

THE TORONTO BLUE JAYS RECOGNIZE THERE IS MORE:
MORE BEYOND THE BOX SCORES AND SERIES SWEEPS,
BEYOND THE LONG ROAD TRIPS AND HEATED RIVALRIES,
BEYOND THE PACKED STANDS AND CHEERING FANS.

As Canada's only Major League Baseball team, the Blue Jays are dedicated to Canadians from coast to coast, 365 days a year. Through national programs like the Blue Jays Baseball Academy and the Winter Tour, the Blue Jays are creating opportunities for kids in need, and are calling on Canadians to help us make a difference in communities across the country.

Jays Care Foundation, the charitable arm of the Blue Jays, sets kids on a lifelong track to success by funding and operating programs and safe spaces that inspire children to get active, stay in school and be part of a team. It's not just about the game; it's about investing in their future.

THERE IS MORE BEYOND THE BALLPARK.





THE TORONTO BLUE JAYS ARE PROUD TO HAVE BEEN NAMED THE 2012 RECIPIENT OF THE COMMISSIONER'S AWARD FOR PHILANTHROPIC EXCELLENCE BY MAJOR LEAGUE BASEBALL AND BASEBALL COMMISSIONER ALLAN H. (BUD) SELIG.

This award was created in 2010 to annually recognize an extraordinary charitable and philanthropic effort of an MLB Club. The Blue Jays were recognized for the Blue Jays Baseball Academy, a series of initiatives to help support youth across Canada and provide them with opportunities on and off the field of play. Jays Care Foundation is thrilled to receive a \$10,000 grant from Major League Baseball as part of this recognition.

"We are honoured to receive the Commissioner's Award for Philanthropic Excellence. We made an organizational decision several years ago to reach out to communities, not just in Toronto but all across the country, as we recognized our responsibilities as Canada's only Major League team. The support we have received from all provinces has been overwhelming and it was imperative that our programs reflected that passion. The creation of the Blue Jays Baseball Academy, combined with the tremendous efforts of Jays Care Foundation, has had a significant impact on the youth of the nation. We are very proud of this recognition and it speaks volumes to the efforts of many in our organization and our key partners, including Boys and Girls Clubs of Canada, Baseball Canada and Little League Canada. Together we have truly made a positive impact in our communities across Canada."

PAUL BEESTON, President and CEO Toronto Blue Jays

# BLUE JAYS BASEBALL ACADEMY ROOKIE LEAGUE GOES NATIONAL

IT WAS A MILESTONE YEAR FOR THE BLUE JAYS BASEBALL ACADEMY ROOKIE LEAGUE. NOT ONLY DID 2012 MARK THE PROGRAM'S 24TH SEASON IN TORONTO, IT WAS ALSO THE SECOND YEAR THAT JAYS CARE INTRODUCED BOYS AND GIRLS ACROSS THE COUNTRY TO THE SPORT OF BASEBALL. FROM KELOWNA TO CALGARY, SASKATOON TO WINNIPEG, COLE HARBOUR TO ST. JOHN'S, AND EVERYWHERE IN BETWEEN, KIDS WERE LEARNING HOW TO SWING A BAT, CATCH A BALL, THROW A STRIKE, AND BE VALUABLE MEMBERS OF A TEAM.

Through the Jays Care's national partnership with Boys & Girls Clubs of Canada and Toronto Community Housing, children and youth in 16 communities across 10 provinces were taught Blue Jays baseball during summer camps and after-school programs in the spring and fall. Rookie League uses the game of baseball as a foundation to teach kids the importance of teamwork, cooperation and self-esteem.

Fifteen Boys & Girls Clubs from coast to coast were provided with funding, baseball equipment, Blue Jays gear, coach's manuals and in-person training to assist them in launching their first-ever baseball program.

#### These Clubs included:

Boys & Girls Club of Williams Lake and District (British Columbia)

Boys & Girls Club of South Coast BC

Boys & Girls Club of Calgary

Boys & Girls Club of Ottawa

Boys & Girls Club of London

Dawson Community Centre Boys & Girls Clubs (Montreal)

Boys & Girls Club of Winnipeg

Boys & Girls Club of Regina

Boys & Girls Club of Dartmouth/Cole Harbour Area (Halifax)

Boys & Girls Club of Big Brothers Big Sisters Edmonton

Okanagan Boys & Girls Club (Kelowna)

Boys & Girls Club of Charlottetown

Boys & Girls Club of Moncton

Boys & Girls Club of St. John's

Boys & Girls Club of Saskatoon

We look forward to bringing Blue Jays baseball to more children in more Canadian communities in 2013!



"IT'S NICE TO BE ABLE TO SAY I DID SOMETHING FOR THIS COMMUNITY. MY GOAL IS TO BRING A LITTLE BIT OF HOPE, EVEN IF IT'S TO JUST ONE PERSON, TO DO SOMETHING BIGGER THAN THEY THOUGHT THEY COULD."

RAJAI DAVIS #11



BLUE JAYS

## BASEBALL ACADEMY ROOKIE LEAGUE

IN TORONTO

BASEBALL GLOVES, T-SHIRTS, HATS, WATER BOTTLES AND BAGS LAY IN PILES AROUND THE OUTFIELD. YELLOW SCHOOL BUSES LINED THE STREETS. NINE HUNDRED CHILDREN AND YOUTH POURED ONTO THE FIELD AT STAN WADLOW PARK, LAUGHING, RUNNING AND REUNITING WITH THEIR BASEBALL BUDDIES.

July 4 marked the opening day of the 24th season of Rookie League in Toronto: the start of another exciting, seven-week season - another summer for children and youth from 44 Toronto Community Housing neighbourhoods to get active, learn baseball skills, and gain the important life skills that come from being part of a team - all at no cost to their families. After months of preparation and much anticipation, the day had come to launch the 2012 Blue Jays Baseball Academy Rookie League program in Toronto!

Blue Jays pitcher Ricky Romero, catcher JP
Arencibia, infielder Brett Lawrie and outfielders Colby
Rasmus and Rajai Davis served as Honorary Division
Captains for the summer. On Opening Day, Romero,
Arencibia and Davis dropped by Stan Wadlow Park
to welcome the Rookie Leaguers, offer words of
encouragement, and discuss the importance of
staying active, being a good sport, and enjoying the
process of learning how to play ball.

After seven weeks of baseball, 900 Rookie Leaguers made their way to Rogers Centre for the final day of programming, Rookie League Wrap Up. To kick-start the day, representatives from each Toronto Community Housing neighbourhood participated in the Rookie League All-Star Game on the Rogers Centre field. Next up was the awards ceremony,

where the CIBC Team Spirit Award, Coaches of the Year Awards, Saul Vale Leadership Award and Teamwork & Sportsmanship Awards were presented. After a Lesters Hot Dog lunch, all of the Rookie Leaguers were given a backpack full of school supplies and spent the afternoon on Centre Island. That evening, all of the children and youth returned to Rogers Centre where they watched their Toronto Blue Jays play!

Special thanks to our partners, Rawlings for subsidizing the cost of the baseball equipment, and CIBC Children's Foundation for supporting Rookie League with a \$20,000 grant!

On May 19, before the 24th Rookie League season had even begun, loyal Blue Jays fans eagerly supported the Rookie League Equipment Drive by dropping off new and gently-used baseball equipment, and making monetary donations at the major gates of Rogers Centre prior to the game. They donated 190 pieces of baseball equipment and raised \$3,500 for Rookie League's 2012 season!

This year, Blue Jays fans can participate in the Drive on May 25, 2013!















"TRAVELLING TO KANSAS CITY WAS THE BEST EXPERIENCE I HAVE EVER HAD. PLAYING BASEBALL AGAINST ALL THESE DIFFERENT TEAMS FROM ALL OVER THE US WAS REALLY FUN. PLAYING WITH MY FRIENDS AND TEACHING THEM WHAT I KNOW, WITH THE HELP OF COACHES, WAS UNFORGETTABLE. SHAGGING BALLS WAS MY FAVOURITE PART OF THE WHOLE TRIP, PLUS I GOT TO CATCH A LINE DRIVE FROM MY FAVOURITE PLAYER, JOSE BAUTISTA."

FARIS ADAMOU, Rookie Leaguer

CREATING UNFORGETTABLE

## **BASEBALL EXPERIENCES**

FROM JULY 5-10, 2012, 11 ROOKIE LEAGUERS WERE GIVEN THE ONCE-IN-A-LIFETIME OPPORTUNITY TO REPRESENT THE BLUE JAYS BASEBALL ACADEMY ROOKIE LEAGUE PROGRAM IN THE FOURTH ANNUAL JR. RBI (REVIVING BASEBALL IN INNER CITIES) CLASSIC DURING MLB ALL-STAR WEEK IN KANSAS CITY.

Jr. RBI Classic
roster:
Romario
Keysean
Jeshawn
Vithushan
Jivon
Shelenton
Cejai
Emmanuel
Faris
Mark
Jermaine

Eight baseball and four softball teams, comprised of youth aged 11-12, participated in this 36-game tournament. This was the first time that a Canadian team was invited to participate in the tournament's history!

These players were chosen, not for their baseball skills, but for the leadership and teamwork skills they demonstrated throughout the previous season of Rookie League in Toronto. In advance of what would be, for many, their first trip outside Toronto, the Rookie League team practiced for six weeks to prepare for the friendly, round-robin tournament.

Before embarking on their journey south of the border, the team got some inspiration from their heroes during Blue Jays batting practice, as they cheered on from the Jays Care Community Clubhouse. Jeshawn even got to throw out the ceremonial first pitch to Blue Jays pitcher Brett Cecil!

The morning our team travelled to Kansas City, Jays Care hosted a send-off breakfast for the players and their families. Blue Jays President and CEO Paul Beeston dropped by the breakfast to meet the team and offer them words of encouragement before their big trip. During their time in Kansas City, the boys grew both as a team and as friends - some of them had not met until this whole journey began. They shared many unforgettable experiences, including meeting Joe Carter, participating in the Jr. RBI Classic Opening Ceremonies and clinic at Satchel Paige Stadium, watching the MLB All-Star Futures and Celebrity Softball games, touring the Negro League Baseball Museum, and watching the MLB Home Run Derby. Faris received a batting lesson from Tony Gwynn, and his essay was one of two selected in the Jr. RBI Classic essay-writing competition, earning him the "grand prize" privilege of catching fly balls in the Home Run Derby!

A big thank you to Heys Luggage for supplying our team with luggage for their trip, to Under Armour for supplying the players with baseball gear, and to Sportsnet for capturing their unforgettable experience.

