



**2018 COMMUNITY REPORT**

# Take the Lead

The Cedar Rapids Kernels organization is proud to be a part of such a vibrant and special community that is the city of Cedar Rapids. The “2018 Kernels Community Report” exemplifies how the Kernels organization is more than just baseball. Tallying over \$400,000 in charitable donations, collecting over 7,000 pounds of food for the hungry the last two years and making over 150 mascot and player appearances just scratches the surface of our commitment.

One aspect of our ball club that we are extremely proud of is providing jobs for over 250 individuals over the summer. Employees range from high school students working their first job, individuals with full time jobs earning extra income or retirees working to supplement their retirement income. We also work closely with Options of Linn County and Goodwill of the Heartland to employ several individuals with special needs.



## “Take the Lead” Mission Statement

From the front office to the dugout, “Take the Lead” exemplifies how teamwork and collective efforts support and benefit the Cedar Rapids Corridor. The Kernels are committed to being the community beacon for education, social and recreation programs.





## THE KERNELS FOUNDATION

2018 SEASON IN REVIEW

The Kernels Foundation is a non-profit organization committed to ensuring that all youth in Eastern Iowa have the opportunity to experience the thrills and life enhancing lessons that come from engaging in athletics and recreational activities.

2018 was another great year in helping out local organizations as the Kernels Foundation helped fund a new tarp for the Marion High School softball team, purchased youth bike helmets that were given away free of charge at a Kernels game and assisted in the purchase of a new wrestling mat for a local wrestling club. Those are just a few examples of what our foundation has supported so please check out the next page to get the full scope of their support!



**SPORTING EQUIPMENT**

**\$10,067**

**EDUCATION**

**\$16,000**

**FIELD UPDATES OR RENNOVATIONS**

**\$5,000**

**BALLPARK OUTINGS FOR UNDERSERVED KIDS**

**\$3,623**

**2018 TOTAL \$34,690**

**MONETARY**

**\$37,558**

**IN KIND**

**\$141,521**

**IN STADIUM  
FUNDRAISING**

**\$250,624**

**2018 TOTAL  
CHARITABLE DONATIONS**

**\$429,703**



Each year the Cedar Rapids Kernels use their platform in the community to help out many organizations by donating a monetary sum, an in-kind donation such as tickets or stadium fundraising with special jersey auctions or allowing a non-profit to spread awareness at a game.

Including donations made by the Kernels Foundation, the organization made a total contribution of \$429,703 which is \$173,000 more than 2017!



**CHARITABLE DONATIONS**



**TOTAL APPEARANCES**

**154**



**36**

**PLAYER  
APPEARANCES**

**118**

**MR. SHUCKS  
APPEARANCES**

**IN THE COMMUNITY**

# READING PROGRAM



The Kernels Summer Reading Program celebrated its 20th Anniversary in 2018! For the last two decades the Cedar Rapids Kernels have visited elementary schools with the sole purpose of getting kids excited for reading. In 2018, from the months of April, May and June, Kernels staff held 60 elementary school assemblies where kids across Eastern Iowa learned why reading is so important while having fun listening to the story "There is a Bear on My Chair." Kernels players and our mascot Mr. Shucks made the kids roll with laughter by acting out the story with funny dance moves and antics. Thank you to presenting sponsor Toyota Financial for sponsoring our reading program from day one!



**60 SCHOOL  
ASSEMBLIES  
ACROSS  
EASTERN IOWA**

**NEARLY 3,000  
PARTICIPANTS**

**PROMOTED READING  
TO 25,000 KIDS**

**READING IS  
FUN!**



**OVER 70%  
COMPLETED THE  
PROGRAM**

**TOTAL MINUTES  
READ IN 2018** **2,532,000**



The Cedar Rapids Kernels partnered with the Cedar Rapids Police Department, Jane Boyd Community House and Kids on Course University in 2017 to create a new youth program called “Catch with a Cop”.

Branching from the success of “Coffee with a Cop”, we wanted to connect the youth of Cedar Rapids to local police officers to start a positive and engaging relationship with a simple game of catch!

