through ticket sales, a silent auction, and extra casino chips purchased.

IN-GAME FUNDRAISERS

FOUNDATION OF THE NIGHT

Foundation of the Night is a fundraising opportunity for non-profit organizations to team up to sell tickets and earn back a portion of the ticket sales to benefit their organization. The RoughRiders hosted 32 different non-profits as the Foundation of the Night throughout the 2019 season raising over \$42,000.

50/50 RAFFLE

One lucky fan will win 50% of the total amount collected during each game. The remaining 50% will be used to benefit RoughRiders Foundation. The funds will be used to assisted local non-profits to carry out their mission. During the 2019 season, the 50/50 Raffle had \$133,000 in net revenue.

JERSEY AUCTIONS



The RoughRiders hosted 7 “Jersey Off My Back” auctions during the 2019 season to give fans the opportunity to meet RoughRiders players and receive their autographed game-worn jersey. All the proceeds from the auctions benefitted a local non-profit organization. The RoughRiders Foundation raised over \$25,000 for local non-profits by auctioning off players jerseys in 2019.

YOUTH BASEBALL DEVELOPMENT

MIRACLE LEAGUE



The RoughRiders brought the full Dr Pepper ballpark experience to the Miracle League of Frisco Fields. Riders players spent the day visiting special needs children ages 5-18 and took turns pitching and coaching kids.

COMMUNITY INITIATIVES

MVP PROGRAM



The MVP Program is designed for teachers to use the marketing power of RoughRiders baseball as an educational tool, helping create incentives and reward students for success both in and out of the classroom. Nearly 350 schools in the DFW metroplex participate in the MVP Program. In 2019, we expanded the MVP Program to include all elementary school grade levels at these schools. This season, all marketing materials were distributed digitally. North Texas Municipal Water District received logo inclusion on all materials, including posters, certificates, and parent/teacher letters.

We also promoted the John Bunker Sands Welland Center as an education field trip destination for the schools. MVP Students were provided 3 game dates to select from for their MVP experience and were able to invite up to 3 guests to join them for a private, pre-game celebration as well as tickets to the RoughRiders game. North Texas Municipal Water District had a presence at all three (3) MVP dates, greeting the MVP students and their families as they entered the Ballpark. MVP students and their families enjoyed the Riders Playground presented by Water40tter and NTMWD, our new inflatable Kids Zone, player autographs, and more prior to attending the RoughRiders game.



COMMUNITY INITIATIVES CONTINUED

TEACHER OF THE MONTH



The RoughRiders Teacher of the Month program presented by CoServ recognized 5 exceptional North Texas school teachers for their dedication to North Texas students and the community each season. Each teacher is recognized and celebrated at a RoughRiders game for their great work.

The 5 teachers each received a \$500 donation and were recognized at a RoughRiders game with an on-field check presentation. The \$500 donation was split between the winner's school district education foundation and the teacher's school. The teacher also received the VIP experience at Dr Pepper Ballpark which included 4 tickets with complimentary parking, food, and beverages.

RIDERS KIDS CLUB

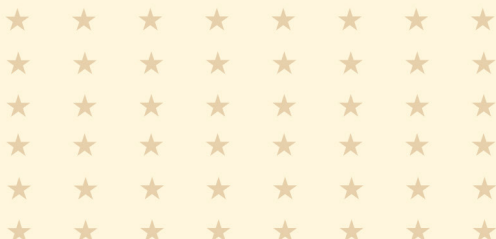
The Frisco RoughRiders are proud to offer one of the most exciting kids clubs in Frisco - the Riders Kids Club, presented by InTouch Credit Union! As the official kids club for RoughRiders fans 12 and under, the Riders Kids Club allows kids who love baseball to enjoy the game with some behind the scenes, one-of-a-kind opportunities. Every member receives an exclusive membership card with access to lots of awesome benefits: a free ticket to every Sunday home game, special member-only events, and other activities throughout the year - just for Riders Kids Club members! Best of all, Kids Club membership is completely FREE!



KIDS NIGHT OUT

On August 19th and 26th, the RoughRiders partnered with Whataburger for Kids Night Out. The RoughRiders donated nearly 700 tickets to local organizations so families and individuals could enjoy a night out at Dr Pepper Ballpark.

Thanks to the generosity of Whataburger and loyal RoughRiders fans, deserving kids throughout the Dallas-Fort Worth area were able to experience a RoughRiders game and receive a free t-shirt.



COMMUNITY EVENTS

RELIANT HOME RUN DERBY



The RoughRiders welcomed Dallas Cowboys playmakers to the ballpark on May 15 as they partnered with Reliant to raise money for the Salvation Army. Fans enjoyed watching Cowboys players take their turn smashing home runs over the fence as well as seeing Rowdy and the Dallas Cowboys Cheerleaders.

HEROES CELEBRITY BASEBALL GAME



Dirk Nowitzki's annual Heroes Celebrity Baseball Game welcomed a sell-out crowd of over 11,000 people to the ballpark on June 7. Ezekiel Elliott, Dak Prescott, Mark Cuban, and Dwight Powell were just a few of the big names that showed up and showed out to help raise money for the Heroes Foundation while treating fans to a fun night of baseball.

RED RIVER CELEBRITY SOFTBALL GAME



Notable University of Texas and University of Oklahoma alumni faced off at Dr Pepper Ballpark on October 10. The annual Red River Celebrity Softball game benefits Matthew McConaughey's j.k. livin foundation, the Toby Keith Foundation, and the Roger Clemens Foundation. Matthew, Toby, and Roger were joined by other celebrities from the two storied schools as they put on a show for fans in attendance.

BEER & BOOS FEST



Held on Saturday, October 26, the RoughRiders invited the community out to a free fall festival. Beer & Boos Fest included activities for the whole family to enjoy such as a costume contest, pumpkin painting, trick-or-treating, a petting zoo, and catch on the field. Over 3,000 people came out to enjoy a beautiful Fall afternoon at the ballpark!

WINTER WONDERLAND



The RoughRiders teamed up with Toys for Tots and Fox4 News to host a toy drive at the ballpark on December 6. To accompany the toy drive, the Riders provided an array of complimentary activities for the community to take part in including pictures with Santa, s'mores stations, personalized crafts, live reindeer, and much more! The evening was a major success as the community rallied together to collect over 4,600 toys for Toys for Tots!



FOR PROGRAM INFORMATION » RIDERSBASEBALL.COM/FOUNDATION