If you'd like to experience first-hand the journey of these 11 boys, watch Sportsnet's "Diamonds in the Rough" documentary, a moving story of heart, hope and baseball, narrated by Ricky Romero. This 30-minute feature follows the team, capturing the highlights of the experience. To view the whole documentary, visit:

bluejays.com/diamondsintherough











### BLUE JAYS

## **BASEBALL ACADEMY**

KIDS PARTICIPATED IN BLUE JAYS HONDA SUPER CAMPS OR INSTRUCTIONAL CLINICS LAST YEAR!

THE TORONTO BLUE JAYS ARE PROUD SUPPORTERS OF AMATEUR BASEBALL ACROSS CANADA. IN 2012, THE BLUE JAYS BASEBALL ACADEMY HOSTED 14 BLUE JAYS HONDA SUPER CAMPS FROM COAST TO COAST, 34 INSTRUCTIONAL CLINICS THROUGHOUT ONTARIO, AND A COACHES CLINIC AT ROGERS CENTRE IN TORONTO.

#### **SUPER CAMPS**

This three-day summer program offers boys and girls aged 10-16 the chance to learn the baseball fundamentals of hitting, pitching, infielding, outfielding, base-running and bunting. At a cost of \$230 per person, each participant receives Blue Jays gear, an instructional manual, specialized instruction from Blue Jays alumni, and a photo of their experience.



THE BLUE JAYS WELCOMED THE HASTINGS ALL-STARS, FROM HASTINGS COMMUNITY LITTLE LEAGUE, TO THE BALLPARK LAST SUMMER. THESE PROMISING BALLPLAYERS WON THE 2012 LITTLE LEAGUE CANADIAN CHAMPIONSHIP AND PROUDLY REPRESENTED CANADA IN THE 2012 LITTLE LEAGUE WORLD SERIES IN WILLIAMSPORT, PENNSYLVANIA.



\$60,000 THE BLUE JAYS RAISED \$60,000 FOR LOCAL BASEBALL ASSOCIATIONS ACROSS ONTARIO IN 2012!

JAYS CARE BELIEVES THAT EVERY CHILD DESERVES THE CHANCE TO GET INVOLVED IN ORGANIZED SPORT. IN PARTNERSHIP WITH BOYS AND GIRLS CLUBS OF CANADA, THE FOUNDATION SUBSIDIZES REGISTRATION FEES FOR PLAYERS AND COACHES IN EACH OF THE HONDA SUPER CAMPS AND COACHES CLINICS TO HELP REMOVE FINANCIAL BARRIERS TO PARTICIPATION.

Visit bluejays.com/ baseballacademy for more information and to register for camps and clinics.

#### **COACHES CLINICS**

At Rogers Centre from January 4-6, 2013, the Toronto Blue Jays, in partnership with Baseball Canada, hosted a National Coaching Clinic for baseball coaches working at all levels of competition. During the weekendlong clinic, coaches learned how to apply in practice the concepts of pitching, catching, hitting, and infield and outfield play. Baseball Canada provided professional development credit for each of the modules the coaches attended, and hosted four National Coaching Certification Program Instructor Beginner Context modules, including base-running, infielding, outfielding and hitting.

At a cost of \$120 per participant, coaches learned from the best! Blue Jays alumni Rance Mulliniks, Lloyd Moseby, Sandy Alomar Sr., Doug Davis, Duane Ward and Homer Bush were on hand throughout the Coaches Clinic to offer participants specialized insight into body mechanics, drills and game strategies.

#### INSTRUCTIONAL CLINICS

Blue Jays Honda Instructional Clinics are offered from April through July across Ontario. Qualified Blue Jays instructors focus on teaching fundamental skills of baseball to young players of all abilities in a fun and structured environment. During the clinic, players rotate through hitting, throwing, fielding, pitching and base-running drills. Coaches are invited to join their players on the field for observation and to ask the instructors questions.

The Blue Jays understand local baseball associations must raise much-needed funds to offset rising operating costs. With this in mind, half of the \$40/player clinic fee is donated back to the hosting association. These clinics are an excellent fundraising opportunity for local associations, and complement their existing player development program.







"THE FIELD OF DREAMS GRANT TO THE AIRPORT HEIGHTS BASEBALL COMPLEX WILL PROVIDE A PREMIER LIT FIELD TO OUR EVER-GROWING BANTAM LEAGUE, SO THEY CAN HAVE A FIELD TO CALL THEIR OWN, AND WE CAN ATTRACT NEW PLAYERS TO THE SPORT. JAYS CARE'S PRESENCE IN ST. JOHN'S WILL GO A LONG WAY TOWARDS PROMOTION OF BASEBALL ON THE ISLAND. TRULY, YOUR PRESENCE IS NOW COAST TO COAST."

FRANK O'LEARY, Executive Director St. John's Minor "A" Baseball



## OF DREAMS

Through the Field of Dreams program, capital funding is provided to charitable and community groups to refurbish baseball fields and help build safe spaces for children and youth. The goal of these legacy projects is to grow the game of baseball, and provide opportunities for kids to get active, enjoy success in school and reach their full potential.

## IN 2012, JAYS CARE FOUNDATION DISBURSED MORE THAN \$900,000 IN FIELD OF DREAMS FUNDING TO 10 CHARITABLE AND COMMUNITY GROUPS ACROSS CANADA, INCLUDING:

ORGANIZATION	PROJECT OVERVIEW	DISBURSEMENT	LOCATION
Camp Oochigeas	Jays Care Community Clubhouse in the Ooch Downtown facility	\$300,000	Toronto, ON
Boys & Girls Clubs of South Coast BC — Langley Club	Fully-accessible Jays Care Community Clubhouse for after-school programming	\$250,000	Langley, BC
Montreal Children's Hospital Foundation	Contribution to the Best Care for Children capital campaign to build a Jays Care Rehabilitation Gymnasium in the new state-of-the-art Montreal Children's Hospital	\$250,000	Montreal, QC
Smythe Park	Baseball field refurbishment, including a backstop, team benches, safety netting and infield	\$175,000	Toronto, ON
Eva's Initiatives	Contribution towards its capital campaign to develop recreational program space in the new Eva's Phoenix facility	\$150,000	Toronto, ON
St. John's Minor Baseball Association	Providing lights at Airport Heights Field and extending the field to accommodate Bantam baseball	\$125,000	St. John's, NL
Toronto Kiwanis Boys & Girls Club	Contribution to its capital campaign for the newly renovated Club, which added 80 per cent more square footage and doubled the capacity for children and youth	\$100,000	Toronto, ON
Boys & Girls Clubs of South Coast BC — Surrey Club	Stand-alone Jays Care Community Clubhouse for after-school programming	\$50,000	Surrey, BC
East Nepean Baseball Association	Reconstruction of two team dugouts at one of the ball diamonds	\$35,000	Ottawa, ON
Town of Oromocto — Waasis Ball Diamonds	Upgrading two ball diamonds, including infield crowning and replacement of both backstops	\$15,941	Oromocto, NB



"AT BOYS AND GIRLS CLUBS, WE KNOW OUR JOB IS TO REACH OUT TO DO MORE. WHEN GROUPS LIKE JAYS CARE SUPPORT OUR FACILITY PROJECTS, IT MEANS THAT HUNDREDS MORE KIDS WILL BELONG TO A BOYS AND GIRLS CLUB THIS YEAR! THOSE KIDS WILL HAVE THE SENSE OF BELONGING AND SUCCESS THEY CRAVE, AND A STRONG FOUNDATION AND THE LIFE SKILLS THEY NEED TO SUCCEED AND PURSUE THEIR DREAMS. FOR THAT, WE'RE GRATEFUL!"

CAROLYN TUCKWELL,

President and CEO Boys and Girls Clubs of South Coast BC

## OF THEIR OWN

## EIGHT FIELD OF DREAMS LEGACY PROJECTS OPENED THEIR DOORS IN 2012. THESE ORGANIZATIONS INCLUDE:

- Cabbagetown Youth Centre
- A.R. Kaufman Family YMCA
- Chaplin Family YMCA
- Boys and Girls Clubs of South Coast BC - Surrey Chapter
- Toronto Kiwanis Boys and Girls Club
- The YMCA Central Youth Zone<sup>1</sup>
- East York Baseball Association<sup>2</sup>
- Boys and Girls Clubs of South Coast BC - Langley Chapter<sup>3</sup>

#### **FEATURE PROFILES:**

<sup>1</sup>The YMCA Central Youth Zone is the place to be for youth who visit YMCA Central in downtown Toronto. This programming space, made possible through a \$60,000 Field of Dreams grant, is inspired by the Blue Jays clubhouse, and decorated with photos of the youth at a Blue Jays game, inspirational words and shadow boxes filled with game-used equipment. Outfitted with a computer lab for homework after school, couches for youth meetings, a rock wall, and interactive physical activity games, the Youth Zone is buzzing with activity every day of the week! On April 28, Ricky Romero and Blue Jays mascot ACE attended the grand opening of the Central YMCA Youth Zone, and spoke to the youth about the importance of working as a team and staying in school.

"Any time that I get to come speak to young kids, it's special to me. It's stuff I take with me forever and something that I will cherish. Being around these kids is something that I definitely don't take for granted. Any time you're able to make a positive influence, it's special."

RICKY ROMERO #24 Pitcher, Toronto Blue Jays <sup>2</sup>On June 13, Toronto Blue Jays players and staff, the Baseball Tomorrow Fund, the City of Toronto, and the **East York Baseball Association** unveiled the new lighting, Blue Jays backstop and light-pole signage at the main diamond at **Stan Wadlow Park**, made possible through a \$150,000 Field of Dreams grant. These lights extend playing time by two additional hours each night, and will allow 60 more children to participate in East York Baseball organized programs this season. Toronto Blue Jays pitchers Drew Hutchison and Ricky Romero spoke to the attendees about the importance of staying active and practicing regularly. Following the unveiling, a Blue Jays Honda Instructional Clinic was held on the newly-refurbished diamond.

<sup>3</sup>The Boys and Girls Clubs of South Coast BC

- Langley Chapter received a \$250,000 Field
of Dreams grant to subsidize the development
of a Jays Care Community Clubhouse. The fullyaccessible club will serve over 250 kids each day,
twice the capacity of its current programming space.
On December 11, Blue Jays infielder and Langley
native Brett Lawrie joined 50 youth from the Club
for the official grand opening of their new space!

"It's a very cool place for kids to come after school, hang out and play sports, and just be involved in a good program put on by great people who, like myself, love community."

BRETT LAWRIE #13

Infielder, Toronto Blue Jays



## INVESTING IN KIDS

JAYS CARE FOUNDATION AWARDS GRAND SLAM GRANTS TO CHARITABLE AND COMMUNITY ORGANIZATIONS FROM THE GREATER TORONTO AREA AND ACROSS ONTARIO TO SUPPORT PROGRAMS FOCUSING ON PHYSICAL ACTIVITY, EDUCATION, AND LIFE-SKILLS DEVELOPMENT FOR CHILDREN AND YOUTH IN NEED.