With the help of community leaders such as Megan Isenberg from Jane Boyd, Amy Evans from Kids on Course and Shannon Sampson from the Cedar Rapids Police Department, “Catch with a Cop” entered it’s second year with continued success!



Over the course of the summer, 6 different stops were made. In addition to playing catch, this year we brought along Kernels players for each visit and played a fun game of whiffle ball!

# CATCH WITH A COP

# 7 VISITS TO THE DOWNTOWN FARMERS' MARKET

**COLLECTED  
3,420 POUNDS  
OF FOOD FOR  
HACAP'S  
FOOD RESERVOIR**



**CREATED OVER 2,820 HEALTHY MEALS FOR THE HUNGRY**

# 7,179

**POUNDS OF FOOD  
COLLECTED THE LAST  
TWO YEARS**



# Home Run for Hunger

First Federal Credit Union and the Cedar Rapids Kernels created the "Home Run for Hunger" program in 2017 which is a collaborative initiative to support the Hawkeye Area Community Action Program (HACAP) Food Reservoir.

Volunteers from First Federal Credit Union and the Cedar Rapids Kernels visited 7 farmers' markets over the summer and collected 3,420 pounds of food from local vendors for HACAP's food reservoir. The food collection was on pace to break the 2017 poundage of 3,759, but the last market of the year was cancelled due to rain.

In two years, "Home Run for Hunger" has collected over 7,000 pounds of food for people in our community fighting hunger every day. The food collected is distributed right away to 7 surrounding counties and has been used in programs such as "Meals on Wheels". For the second year in a row, First Federal Credit Union and the Cedar Rapids Kernels were awarded "Best Partnership in 2018" by HACAP.



**HOMERUN FOR HUNGER**



# NICK ADENHART SCHOLARSHIP

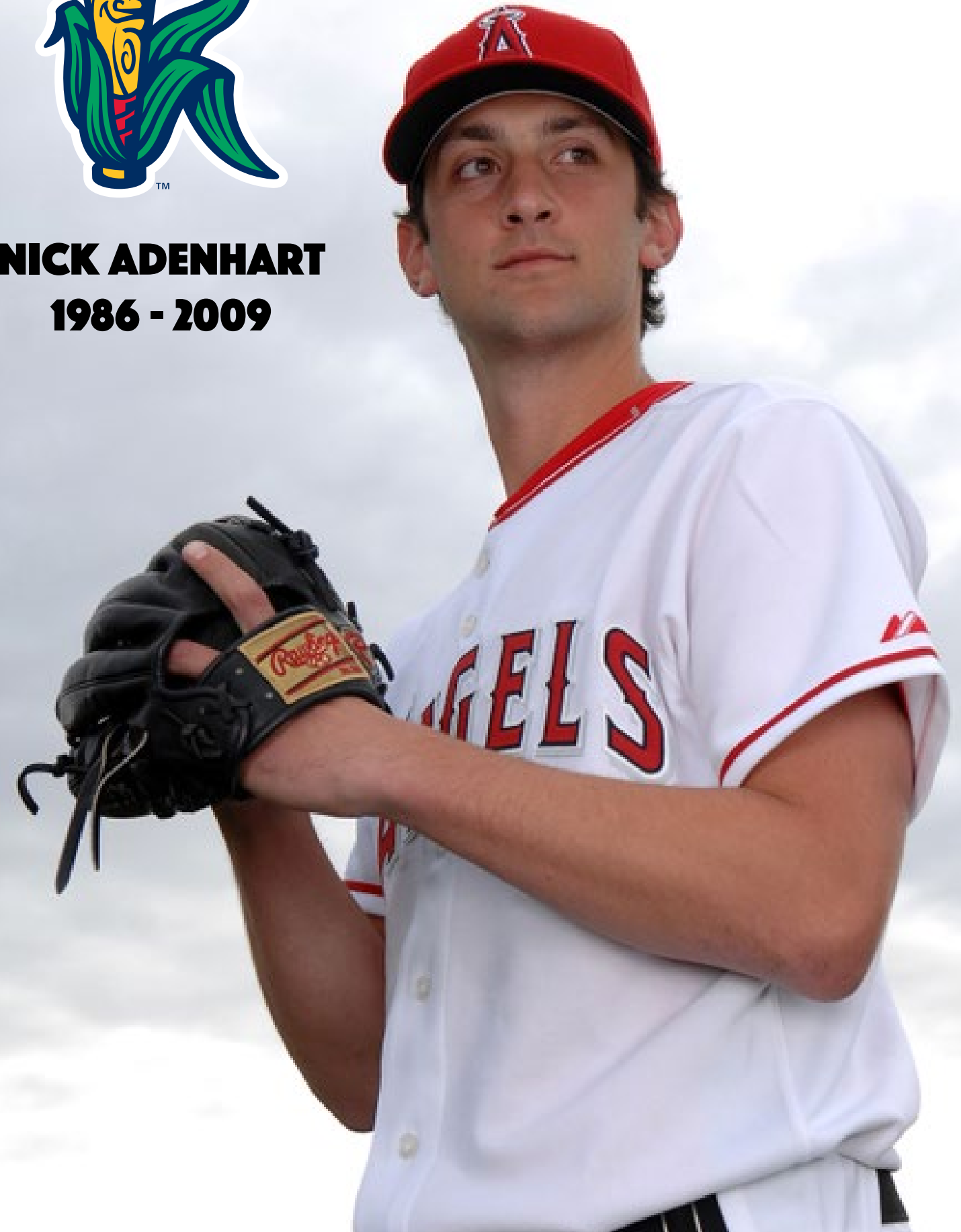
Nick Adenhardt was a bright young pitcher who played for the Cedar Rapids Kernels in 2006, and was a rising star in the Los Angeles Angels organization. Only hours after Nick's 2009 season debut on the mound for the Angel's a drunk driver killed him tragically at the age of 22. Nick's family continues to honor him with the awarding of two \$1,000 scholarships in his memory. The Kernels Foundation is privileged to administer the scholarships on behalf of Nick's family.



