



2017 ANNUAL REPORT



Executive Director of
RoughRiders Foundation

BREON DENNIS

A NOTE FROM THE DIRECTOR

As we look back on another year, the difference the Frisco RoughRiders Foundation made in our community is a source of pride for the entire RoughRiders family. We remain steadfast in our commitment to positively impact lives in Collin County and throughout North Texas. The success of our community initiatives in 2017 led to the Frisco RoughRiders nomination for the MiLB John Henry Moss Community Service Award. This past year, the RoughRiders Foundation was able to donate more than 13,000 tickets to schools and families, and to raise more than \$150,000 from ticket sales and game day fundraisers for charities in the North Texas area. Just some of the Foundation's many initiatives included partnerships with Children's Health Hospital for the Home Run for Life program; the MVP Student program; Healthy Fit Challenge with schools in Collin County; and volunteer efforts with Frisco Family Services, Plano Animal Shelter and Dallas-Fort Worth National Cemetery. We look forward to doing more in 2018!

SPECIAL THANK YOU TO OUR 2016-2017 INTERNS!

Adrienne Bridges, Marissa Neumann, Devon Carter, Samantha Kelling, Julia Zakrzewski

Graphic Designer
TREY JACKSON

Director of Communications
ART GARCIA





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.







COMMUNITY DEVELOPMENT





COMMUNITY APPEARANCES

Deuce, Daisy, Bull Moose, and Ted E. Bear brought laughs and their fun dance moves to communities across North Texas in 2017. More than 100 appearances were made at 5K's, school fundraisers, birthdays, and other community events.

For more information on booking a RoughRiders mascot, please email us at Community@RidersBaseball.com





ROUGHRIDERS SPEAKERS' BUREAU

The RoughRiders Speakers Bureau provides a motivating experience to those in attendance at your event and/or classroom. From moving stories of overcoming adversity to sharing life lessons, our presenters use their inspirational words to provide a new perspective to the topic at hand.

For more information on booking a RoughRiders Speaker, please email us at Speakers@RidersBaseball.com



HEALTHY FIT CHALLENGE

Bull Moose broke a sweat this year by presenting the RoughRiders Healthy Fit Challenge to more than 900 elementary school kids around Collin County. During the Healthy Fit Challenge, kids take “a run around the bases” with Bull Moose to learn how to have a healthy, well-rounded lifestyle through demonstrations involving nutrition, stretches, exercises, and the importance of a good night’s rest.

900+

ELEMENTARY SCHOOL PARTICIPANTS





ROUGHRIDERS IN THE COMMUNITY

There is no offseason for RoughRiders players and staff when it comes to serving the community. A big “thank you” is owed to everyone in the RoughRiders organization for collectively volunteering more than 1,000 hours at local non-profits this year. These hours are equivalent to over \$10,000 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.

VOLUNTEERING LOCATIONS INCLUDE

Frisco Family Services, Minnie’s Food Pantry, The Samaritan Inn, ManeGait, Plano Animal Shelter, Dallas-Fort Worth National Cemetery, Adopt-A-Street Cleanup, School Visits, Hospitals, and many more!



1,000+ HOURS OF COMMUNITY SERVICE BY STAFF & PLAYERS



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FUNDRAISERS





#RRFoundation
#WeLoveOurCommunity
DATE 8/20/2017
Riders Foundation \$ 5,000.⁰⁰
DOLLARS



CASINO NIGHT

The RoughRiders traded out the pitcher's mound and bases with blackjack and poker tables for Casino Night at Dr Pepper Ballpark. This was a night dedicated to saying thank you to all of our incredible season ticket members and corporate partners for their support throughout the 2017 season. More than \$3,500 was raised for the RoughRiders Foundation from ticket sales, silent auction, and extra casino chips purchased.



MORE
THAN

\$3,500

RAISED FOR
ROUGHRIDERS
FOUNDATION



RIDERS CLASSIC

PRESENTED BY:

Park Place
LEXUS

The RoughRiders Foundation hosted the 9th annual Riders Classic this year. With the help of tournament sponsors and golfers, plus raffle and mulligan sales, the golf tournament raised more than \$15,000 benefitting the RoughRiders Foundation Scholarship Program. Thank you to all of the sponsors and everyone involved for providing 10 graduating high school seniors with a \$1,000 scholarship.



\$15,000+

RAISED FOR RR FOUNDATION SCHOLARSHIPS

THE WESTIN
STONEBRIAR
HOTEL & GOLF CLUB





SCHOLARSHIP PROGRAM

The RoughRiders Foundation awarded 10 graduating high school seniors a \$1,000 scholarship towards their college education and tickets to a RoughRiders game during the 2017 season. This brings the amount of scholarships awarded by the RoughRiders Foundation over the last 12 seasons to more than \$100,000.

The 10 winners were selected by the RoughRiders Foundation Board of Directors based on academic merit, financial need, and athletic accomplishments.

The RoughRiders Foundation is proud to recognize the following North Texas high school seniors as the 2017 RoughRiders Foundation Scholarship Program recipients.