The following organizations and programs received Grand Slam Grants funding in 2012:

ORGANIZATION	PROJECT OVERVIEW	DISBURSEMENT
Camp Oochigeas	The Camp Oochigeas Leadership Program provides its older cohort of campers, aged 16-18 who have cancer or are affected by childhood cancer, with fundamental life-skills development. It offers year-round programming focusing on leadership training, leadership expeditions and service opportunities.	\$50,000
Easter Seals Ontario	Funds fully subsidized the cost of sending 31 GTA children and youth with physical disabilities to a fully accessible <i>Easter Seals Camp.</i>	\$50,000
KidSport Ontario	Providing 257 children across Ontario with a season of baseball or softball, funds were dispersed through the <i>KidSport</i> grants program to under-resourced families who were unable to afford the cost of baseball registration and equipment for their kids.	\$50,000
Right to Play Canada	Summer Sun Program served eleven remote fly-in First Nation communities within Ontario. This 4-6 week summer day camp promotes life skills in aboriginal children aged 4-15. The program integrates cultural, recreational and learning activities, including the introduction of baseball to First Nation communities.	\$50,000
Success Beyond Limits Education Program	The Summer Program addresses high-school attrition rates in the Jane-Finch community. The six-week program offers students entering Grade 9 a TDSB credit in General Learning Strategies. The curriculum prepares them for a successful transition into secondary school. The program includes support from senior high school mentors and York University tutors.	\$50,000
East Scarborough Boys & Girls Club	East Scarborough Boys and Girls Club launched its Intramural Sports Program to increase physical activity among the 400 children and youth enrolled in their after-school and evening programs. It offered eight-week sessions of baseball, hockey, volleyball, flag football and basketball.	\$48,837
Holland Bloorview Children's Rehabilitation Hospital	The Independence Program (TIP) is a life-skills development and residential program for young people aged 17-21 with disabilities. TIP addresses a critical juncture in the lives of kids with disabilities - the transition from adolescence to adulthood. In the summer, TIP participants learned how to live on their own in Ryerson University's downtown residence.	\$45,000

ORGANIZATION	PROJECT OVERVIEW	DISBURSEMENT
Moorelands Community Services	Jays Care funding benefited the <i>Moorelands City Summer Day Camp</i> program, which serves the priority neighbourhoods of Flemingdon Park/Thorncliffe Park. The camp focuses on building self-esteem, self-respect and self-confidence, while providing recreational programming.	\$34,000
Max and Beatrice Wolfe Children's Centre	Camp Erin Toronto is a bereavement camp for children aged 6-17 who have experienced the death of a parent, sibling, friend or loved one.	\$30,000
Youth Assisting Youth	Jays Care <i>Group Mentoring Program</i> provides immediate engagement, positive peer interaction and personal development to children while they wait to be matched with a one-on-one mentor. The program offers free recreational and educational activities.	\$30,000
Variety Village	Children in Motion is a multi-level program which is designed to teach and improve the fundamentals of sport and fine gross motor skills in an inclusive, supportive environment for children aged 4-12. Eleven weeks in duration, each week focuses on a different skill/activity/sport.	\$23,000
Precious Minds Support Services	Blaze Summer Camp is a summer camp experience for children and youth with developmental disabilities. The camp is designed with three goals in mind: development of social skills and life skills, personal responsibility for healthy nutrition and fitness, and much-needed respite for the family.	\$10,000

"THE BLUE JAYS ARE SYNONYMOUS WITH BASEBALL IN CANADA AND A FIRST CLASS ORGANIZATION. KIDSPORT IS EXTREMELY PLEASED TO PARTNER WITH JAYS CARE FOUNDATION IN SUPPORTING OUR KIDS. WE TRULY BELIEVE THAT OUR PARTNERSHIP WILL HELP INSPIRE MORE KIDS TO BE ACTIVE AND HEALTHY, AND TO BECOME LIFELONG PARTICIPANTS IN SPORT."

DAWN MACDONALD, Executive Director KidSport Ontario

\$470,000

THIS YEAR, JAYS CARE FOUNDATION HAS DISBURSED MORE THAN \$470,000 IN GRAND SLAM GRANTS FUNDING TO 12 CHARITABLE AND COMMUNITY GROUPS ACROSS ONTARIO.



## FOCUSED ON THEIR FUTURE

FOR THE PAST FIVE SEASONS, THROUGH \$450,000 IN FUNDING, JAYS CARE FOUNDATION HAS PROUDLY PARTNERED WITH PATHWAYS TO EDUCATION CANADA IN AN EFFORT TO REDUCE THE HIGH SCHOOL DROPOUT RATE IN THE PRIORITY NEIGHBOURHOODS OF TORONTO'S LAWRENCE HEIGHTS AND REXDALE.

To date, one hundred students have been supported In addition to committing \$450,000 to this through the **Home Run Scholars** program. Of these, 92 Pathways students in the two communities have for Home Run Scholars every year at the Rogers successfully graduated from high school and are looking ahead to brighter futures. Moreover, all one hundred Home Run Scholars are continuing with their education, with 70 per cent of the graduates transitioning into post-secondary education - many of whom will be the first in their families to go to college or university.

initiative, Jays Care hosts a graduation party Centre. The class of 2012 was rewarded for their efforts with a graduation celebration in the Executive Lounge during a Blue Jays game, and was recognized with a special in-game greeting.



THROUGH MENTORING, TUTORING AND FINANCIAL SUPPORT TO PURSUE POST-SECONDARY EDUCATION, JAYS CARE'S PARTNERSHIP WITH PATHWAYS TO EDUCATION REALIZED A 76% DECREASE IN STUDENTS DEEMED

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### KEEPING KIDS SAFE,

## **HEALTHY & FIT**

### **PLAY** (Promoting a Lifetime of Activity for Youth)

Through a partnership with the Professional Baseball Athletic Trainers Society, Taylor Hooton Foundation and JDRF (Juvenile Diabetes Research Fund), the Blue Jays hosted PLAY - Promoting a Lifetime of Activity for Youth - for the fifth year at Rogers Centre. Blue Jays players and trainers coordinate a variety of strength and agility drills on the field for 125 children from JDRF. These activities focused on the importance of remaining active while managing a life with type 1 diabetes.





### PITCH, HIT & RUN

Pitch, Hit & Run (PHR) is the official baseball/softball skills competition of Major League Baseball that showcases boys' and girls' abilities. This free, one-day event is open to children and youth aged 7-14. Each year, sectional competitions are held throughout MLB teams' geographic markets, and the winners have the opportunity to compete in the MLB Team Championship. Finalists receive an all-expense paid trip to MLB All-Star Week, where they participate in an array of festivities and compete on-field in the Pitch, Hit & Run National Championships.

THIS YEAR, A BLUE JAYS FINALIST RANKED IN THE TOP

#### SWING INTO SUMMER SAFETY

The Blue Jays have teamed up with the Ontario Fire Marshal's Office for a Swing into Summer Safety campaign that is designed to assist local fire departments in protecting and educating children and youth in the importance of fire safety. In 2012, 150,000 sets of Blue Jays baseball cards, featuring safety messages and tips for kids, were distributed across Ontario. Children were encouraged to visit one of more than 200 fire halls across Ontario to pick up their set of baseball cards.

The program kicked off at Toronto Fire Station #333 on May 29, and the Blue Jays hosted Fire Safety Day at Rogers Centre on June 13. The first 25,000 fans through the gates received a set of Blue Jays Fire Safety baseball cards. Children and youth from Camp Bucko, a camp for children recovering from burn injuries, were hosted in the Jays Care Community Clubhouse for Fire Safety Day.

150,000

IN 2012. 150,000 SETS OF BLUE JAYS BASEBALL CARDS WERE DISTRIBUTED ACROSS ONTARIO, FEATURING SAFETY MESSAGES AND TIPS FOR CHILDREN AND YOUTH.



## JAYS IN THE CLASSROOM

IN 2012, BLUE JAYS PLAYERS AND MASCOT ACE VISITED STUDENTS AT FIVE DIFFERENT PUBLIC SCHOOLS IN THE GREATER TORONTO AREA TO TALK ABOUT THE IMPORTANCE OF HEALTHY EATING AND REGULAR EXERCISE. THE CLASSROOM VISITS GAVE STUDENTS THE CHANCE TO INTERACT CLOSELY WITH THE PLAYERS, ASK THEM QUESTIONS AND LEARN MORE ABOUT HOW HEALTH AND FITNESS PLAYS A KEY ROLE IN THEIR LIVES AS PROFESSIONAL ATHLETES.

On April 30, Omar Vizguel and nutritionist Jen Sygo joined the Grade 5/6 class at Dunlace Public School for lunch. They discussed healthy lunch choices and played interactive, educational games with the students.

On May 30, Kyle Drabek and Drew Hutchison visited the Grade 4 class at Williamson Road Public School, to enjoy some healthy afternoon snacks School. Team Drabek and Team Hutchison faced off in an intensive obstacle course, and Kyle and Drew showed off their hula-hooping skills!

Luis Perez visited Fallingbrook Public School on June 12 and worked up a sweat with the Grade 6 class, as they were taught cool dance moves and the seventh-inning stretch.

A few days later, Rajai Davis accompanied Jen Sygo on a visit to Jon Wanless Junior Public with the grade 6 students and demonstrate the importance of healthy food choices.







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## BLUE JAYS BRING ENCOURAGEMENT TO

## **RECOVERING KIDS**

HOLLAND BLOORVIEW KIDS REHABILITATION HOSPITAL IS CANADA'S LARGEST CHILDREN'S REHABILITATION HOSPITAL. WITH PIONEER TREATMENTS, TECHNOLOGIES, THERAPIES AND REAL-WORLD PROGRAMS, BLOORVIEW STRIVES TO GIVE CHILDREN WITH DISABILITIES THE TOOLS TO PARTICIPATE FULLY IN LIFE. TWICE THIS SUMMER, BLUE JAYS PLAYERS, COACHES, TRAINERS AND LADY JAYS WERE THRILLED TO PAY A SPECIAL VISIT TO SOME OF THE INSPIRING CHILDREN AT THIS FACILITY.

On July 27, Brett & Jen Cecil, Aaron & Jaclyn Laffey, Aaron and Leighann Loup, Anthony Gose, Evan Crawford and Jays Clubhouse Staff met with many boys and girls, signed autographs and decorated picture frames.

The fun picked up even more on August 31, as Ricky Romero, Moises Sierra, Chad Jenkins and mascots ACE and Junior played a grueling game Brett Cecil and Ricky Romero also made additional appearances at Sick Kids and Sunnybrook hospitals this season, to support DQ Miracle Treat Day and to visit with Blue Jays fans undergoing treatments.