The Cedar Rapids Kernels and the Kernels Foundation were pleased to select Mackenzie Redmond and Logan Hadsall as the winners of the 2018 Nick Adenhardt Memorial Scholarships. They were recognized in an on-field ceremony before a Kernels game on Sunday, June 17th. Mackenzie is a member of the Class of 2018 at Marion High School and plans on attending Mount Mercy University to major in nursing. Logan is a member of the Class of 2018 at Center Point-Urbana High School and plans on attending Kirkwood Community College to major in criminal justice.



**NICK ADENHART**  
**1986 - 2009**



# AL SMITH LEAGUE OF DREAMS



The Al Smith League of Dreams is an instructional, non-competitive, coach-pitch league open to local 2nd and 3rd graders. With the help of Minor League Baseball, Perfect Game USA and Rawlings, we are able to provide almost 100 boys and girls a free baseball program. Some children in the “League of Dreams” may not have the means to play baseball, while others are playing for the first time ever.

In 2018, 11 elementary schools participated and played a total of 32 regular season games in the month of June. Despite 3 rainouts, the

“League of Dreams” kids had a blast playing baseball and were later invited to a special All-Star game hosted at Veterans Memorial Stadium. All the kids got the wonderful opportunity to play on the same field as the Kernels! Their families were invited to cheer and were served free food, free drinks and were given a free ticket to a Kernels game all thanks to the Kernels Foundation.





**THE MISSION OF THE CEDAR RAPIDS BALL CLUB, INC. IS TO PROVIDE AFFORDABLE, FAN-FRIENDLY, HIGH-QUALITY ENTERTAINMENT IN A FIRST-CLASS FACILITY. AS A FISCALLY RESPONSIBLE ORGANIZATION, OUR EMPLOYEES AND BOARD OF DIRECTORS ARE DEDICATED TO ENHANCING OUR RELATIONSHIPS WITH AREA BUSINESSES, RESIDENTS AND VISITORS THROUGH PROFESSIONAL BASEBALL AND OTHER VENUES.**