## ROBERTO CLEMENTE AWARD

THE ROBERTO CLEMENTE AWARD IS GIVEN ANNUALLY TO THE MAJOR LEAGUE BASEBALL PLAYER WHO BEST EXEMPLIFIES THE GAME OF BASEBALL, SPORTSMANSHIP AND COMMUNITY INVOLVEMENT, IN ADDITION TO HIS INDIVIDUAL CONTRIBUTION TO HIS TEAM.

Pitcher Ricky Romero was nominated by the Blue Jays for his active involvement in the community and with Jays Care Foundation. He is a tremendous leader, competitor and mature role model for both his teammates and the kids who look up to him in the community. Ricky never hesitates to give back and participates in almost all of the Blue Jays' outreach opportunities. He visits children in local

hospitals and schools, volunteers as a Rookie League Honorary Division Captain, and donates a portion of his yearly salary to Jays Care Foundation.

Thank you, Ricky, for all you do for children in need in our community!





## BLUE JAYS **GAME DAYS**

#### UMPS CARE

UMPS CARE Charities is a non-profit organization established by Major League Baseball umpires to provide memorable baseball experiences and financial, in-kind and emotional support to youth and families in need. Through a partnership with Big Brothers Big Sisters of Toronto, Major League umpires give many boys and girls a behind-thescenes look at Blue Jays baseball through the eyes of a professional umpire. The youth and their mentors have the opportunity to attend a ball game, meet the umpires prior to the game, and receive a tour of the umpire's room.

### MOTHER'S DAY

The Honorary Bat Girl Contest was introduced to raise awareness and support for the annual Going to Bat Against Breast Cancer initiative celebrated on Mother's Day across all MLB ballparks. The League selects a fan from each club who has been affected by breast cancer and has demonstrated a commitment of "going to bat" for the cause.

The Toronto Blue Jays Honorary Bat Girl, Vicky Yakabuski, threw out the ceremonial first pitch on May 14 when the Blue Jays returned to Rogers Centre, and all of the Honorary Bat Girl nominees for the Club were hosted in the Jays Care Community Clubhouse for a private "pink party" to cheer on their Blue Jays and be recognized with an in-game

#### FATHER'S DAY

The Blue Jays are proud to partner with Major League Baseball to support the mission of the Prostate Cancer Foundation and increase awareness of prostate cancer research, detection and treatment. A blue ribbon, to signify prostate cancer, is adorned on bases, playing fields and team uniforms across the league to signify MLB's support of bringing awareness to this cause. For Father's Day of 2012, all off the Blue Jays players' and coaches' fathers were invited to Toronto, courtesy of WestJet, to hang out with their sons and watch them play in front of the packed stands at Rogers Centre. Ricky Romero's father threw out a special ceremonial first pitch to his son, who was behind the plate to catch all ceremonial first pitches during the season.

#### SUNDAY SALUTE

In 2012, the Blue Jays introduced Sunday Salute to its list of programming, to pay tribute to the men and women of our Canadian Forces. On each Sunday home game, the Blue Jays host a member of the Canadian Forces and their family at the ballpark. During the third inning, the team honours this individual on the video board and presents him/her with a personalized Blue Jays jersey. The ceremony gives fans the opportunity to join the team in recognizing the hard work and sacrifices made by those who serve our country.

## 28TH ANNUAL LADY JAYS FOOD DRIVE

#### THE 28<sup>TH</sup> ANNUAL LADY JAYS FOOD DRIVE RAISED \$31,748 AND 2,681 POUNDS OF NON-PERISHABLE FOOD ITEMS FOR FOOD BANKS CANADA!

On June 11, Lady Jays and members of the Jays Care Community Crew volunteered at North York Harvest Food Bank to offer their support before hosting their 28th Annual Food Drive at Rogers Centre the following weekend. They toured the facility, were given a rundown of its daily operations, and spent time sorting food bins, a crucial part of the process prior to food distribution. emergency food programs nation-wide.

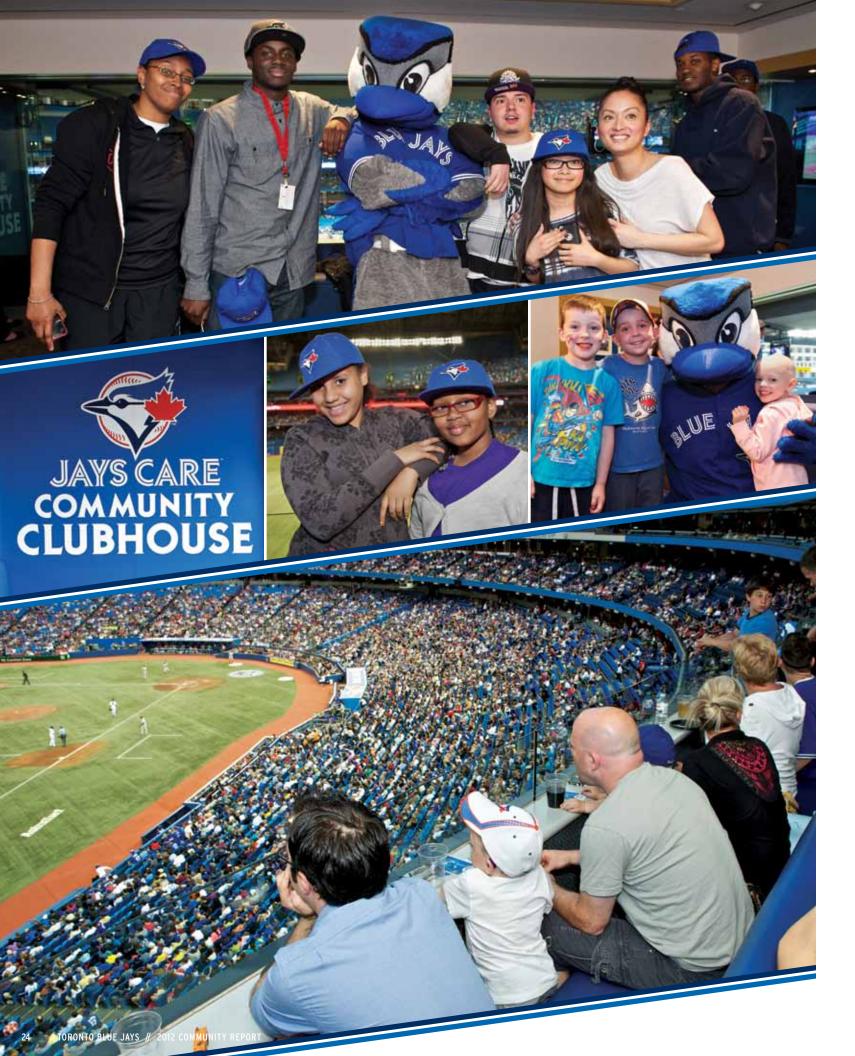
From June 15 to 17, the Lady Jays hosted their 28th Annual Food Drive in support of Food Banks Canada. Visitors to the ballpark were encouraged to show their support by dropping off nonperishable food items, giving monetary donations, and purchasing mystery bags containing an autographed Blue Jays hat for \$25.

The Food Drive was a huge success, raising \$31,748 in monetary donations, including a \$5,000 donation from Jays Care. In addition, the Lady Jays collected 2,681 pounds of non-perishable food items!

All proceeds were turned over to Food Banks Canada, which represents 10 provincial food bank associations (Members), and a network of over 450 food banks (Affiliate Members) and their associated food agencies and programs. Collectively, Food Banks Canada and its network reach approximately 85 per cent of people using

Fans can show their support during Lady Jays' 29th Annual Food Drive, to be hosted the weekend of July 5 to 7, 2013, by bringing non-perishable food items, giving monetary donations, and purchasing mystery memorabilia bags from Lady Jays at Rogers Centre.





## JAYS CARE COMMUNITY CLUBHOUSE

## AT TORONTO BLUE JAYS HOME GAMES, THE MOST FUN PLACE TO BE IS THE JAYS CARE COMMUNITY CLUBHOUSE!

This luxury suite accommodates up to 35 special guests during every Blue Jays game at Rogers Centre, for a fun, unforgettable experience. It is in this bright blue suite – decked out with player photos, awards and gear, and equipped with PlayStation Move, a computer, TVs and accessible seating – that kids have the chance to be kids. When they step into this space with their friends and family, they get to escape for nine innings of laughing, cheering and playing, and munching on delicious ballpark fare!

Blue Jays beloved mascot ACE meets all the boys and girls from every group that visits the Community Clubhouse. As you can imagine, he's quite a hit! He poses for photos, gives lots of hugs, and helps the kids dance and cheer when they're shown on the video board in front of the home crowd!

Some days in the Community Clubhouse were made extra special by Blue Jays players sponsoring an occasion, inviting a deserving group of their choice, and visiting their guests in the suite before the game! JP Arencibia surprised his guests from the Children's Miracle Network, Ricky Romero visited excited children and families from Camp Oochigeas, and Brandon Morrow met kids from the JDRF – and even took the time to answer their questions about what it's like to be a professional baseball player with type 1 diabetes.

### A BIG CONGRATULATIONS...

GOES OUT TO SIX OF OUR PARTNERS WHO RECEIVED STATEFARM 'GO TO BAT' AWARDS LAST SEASON! SUCCESS BEYOND LIMITS, MOORELANDS COMMUNITY SERVICES, SALVATION ARMY, KIDSPORT ONTARIO, MAX AND BEATRICE (CAMP ERIN) AND RIGHT TO PLAY CANADA WERE RECOGNIZED FOR THEIR EXCEPTIONAL WORK IN THE COMMUNITY WITH A \$500 CHEQUE PRESENTATION IN THE COMMUNITY CLUBHOUSE, AND A LIVE IN-GAME HIT ON THE VIDEO BOARD. THANK YOU, STATEFARM, FOR SUPPORTING OUR PARTNERS!

"THE JAYS CARE COMMUNITY CLUBHOUSE HAS IMPACTED MY LIFE AND EVERYONE AROUND ME. I WAS HANGING AROUND ALL OF YOU WITH NO HAIR AND NO CAP ON MY HEAD. IMAGINE?! JUST GOES TO SHOW THAT YOU'RE NEVER TOO OLD TO STILL FEEL LIKE A LITTLE GIRL - AND THAT'S HOW I FELT. NOBODY LAUGHING AT ME, NOBODY POINTING AT ME. I FELT SAFE AND PROTECTED AND NOT ALONE. THANK YOU, AGAIN, TO JAYS CARE FOR DOING WHAT YOU DID. NEVER STOP MAKING A DIFFERENCE IN PEOPLE'S LIVES. IT FEELS REALLY GOOD TO KNOW THAT THE BLUE JAYS DO CARE."

DIANA, Participant, Canadian Alopecia Areata Foundation

#### In 2012, Jays Care hosted 62 charitable and community organizations in the Jays Care Community Clubhouse:

Air Canada Foundation | AMICI Camping Charity | Arthouse | Beyond 3:30 | Big Brothers Big Sisters | Boundless Adventures | Boys & Girls Club of London | Camp Bucko | Camp Oochigeas | Canadian Alopecia Areata Foundation | Canadian Paralympic Committee | Cardiac Kids | Chaplin YMCA | Childhood Cancer Canada Foundation | Children's Breakfast Club | Children's Miracle Network | East Nepean Baseball Association | East Scarborough Boys & Girls Club | East York Baseball Association | Easter Seals Ontario | Emergency Services | Eva's Initiatives | Extra Bases Foundation | Flemo City Media | Food Banks Canada | Frontlines | Future Possibilities for Kids | Harbourfront Community Centre | Heavy Hitters | Holland Bloorview Children's Rehabilitation Hospital | JDRF Canada | Jr RBI Classic Rookie League Team | KidSport Ontario | Lutherwood | MLB Bat Girl Contestants | Moorelands Community Services | Precious Minds Support Services | Prostate Cancer Canada | Right to Play | Ronald McDonald House - Toronto | Rookie League | Salvation Army | Salvation Army Spanish Programs | Sick Kids Hospital | Special Olympics | St. Alban's Boys & Girls Club | St. Bartholomew's Camp | Starlight Foundation | Success Beyond Limits | Thorncliffe Neighbourhood Office | Tim Hortons Children's Foundation | Toronto Foundation for Student Success | Toronto Kiwanis Boys & Girls Club | Toronto Playground Baseball Organization | Tropicana Community Services | Variety Village | Warden Woods Community Centre | YMCA Central | YMCA Scarborough | York Baseball Association | Youth Assisting Youth

#### THANK YOU TO ALL THE GENEROUS TORONTO BLUE JAYS PLAYERS, FANS AND ORGANIZATIONS WHO MADE THIS UNFORGETTABLE BASEBALL EXPERIENCE POSSIBLE FOR 2,800 DESERVING CHILDREN AND FAMILIES:

2.800

Ricky Romero, Brandon Morrow, JP Arencibia, David Bluestein, Juice Plus Canada, Cisco Systems Canada Co., Home Hardware, Mr. Sub, Aramark Entertainment Services (Canada) Inc.

To learn more about how you can sponsor a night in the Jays Care Community Clubhouse for the charity of your choice, visit: bluejays.com/supportjayscare















"BASEBALL CAN GIVE CHILDREN HOPE AND OPPORTUNITY SO THAT THEY CAN SUCCEED. IT DOESN'T MATTER WHAT HOME OR EDUCATIONAL LEVEL THEY COME FROM. BY COMING HERE, THE TORONTO BLUE JAYS GIVE KIDS ALL OVER SASKATCHEWAN THE CHANCE TO HAVE A DREAM COME TRUE."

DONALD J. ATCHISON, Mayor of Saskatoon

## 2013 WINTER TOUR

PRESENTED BY TD

## MUCH LIKE THE WINTER CARAVANS OF OLD, THE RE-EMERGENCE OF THE WINTER TOUR HAS BEEN COMMITTED TO BRINGING BLUE JAYS BASEBALL TO FANS AND COMMUNITIES ACROSS CANADA.

The Toronto Blue Jays 2013 Winter Tour Presented by TD kicked off in **Toronto** with a coaches' clinic and amateur baseball clinic at Rogers Centre in January. Jose Bautista, Brett Cecil, Adam Lind and Aaron Loup met the participants and led them in baseball development drills on the field.

The Tour then headed west to **Winnipeg** where Bautista, Cecil and Loup signed autographs for fans at Polo Park Shopping Centre. The trio also visited the students and staff at École Van Walleghem School to teach them about the benefits of living a healthy and positive lifestyle.

Up next was a busy day in **Saskatoon**, where the Blue Jays hosted a Winter Tour Luncheon Presented by TD in support of Jays Care.
JP Arencibia, Anthony Gose, Drew Hutchison, Colby Rasmus and Alex Anthopoulos joined their Saskatchewan fans for some energizing food, fun and fundraising in support of Jays Care's \$21,000 commitment to building Saskatoon Minor Baseball Association an indoor baseball training facility, which will give 1,200 registered players the opportunity to play year-round.

Later that afternoon, Arencibia, Gose, Hutchison and Rasmus traded in their bats and gloves for brooms and rocks, as they embraced some Canadian culture and were given a curling lesson from local Saskatoon youth curlers. That night, to top off their stop in Saskatoon, the players signed autographs for any Blue Jays fans attending the Saskatoon Blades vs. Red Deer Rebels hockey game at the Credit Union Centre.

In **Edmonton**, Arencibia, Gose, Hutchison and Rasmus were joined by John Gibbons for the final leg of the 2013 Winter Tour Presented by TD. While they were there, they visited patients and their families at Stollery Children's Hospital and donated \$10,000 in legacy funding from Jays Care Foundation for the Pediatric OR. The players also met with military personnel at CFB Edmonton, and signed autographs for fans at West Edmonton Mall.

#### WINTER TOUR STOPS

2011

Kitchener-Waterloo, Calgary, Vancouver

2012

Toronto, Ottawa, Montreal, Halifax, St. John's

2013

Toronto, Winnipeg, Saskatoon, Edmonton





## JAYS CARE COMMUNITY CREW

## IN 2012, BLUE JAYS, ROGERS CENTRE AND ROGERS MEDIA EMPLOYEES JOINED FORCES WITH THE JAYS CARE COMMUNITY CREW TO HELP CHILDREN AND YOUTH IN TORONTO. BY GENEROUSLY DONATING THEIR TIME, THIS DEDICATED TEAM OF 100 VOLUNTEERS MADE A BIG DIFFERENCE FOR THOUSANDS OF KIDS!

On May 23, 2012, the Jays Care Community Crew, including the Blue Jays Grounds Crew, spent the day renovating a baseball diamond at **Stan Wadlow Park**, one of the primary locations of the Blue Jays Baseball Academy Rookie League program. The volunteers worked tirelessly, sanding the rusty bleachers and painting them Blue Jays blue, edging and nail-dragging the diamond, tamping clay on the pitcher's mound and batter's box, and building new bullpen mounds.

On August 22, the Jays Care Community Crew volunteered their time at **Ronald McDonald House** in Toronto. Participating in its Home for Dinner program, the Community Crew cooked a fajita dinner and prepared a make-your-own-sundae station for 79 families living at RMH Toronto. It took 350 tortillas, 80 tomatoes, 44 kg of chicken, 30 kg of steak, 25 heads of lettuce, 22 avocados, 10 blocks of cheese, 8 containers of sour cream, one ice cream parlour bar and 3 solid hours to feed 170 hungry and

grateful people! While dinner was being prepared, members of the Community Crew took the families off-site for a game of baseball!

The Jays Care Community Crew also set to work helping with set-up, registration and raffle ticket sales at The Curve Ball and 17th Annual Charity Golf Classic, sorting canned goods at the North York Harvest Food Bank, collecting monetary donations and non-perishable food items at the Lady Jays Food Drive, selling Blue Jays swag, memorabilia and game-used equipment at the Jays Care Garage Sales, hosting charity and community groups in the Jays Care Community Clubhouse, teaching baseball skills throughout the 24th Rookie League season, playing wheelchair baseball with the youth from Holland Bloorview's Youth Independence Program, and fulfilling the holiday wishes of 109 families through Neighbourhood Centre and Birchmount Bluffs Neighbourhood Centre's Share Christmas program!







## JAYS CARE FOUNDATION WOULD NOT HAVE BEEN ABLE TO IMPACT 23,000 CHILDREN AND YOUTH THIS SEASON WITHOUT THIS HARD-WORKING AND CARING TEAM OF MEN AND WOMEN:

Adam Hagerman Adele Biggs Al McNinch Andy Topolie Anthony Partipilo Ben Jamieson Brenda Dimmer **Brian MacDonald Brittany Casals Bruce Standing Bryan Manner Chris Binns Chris Schmidt Chris Wilkinson Christian Taylor** Christina Dodge **Christina Sloan** Ciaran Keegan **Craig Whitmore Daniel Joseph** 

**Dean Caracciolo Deb Smith** Donna Kuzoff **Emerita Flores** Erik Bobson **Erin McConkey** Francisco Andrade Glenn Jackson Harry Einbinder Holly Gentenmann Honsing Leung Jake Paddle Jason McDonald Jayson Lee Jeffrey Klesc Jen McFarlane **Jennifer** Angiolella Joe Sheehan John Griffin

John Walters Jon Westover Jonathan Bagnell Jonathan Cornwall Joseph Roach Joyce Chan Karyn Gottschalk Katrina Lacavlier **Kendall Stoiner** Kevin Chan Kevin MacBride Kirsten Mizzi Kristen Maurice Kristian Inacay Kristopher Erickson Kristy Boone Kvlie Kruk Laura Attwell Lenny Wood

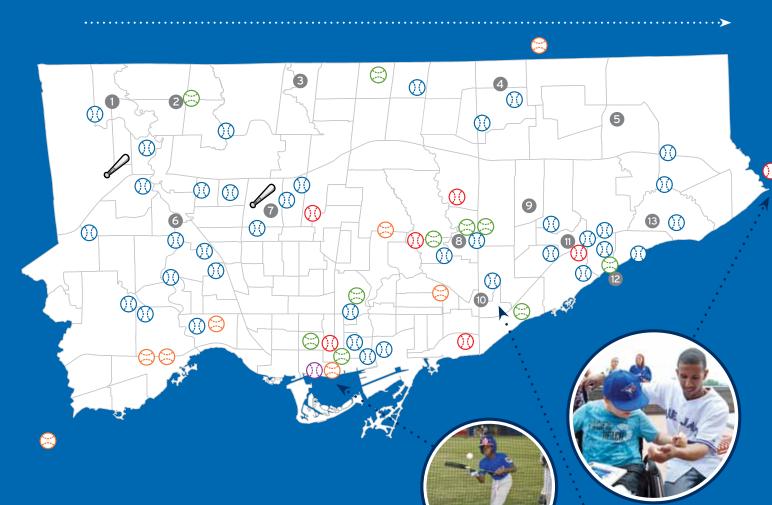
Leslie Galant-Gardiner Lisa Myles Lisa Simons Lori Parker Louis Leandro Lynda Kolody Maria Creswell Marion Farrell Mark Bettencourt Marnie Starkman Mary Anne Sturley Matt Bishoff Matt Black Matthew Desouza Maureen Kinghorn Max Sisam Megan Evans Melissa Paterson Michelle Seniuk

Mike Asadoorian Mike Hook Mike Skrobacky Natalie Agro Nicole Mitskopoulos Owen Welsh Patrick Smith Paul Rabeau Rob McFarland **Robert Price** Rui Da Silva Cedros Ryan Stevenson Sara Mickle **Scott Hext Shannon Curley** Sharon Dykstra **Sherrie Rains Sherry Thurston** 

Stacey Jackson Stefanie Wright Steph Porter Stephen Wilson Steve Lariviere Steve Whidden Tanya Proctor Teresa Volterman Tina Beckerton Tom Farrell Tony Phung Trevor Johnson Tyler Letosfsky Vidal Abad Virginia Douglas



## BLUE JAYS ACROSS TORONTO



- Rookie League
- Grand Slam Grants
- School and Hospital Visits
- Blue Jays Baseball Academy
- Blue Jays Winter Tour

**JAYS CARE PROGRAMS** 

Home Run Scholars

#### **PRIORITY AREAS**

- 1. Jamestown
- 2. Jane-Finch
- 3. Westminster-Branson
- 4. Steeles/L'Amoreaux
- 5. Malvern
- 6. Weston/Mt.Dennis
- 7. Lawrence Heights
- 8. Flemingdon Park/Victoria Villiage
- 9. Dorset Park
- 10. Crescent Town
- 11. Eglinton East/Kennedy Park
- 12. Scarborough Villiage
- 13. Kingston/Galloway



MORE \$880,000





THANKS TO THE OVERWHELMING GENEROSITY OF OUR SPONSORS, GUESTS AND THE TORONTO BLUE JAYS, THE 2012 JAYS CARE SIGNATURE EVENTS SERIES WAS OUR MOST SUCCESSFUL FUNDRAISER TO DATE. COLLECTIVELY, THE 2012 CURVE BALL AND 17<sup>TH</sup> ANNUAL CHARITY GOLF CLASSIC RAISED MORE THAN \$880,000!



















Turnikey YAHOO!

For more information about the Signature Events Series, or to purchase tickets, a table, or a foursome, please call Cait Brenchley at 416.341.1659.



## THE CURVE BALL

ON APRIL 12, 2012, MORE THAN 800 VIP GUESTS, DECKED OUT IN DENIM AND DIAMONDS, MADE THEIR WAY TO ROGERS CENTRE FOR THE MUCH-ANTICIPATED JAYS CARE FOUNDATION FUNDRAISER, THE CURVE BALL, PRESENTED BY ROGERS, CISCO AND ERICSSON. HEAVY HITTERS FROM CORPORATE CANADA, 2012 TORONTO BLUE JAYS PLAYERS, COACHES AND SPECIAL ALUMNI GUESTS TOOK THE FIELD TO HELP CHILDREN AND YOUTH IN NEED ACROSS THE COUNTRY.

The Curve Ball attendees enjoyed an evening emceed by Sportsnet's Buck Martinez and President of Rogers Media, Keith Pelley. Guests were entertained with musical performances by Soular, while mingling with Blue Jays players and celebrities during the Grand Slam Cocktail Reception on the diamond, and a gourmet Aramark dinner in the outfield.

Throughout the evening, guests were outfitted with official Blue Jays baseball hats in the New Era dugout, where they could enter the Blue Jays Cap Contest for a chance to win a stunning Tiffany & Co. diamond bangle, a one-year lease of a brand new 2012 Honda Pilot, courtesy of Discount, or a Panasonic TV.

The evening continued in the outfield with a live auction featuring once-in-a-lifetime experiences and travel packages, including a private jet trip to Boston, courtesy of AirSprint Private Aviation, a JP Arencibia Home Run Derby package, an ESPY Awards trip to Los Angeles, an ultimate fishing adventure in British Columbia, and a trip to Hawaii, with air travel graciously donated by Air Canada Foundation.

The 2013 Curve Ball will take place on the field at Rogers Centre on May 13, 2013.





## 17TH ANNUAL **CHARITY GOLF CLASSIC**

ON JUNE 4, 2012, 80 FOURSOMES - INCLUDING THE 2012 TORONTO BLUE JAYS, COACHES AND ALUMNI GEORGE BELL AND DUANE WARD - COMPETED AT THE CLUB AT BOND HEAD IN THE 17<sup>TH</sup> ANNUAL CHARITY GOLF CLASSIC, PRESENTED BY ROGERS, CISCO AND ERICSSON, IN SUPPORT OF JAYS CARE FOUNDATION.

To kick off the day, each golfer was outfitted with custom New Era Blue Jays golf hats and Under Armour running shoes, and drew from an array of fabulous foursome prizes as a thank-you gift. While on the course, participants sampled Bowmore Scotch and Mombacho Cigars, and entered the Big League Raffle for a chance to win many exclusive trips and experiences, including an Arizona golf getaway with airfare provided by Air Canada Foundation, a VIA Rail trip to Montreal, a ClubLink golf package, and a VIP Blue Jays experience.

After the round, golfers enjoyed the 19th Hole Reception, emceed by Sportsnet's Buck Martinez. Guests were given the opportunity to peruse the silent auction and mingle with Toronto Blue Jays players, coaches and alumni, as they enjoyed delicious food and beverages, courtesy of Labatt and Vins Philippe Dandurand Wines.

The foursome of Sportsnet 590 The Fan shot a remarkable score of 56, and claimed the title of Tournament Champion!

The 18th Annual Charity Golf Classic will take place at the Club at Bond Head on July 8th, 2013.





### SPORTSNET CHARITY

## BROADCAST AUCTION PRESENTED BY TD

ON APRIL 30, 2012, BLUE JAYS FANS FROM ACROSS THE COUNTRY TUNED IN TO THE 4<sup>TH</sup> ANNUAL SPORTSNET CHARITY BROADCAST AUCTION, PRESENTED BY TD, AND GENEROUSLY BID ON EXCLUSIVE BLUE JAYS EXPERIENCES AND COLLECTIONS OF MEMORABILIA, WITH PROCEEDS SUPPORTING JAYS CARE.

#### TEN PACKAGES WERE UP FOR GRABS, INCLUDING:

- Practice with a Pro: a pitching lesson with Ricky Romero
- NYC Trip: a trip to New York City to watch the Blue Jays take on the Yankees
- · Skipper for a Day: an afternoon spent learning what it's like to be the Blue Jays manager
- Hall of Fame: attending a Blue Jays game with Roberto Alomar in a luxury suite at Rogers Centre
- West Coast Road Trip: a trip to see the Blue Jays take on the Mariners in Seattle and the Vancouver Canadians take on the Salem-Keizer Volcanoes in Vancouver
- New York, New York: see the Blue jays take on the Yankees and the Mets at Rogers Centre
- Father's Day: attending to seeing the Blue Jays take on the Phillies at Rogers Centre on Father's Day
- Major League Memorabilia: a collection of one-of-a-kind Blue Jays memorabilia
- #TeamUnit Lunch: joining Blue Jays #TeamUnit crew for a private lunch on the diamond at Rogers Centre
- 400 Fan Packs

This season, the 5th Annual Sportsnet Charity Broadcast Auction will be held during the Blues Jays versus the Red Sox game on May 1, 2013, at 7:07 p.m. Visit bluejays.com/broadcastauction to check out the auction prizes!

\$107,000

THANKS TO OUR GENEROUS SUPPORTERS, MORE THAN \$107,000 WAS RAISED FOR CHILDREN AND YOUTH IN NEED ACROSS CANADA!













## HOME RUN DERBY

#### **TORONTO**

On May 17, six teams of four swung for the fences as they competed for the ultimate title: Home Run Derby Champion! Emceed by Sportsnet's Evanka Osmak, the 3rd Annual Charity Home Run Derby in Toronto was a resounding success, raising over \$100,000 for Jays Care! The competitive participants were outfitted with Blue Jays gear and Rawlings baseball equipment, and were given batting advice from Blue Jays players Jose Bautista, JP Arencibia and Kelly Johnson to help give them an edge. Congratulations to the 2012 champion, Robert McFarland, who took home the coveted Home Run Derby Trophy!

The 4th Annual Charity Home Run Derby in Toronto will take place on June 19, 2013 at Rogers Centre.

#### **CALGARY**

We are excited to announce a new stop on the Charity Home Run Derby circuit!

The first-ever Charity Home Run Derby in Calgary will take place on August 1, 2013 at Seaman Stadium.

#### **VANCOUVER**

Last summer, in partnership with the Vancouver Canadians, Jays Care fundraising efforts extended to the West Coast, with the inaugural Vancouver Home Run Derby at Nat Bailey Stadium! Five teams of four had fundraised all summer long and raised \$85,000 to support Jays Care's commitment to the Boys & Girls Clubs of South Coast BC. Then, on September 13, Blue Jays alumni Joe Carter, Jesse Barfield, Kelly Gruber, Homer Bush and Lloyd Moseby spent the day offering participants batting advice and signing autographs for their families. Congratulations to Jeff Vickers, the first Vancouver Home Run Derby champion!

The 2nd Annual Charity Home Run Derby in Vancouver will take place on June 26, 2013 at Nat Bailey Stadium.

\$185,000

THANK YOU TO ALL THE 2012 CHARITY HOME RUN DERBY PARTICIPANTS FOR STEPPING UP TO THE PLATE AND COLLECTIVELY RAISING MORE THAN \$185,000 FOR JAYS CARE!





## FAN FUNDRAISERS

BLUE JAYS FANS ARE PLAYMAKERS. BLUE JAYS FANS ARE GAME CHANGERS. THEY DON'T JUST CHEER FROM THE STANDS; THEY GET IN ON THE ACTION. THIS SEASON, FANS STEPPED UP TO THE PLATE AS FAN FUNDRAISERS FOR JAYS CARE. THEY TOLD US, "WE DON'T WANT TO READ ABOUT WHAT THE FOUNDATION DOES IN THE COMMUNITY, WE WANT TO BE A PART OF THE STORY."

Our roster of community all-stars makes what we do possible. Like members of any winning team, they make an invaluable, irreplaceable contribution to our goal. From 24-hour video-game marathons to city-wide scavenger hunts, from pep rallies to bowling tournaments, and from website campaigns to staff barbeques and patio promotions, Blue Jays fans honed their strengths and used them for the good of kids in their community.

#### HERE ARE SOME OF OUR FAVOURITE MOMENTS FROM 2012:

### \$2,000 \$5,885 \$9,500

### \$10,000

On April 15 and 16, The Back in Blue crew played baseball video games for 24 hours straight! Throughout the event, fans could follow the crew on their live video stream, and receive real-time fundraising updates on Twitter. Leading up to the big day, top donors were given Blue Jays swag and memorabilia as a thank-you gift for their support. This creative event raised over \$2,000 for Jays Care - double their goal!

On September 15, M5V Realty Inc. and 1LoveTO joined forces to host a city-wide scavenger hunt! More than 70 participants fundraised \$5,885 and hit the streets of Toronto for an exciting day of exploration and friendly competition. Teams competed for terrific Blue Jays prizes, and the winning team was recognized during the Blue Jays game after the hunt!

The Juice Plus+ Canada staff gave generously on many occasions throughout the 2012 season. Through a corporate donation, a staff barbeque and raffle, and online fundraising all season long, Juice Plus+ has made a huge effort to support Jays Care and its programs and outreach initiatives, raising \$9,500!

Who can forget Buck & Pat's EdgeWalk Challenge? The Blue Jays play-by-play Sportsnet broadcast team of Buck Martinez and Pat Tabler braved the CN Tower EdgeWalk and raised \$10,000 for Jays Care! The top four donors were given the chance to take on the CN Tower EdgeWalk with Buck and Pat on July 25, and the top 20 donors were invited to a luxury suite that night to meet the daring duo and watch the Toronto Blue Jays take on the Oakland Athletics!

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## TOGETHER, OUR FAN FUNDRAISERS RAISED MORE THAN \$47,000 FOR JAYS CARE! WE COULDN'T BE MORE PROUD OF OUR TEAMMATES:

FAN FUNDRAISER(S)	EVENT	FUNDS RAISED
Buck Martinez & Pat Tabler of Sportsnet	Buck & Pat's EdgeWalk Challenge	\$10,000
Juice Plus+	Corporation Donation Staff Barbeque Online Fundraising	\$9,500
Gregg Zaun of Sportsnet	Broadcast Booth Donation Box	\$9,100
Rogers Wireless	Rogers Ontario Corporate Golf Tournament	\$7,500
M5V Realty & 1LOVETO	City-Wide Scavenger Hunt	\$5,885
Colleges of University of Toronto	Frosh Week Fundraising: Virtual Pep Rally, Car Wash And Pub Night	\$2,315
BackinBlue.ca	24-Hour Video Game Marathon	\$2,062
Show Your Strength	Pins 4 Play Bowling Tournament and Lorne Park Public School Fitness Month	\$1,060
Seneca College	OCAA Women's Fastball Championship	\$400
Far Niente & FOUR Restaurants	Patio Promotion	\$385
Lucan Coutts of BlueJaysNation.com	Clickable Web Banner Directing Visitors To Donate	\$315
Callum Hughson & Matthias Koster of MopUpDuty.com	Scotiabank Toronto Waterfront Marathon Proceeds From Online Store	\$286

Whether your goal is to raise \$100 from a bake sale or \$1,000 through a corporate cocktail party, your contribution makes a huge impact. We'd love to help you get started! Visit **bluejays.com/fanfundraisers** to learn how you can join the team.

#### SPORTSNET





## AT THE BALLPARK

GENEROUS BLUE JAYS FANS MAKE PERSONAL CONTRIBUTIONS TO JAYS CARE ALL SEASON LONG, BY PARTICIPATING IN ANY OF THE FUNDRAISING INITIATIVES AT ROGERS CENTRE:

**GARAGE SALES \$36,000** 

TWICE THIS SEASON, LOYAL BLUE JAYS FANS SUPPORTED JAYS CARE DURING THE BLUE JAYS GARAGE SALES. MORE THAN \$36,000 WAS RAISED THROUGH THE SALE OF BLUE JAYS SWAG, GAME-USED EQUIPMENT AND AUTOGRAPHED MEMORABILIA! DON'T MISS THE 2013 BLUE JAYS GARAGE SALE IN SUPPORT OF JAYS CARE ON SEPTEMBER 29, 2013.



SILENT AUCTION \$17,000

AUTOGRAPHED BLUE JAYS MEMORABILIA IS UP FOR BID THROUGH THE JAYS CARE SILENT AUCTION PROGRAM IN THE CONCOURSE ON GAME DAY. IN 2012, MORE THAN \$17,000 WAS RAISED FOR JAYS CARE!



VIDEO BOARD GREETINGS \$43,000

FANS CAN CELEBRATE SPECIAL OCCASIONS AT ROGERS CENTRE, INCLUDING BIRTHDAYS AND ANNIVERSARIES, BY RESERVING A SPOT ON THE VIDEO BOARD WITH A \$100 DONATION. LAST SEASON, MORE THAN \$43,000 WAS RAISED FROM VIDEO BOARD GREETINGS! TO BOOK A VIDEO BOARD GREETING FOR THE 2013 SEASON VISIT BLUEJAYS.COM/VIDEOBOARD



### \$1 ADD-ON CAMPAIGN

BY ADDING A DONATION TO THEIR PURCHASE AT THE JAYS SHOP OR THE BOX OFFICE, FANS RAISED MORE THAN \$51,000 FOR JAYS CARE THROUGHOUT THE 2012 SEASON!

\$51,000

## 50/50 DRAWS \$345,000

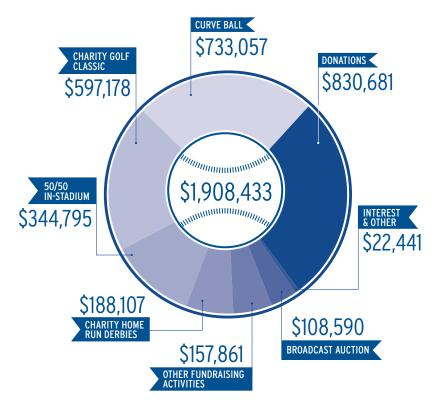
AT EVERY BLUE JAYS HOME GAME, FANS CAN PARTICIPATE IN OUR POPULAR 50/50 DRAWS, PRESENTED BY ERICSSON, WITH A CHANCE TO WIN UP TO \$10,000 IN CASH PRIZES DURING REGULAR GAMES AND \$30,000 ON JACKPOT DAYS! IN 2012, MORE THAN \$377,000 WAS AWARDED TO 50/50 TICKET WINNERS AND MORE THAN \$345,000 WAS RAISED FOR JAYS CARE! THANK YOU TO THE ORGANIZATIONS THAT TEAMED UP WITH JAYS CARE TO SELL 50/50 TICKETS THIS SEASON. THEY RAISED MORE THAN \$70,000 FOR THEIR CAUSES!

RONALD MCDONALD HOUSE | HEART & STROKE FOUNDATION | AMICI CAMPING CHARITY





## **FINANCIALS**





## 2012 FUNDRAISING AND NET INCOME OVERVIEW

#### **FUNDRAISING (NET):**

Curve Ball	733,057
Charity Golf Classic	597,178
Charity Home Run Derbies	188,107
Broadcast Auction	108,590
60/50 In-Stadium	344,795
Other Fundraising Activities	157,861
undraising Cost	(738,950)

1,390,638

517,795

#### OTHER REVENUE (NET):

Donations	830,681
Interest & Other	22,441
General & Administrative cost	-335,327

Net Revenue Before Programs

& Disbursements 1,908,433

## 2012 PROGRAMS AND DONATIONS OVERVIEW

#### **PROGRAMS & DONATION DISBURSEMENTS**

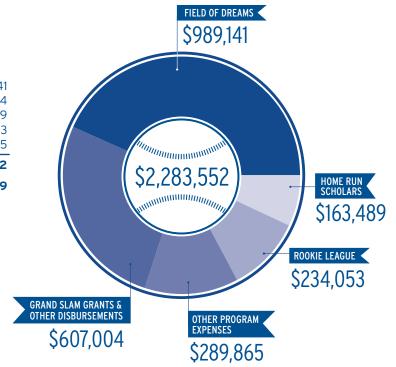
Field of Dreams	989,14
Grand Slam Grants & Other Disbursements	607,004
Home Run Scholars	163,489
Rookie League	234,053
Other Program Expenses	289,865

2,283,552

Excess of Revenue Over Expenses -375,119

\*Financials audited by KPMG

Jays Care Foundation is the charitable community investment arm of the Toronto Blue Jays Baseball Club. As a registered charity, Jays Care Foundation is governed by an independent, volunteer Board of Directors, with a vision to use the sport of baseball, the reach of the Toronto Blue Jays and the resources committed to the foundation to serve children in need in the Greater Toronto Area and beyond.



## TEAMMATES

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"THE IMPACT JAYS CARE FOUNDATION MAKES IN CANADIAN COMMUNITIES WOULD NOT BE POSSIBLE WITHOUT THE GENEROSITY OF OUR LOYAL SPONSORS AND MAJOR DONORS. THANK YOU FOR BELIEVING IN OUR VISION, SUPPORTING OUR MISSION, AND HELPING THOUSANDS OF KIDS ACROSS CANADA ACHIEVE THEIR FULL POTENTIAL."

MELINDA ROGERS, Volunteer Chairman, Jays Care Foundation Board of Directors Senior Vice President, Strategy & Development, Rogers Communications Inc.

John & Sue Farrell

Jonathan Shields

Joseph Rutman

Justin Tetreault

Little League BC Celebrity

Michael & Victoria Abesdris

Nelson Arthur Hyland Foundation

Simpson Thomas & Associates

Peter & Joanne Brown Foundation

Mackenzie Investments

Pinchin Environmental

Stone-Tile International

The Salden Foundation

**Kevin Ramsay** 

Golf Classic

Michael Belz

Peter Sisam

Randy Goodman

**RBC** Foundation

Sam Lovullo

Steven Junger

Stu Hutcheson

Thomas Hull

Wayne Lenihan

Tony Plut

MLSE Team Up

Marlene Zaretsky

Linda Jojo

#### MAJOR DONORS & CONTRIBUTORS

\$75,000+

Cisco Ericsson

Rogers Communications Inc.

\$20,000 - \$74,999

Accenture

CIBC Children's Foundation

HP

IBM Canada Ltd. Kirkpatrick Family

**KPMG** 

Melinda Rogers

Owen Mitchell

Shikatani Lacroix Brandesign

Toronto Blue Jays Baseball Club

**Westower Communications** 

\$10,000 - \$19,999

Alpha Technologies Ltd.

Alpine Access

Aramark

**BLJC** 

Boston Consulting Group

Brandon Morrow Casey Janssen

Cassels Brock & Blackwell LLP

Coca Cola

Evertz Microsystems

Hitron Technologies

**HSBI** Benefits

Hybrid Building Logistics Inc.

Intel

Link-On Communications

Martha Rogers McMillan LLP Online Support Primary Construction Inc.

Ricky Romero

RIM

Rogers Cable

Samsung

SCI Group

Sony

Sportsnet

TD Bank

Teammates for Kids Foundation

Transcontinental

Turnkey Events

Urbacon

Yahoo! Canada

ZTE Canada Inc.

\$5,000 - \$9,999

Aaron Cull

Admark Corp. Sports Ltd.

ADT Advanced Integration

AlarmForce Industries

Alcatel-Lucent

Amdocs

Arise Virtual Solutions Inc

Arris

Barry Picov

Boston Pizza

**Buffalo Bills** 

Campbell Moving

CaTech Systems Ltd.

CIBC Capital Markets

CityTV

Comverse Infosys Canada

E-L Financial

Fan 590 Freddie Shore Fujitsu

General Mills

Google

Hallmark Housekeeping Services

Hidi Rae Consulting Engineers Inc.

**Hugessen Consulting** 

Hyper Technologies Inc.

Intercon Security Personnel

Services

Jason Brass

John & Nancy McFadyen

Juice Plus Canada

K2 Investment Management

Kanatek Technologies Inc.

Ken Karpa

Kevin Leon

Labatt

Lamont Exeter

Lisa Rogers

Loretta Rogers

Microsoft

Motorola

Nick Grosdonis

Odgers Berndtson Executive

Search

Parker Pad & Printing

Paul Beeston

Peter Dawe & Samantha Margis

Pitney Bowes

Quadrangle Architects Ltd.

Richard Wernham

Rogers Partnerships

Roundtable Capital Partners

Ryan Bouman

Sherwood Custom Homes

Stephen Pollack

Tim Hortons Advertising and

**Promotion Fund** 

**Tridel Corporation** 

TMNG Global

Torys LLP

Tuckamore Capital Management Inc.

UPS

\$1,000 - \$4,999

Alison Goodwin

Anthony Staffieri

Bernie Simpson

Bill Birchall Blair Schultz

Bluestein Export Import Inc.

Camp Ooch

Cap-it International

Challenger Baseball

Cotton Candy

Dave McCreadie

Dave Merkley

David Bluestein

David Title

Dustin McGowan

Dr. Brian Kumer

Eric Thames

Gareth Seltzer

Hallcon Corporation

HB Group Insurance

Management Ltd.

Hio Yamashiro

Hipken Jen

Home Hardware Store Ltd.

James Stranges

JaNae Armogan

Janorris Armogan

Jason Rozon

Jeff Mooney

Jim Treliving

DONATIONS IN MEMORY

Donations have been made to Jays Care Foundation in celebration of the life of the

Barry Cloutier

Ken Manchip

Kathy Tanenbaum

following individuals:

Mitchell Sommerville

Norm Stunden

Norma Stenhouse Victor Cameron

William (Bill) Olynyk

DONATIONS IN TRIBUTE

Donations have been made to Jays Care Foundation in honour

of the following individuals:

Andy Topolie

Ashlyn Greenslade & Kevin Hayashi

Loretta Rogers Roberto & Kim Alomar

## IMPORTANT **2013 DATES**

JACKIE ROBINSON DAY April 15 @ Rogers Centre

GRAND SLAM GRANTS NIGHT April 17 @ Rogers Centre

#### SPORTSNET CHARITY BROADCAST **AUCTION PRESENTED BY TD**

May 1 @ Rogers Centre (Red Sox vs. Blue Jays)

THE CURVE BALL May 13 @ Rogers Centre

GROWING THE GAME DRIVE May 25 @ Rogers Centre

FIRE SAFETY DAY May 28 @ Rogers Centre

HOME RUN SCHOLARS GRADUATION NIGHT WITH PATHWAYS TO EDUCATION

June 17 @ Rogers Centre

CHARITY HOME RUN DERBY TORONTO

June 19 @ Rogers Centre

CHARITY HOME RUN DERBY **VANCOUVER** 

June 26 @ Nat Bailey Stadium

CANADA DAY July 1 @ Rogers Centre

**ROOKIE LEAGUE OPENING DAY** July 4 @ Stan Wadlow Park (program continues for 7 weeks) LADY JAYS FOOD DRIVE July 5-7 @ Rogers Centre

18TH ANNUAL CHARITY GOLF CLASSIC July 8 @ The Club at Bond Head

HOME RUN DERBY CALGARY August 1 @ Seaman Stadium

ROOKIE LEAGUE WRAP-UP August 15 @ Rogers Centre

**GARAGE SALE** September 29 @ Rogers Centre

## IN-KIND **DONATIONS**

Every year, the Blue Jays donate autographed baseballs, bats and jerseys, tickets and other items to non-profit and charitable organizations to assist in their fundraising efforts. Blue Jays focus their in-kind giving on registered charities that support amateur baseball, health and wellness and educational initiatives. The Blue Jays receive countless donation requests each year and happily fulfilled more than 1,000 merchandise requests in 2012 to support charitable fundraiser across Canada, including:

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8,740

3,600 1,300

**BLUE JAYS HATS BLUE JAYS TICKETS** 

PIECES OF **AUTOGRAPHED BLUE JAYS MEMORABILIA** 

1,000

BACKPACKS FILLED WITH SCHOOL SUPPLIES TO ROOKIE **LEAGUERS** 

**520** 

TICKETS FOR OTHER SPORTS AND **ENTERTAINMENT EVENTS** 

## 2013 **GAME PLAN**

#### AS JAY CARE CONTINUES TO EXPAND ITS PROGRAMS, OUTREACH INITIATIVES, EVENTS AND FUNDRAISING EFFORTS ACROSS THE COUNTRY IN 2013, WATCH FOR THESE EXCITING **NEW DEVELOPMENTS:**

In the off-season, Jays Care launched its first-ever Young Professionals Committee - a volunteer opportunity for Toronto's young professionals aged 23-35, to utilize their leadership and management skills, creativity, passion and social networks to engage in the Blue Jays community investment efforts. After receiving over 100 impressive applications, a committee of 25 outstanding individuals was selected to act as Jays Care ambassadors and to raise awareness for the Foundation by hosting fundraising events this season. We can't wait to see all they accomplish this year, on behalf of children and youth in need!

In Summer 2013, Jays Care will be celebrating the grand opening of four **Field of Dreams** legacy projects across Canada, including: Eagles Nest Ball Park, home of East Nepean Little League; Airport Heights Field, home of St. John's Minor Baseball Association; Smythe Park, home of the York Baseball Association: and Waasis Field, home of the Oromocto Minor Baseball Association.

We are excited to add five more Boys and Girls Clubs to our **Rookie League** roster this summer, for a total of 20 Rookie League programs across Canada!

Requests have been pouring in from Blue Jays fans who want to volunteer their time in support of Jays Care's programs and outreach initiatives. In response to this awesome feedback, Jays Care is launching the Jays Care Community Crew volunteer program this summer. Stay tuned for more details on how you can give back in 2013!

The Toronto Blue Jays are excited to host a national, amateur tournament, *Tournament 12*, at Rogers Centre from September 20-24, 2013. The goal of the tournament is to showcase the best college-eligible amateur baseball players in the country to professional scouts representing baseball clubs and educational institutions from across North America. The tournament will feature 12 teams from across Canada, including three from Ontario, two each from British Columbia, Alberta and Quebec, and one each representing Saskatchewan, Manitoba, and the Maritimes region. The final squad will be a Blue Jays Scout Team comprised of players from coast to coast. Legendary Blue Jays Hall of Famer Roberto Alomar will act as the Honorary Tournament Commissioner.

### JAYS CARE FOUNDATION

## **BOARD OF DIRECTORS**

Melinda Rogers

Chairman

Stu Hutcheson

Vice-Chair, Secretary and Treasurer

Paul Beeston

Director

Ron Carinci

Director

Ian Charlton Director

**Peter Dawe** 

Director

James Dodds

Director

**Amoryn Engel** Director

Jamie Haggarty

Director

John Macintyre Director

Dan Nowlan

Director

**Keith Pelley** Director

**Peter Sisam** Director



## CONTACT **INFORMATION**

#### GET MORE INFORMATION ON JAYS CARE FOUNDATION PROGRAMS, EVENTS, FUNDRAISING INITIATIVES AND VOLUNTEER OPPORTUNITIES:

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www.bluejays.com/jayscare

Twitter: @bluejays and @jayscare

Phone: 416.341.1456 Fax: 416.341.1146

Email: jayscarefoundation@bluejays.com

Charitable Registration Number: 890847189RR0001

#### FOR MORE INFORMATION ON THE BLUE JAYS BASEBALL ACADEMY:

www.bluejays.com/baseballacademy

Phone: 416.341.2500

Email: baseball.academy@bluejays.com

#### JAYS CARE FOUNDATION STAFF

**Danielle Bedasse Executive Director** 

(on leave during 2013)

Rob Drynan **Executive Director** (Interim 2013)

Manager, Fundraising

& Development

Shari Ralph-Topolie Manager, Finance

Lauren Abesdris

**Brendan Mohammed** Manager, Programs & Outreach

& Administration (on leave during 2013) **Cait Brenchley** Fundraising & Events Specialist

**Troy Beharry** Co-ordinator, Grants

**Todd Erskine** Co-ordinator, Rookie League & Baseball **Programs** 

Rachel McKee Co-ordinator, Communications

Heather Ryan Co-ordinator, & In-Stadium Programs **Fundraising** 

> Taryn Linder **Administrative Assistant**

#### COMMUNITY MARKETING STAFF

**Anthony Partipilo** Vice-President, Marketing &

Merchandising

Rob Jack Manager, Social Marketing

Holly Gentemann Manager, Community

Marketing & Player Relations

TJ Burton Co-ordinator, Amateur Baseball

**Shannon Curley** Intern, Community Marketing

Megan Evans Intern, Community Marketing (2012)

Jake Paddle Intern, Amateur Baseball

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## THANK YOU

To those who volunteered their time with the Jays Care Community Crew, sponsored a signature event, made a donation in honour of a loved one, or partnered with us through Field of Dreams, Grand Slam Grants, Home Run Scholars and Rookie League, *you are a part of our story*.

To those who purchased 50/50 tickets on the concourse, bid on Blue Jays experiences and memorabilia, attended a signature event, donated baseball equipment, coached boys and girls at a Blue Jays Baseball Academy clinic or camp, or cheered on the Blue Jays from the Jays Care Community Clubhouse, *you joined* us on the journey.

To those who donated canned goods at the Lady Jays Food Drive, hosted a Fan Fundraiser, or simply shared in our successes with encouraging tweets, posts and emails, *you made it possible*.

YOU HELPED US GIVE CHILDREN AND YOUTH ACROSS CANADA THE CHANCE TO REACH THEIR FULL POTENTIAL. YOU GAVE THEM ACCESS TO SPORT, EDUCATION, AND THE GAME WE ALL LOVE.