\$10,000

GIVEN TO SCHOLARSHIP RECIPIENTS

× × × × × **SCHOLARSHIP AWARD RECIPIENTS**



JOSEPH BOBER

Clemson University - Clemson, SC
*BURLESON CENTENNIAL
 HIGH SCHOOL*



RHANDI JONES

Midwestern State University
 - Wichita Falls, TX
DESOTO HIGH SCHOOL



ANIKA BUHR

Texas A&M University
 - College Station, TX
FOUNDERS CLASSICAL ACADEMY



LUIS PEREZ

University of Texas, Arlington
 - Arlington, TX
WILMER-HUTCHINS HIGH SCHOOL



BREANNA ELMORE

Texas A&M University
 - College Station, TX
LONE STAR HIGH SCHOOL



SAMANTHA PFAFF

Tarleton State University
 - Stephenville, TX
*BURLESON CENTENNIAL
 HIGH SCHOOL*



BRYCE VOSS

Northern Arizona University
 - Flagstaff, AZ
CENTENNIAL HIGH SCHOOL



WALTER BRADSHAW

Southeastern Oklahoma
 State University
 - Durant, OK
SHERMAN HIGH SCHOOL



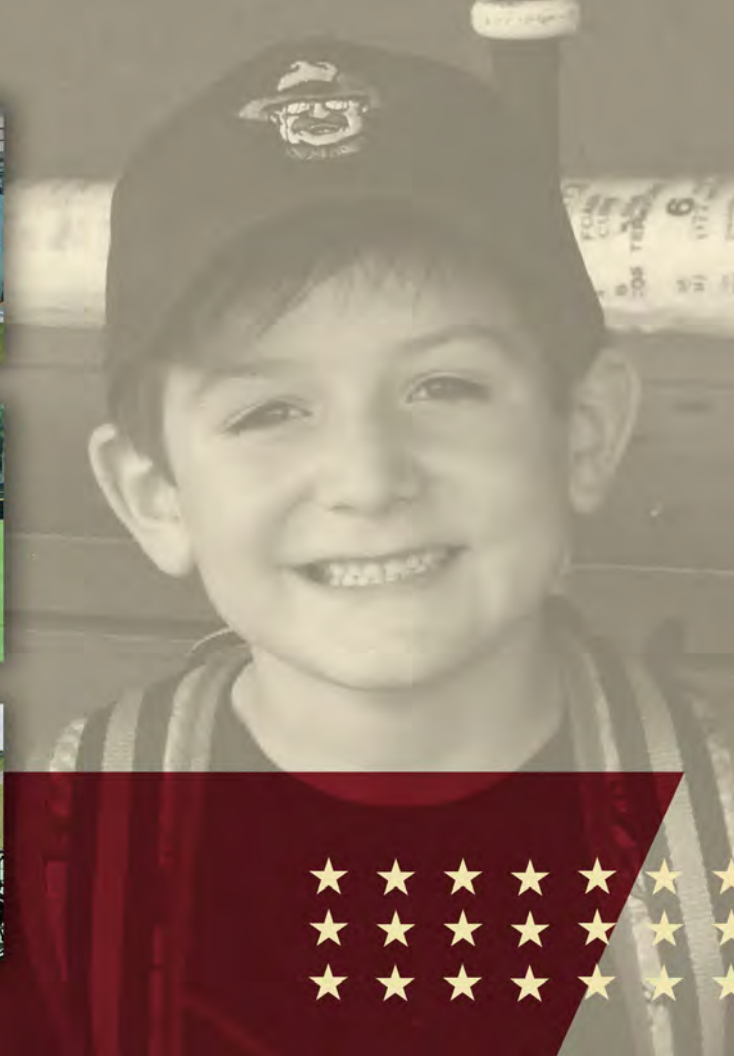
BRYCE ALVERSON

Texas A&M University
 - College Station, TX
NORTHWEST HIGH SCHOOL



JOSEPH STANKE

University of Oklahoma
 - Norman, OK
FLOWER MOUND HIGH SCHOOL






BASEBALL & SOFTBALL DEVELOPMENT



ROUGH RIDERS BASEBALL ACADEMY

RoughRiders players and coaches held three weekends of camps to teach more than 200 kids the mental and physical mechanics of baseball. In addition, the kids at this year's camps came together to donate more than 300 school supplies to underserved kids, provide more than 500 meals to the North Texas Food Bank, and to donate more than 80 care packages to members of the military around North Texas.



300+ SCHOOL SUPPLIES COLLECTED

\$500 RAISED DURING FOOD DRIVE

80+ CARE PACKAGES TO MILITARY MEMBERS



MIRACLE LEAGUE



The RoughRiders brought the full Dr Pepper Ballpark experience to the Miracle League of Frisco fields. Riders players spent the day visiting more than 50 special needs children ages 5 to 18 and took turns pitching and coaching kids. Members of the RoughRiders staff were also dancing and cheering everyone on throughout the day.



50+

LIFETIME MEMORIES CREATED FOR SPECIAL NEEDS CHILDREN





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IN-GAME FUNDRAISERS



FALLEN OFFICERS & MILITARY APPRECIATION NIGHTS

The RoughRiders dedicated and honored fallen officer Jerry Walker on Opening Day. Little Elm Police Chief Rodney Harrison threw out the first pitch, while the RoughRiders players and fans donated more than \$3,000 to the Jerry Walker Fund and the Little Elm Police Department.

Throughout the season, the Frisco RoughRiders further showed their appreciation to the military by donating nearly \$10,000 to servicemen and women in the community and more than 1,100 tickets to military members and their families.

\$3,000+

DONATED TO THE
JERRY WALKER FOUNDATION
AND LITTLE ELM P.D.

\$9,800

DONATED TO SERVICE
MEN & WOMEN

1,100+

TICKETS GIVEN TO MILITARY
MEMBERS & FAMILIES



WHATABURGER KID'S NIGHT OUT & FOOD BANK NIGHT

On June 17, the RoughRiders partnered with Whataburger for the annual Food Bank Night. All participants received a Whataburger voucher for every two items of food donated. RoughRiders fans were able to provide more than 1,000 meals to underserved families in North Texas.

Thanks to the generosity of loyal RoughRiders fans and our title sponsor Whataburger, more than 600 deserving kids throughout North Texas were able to experience a RoughRiders game and receive a free t-shirt.



600+

KIDS GOT TO ENJOY A
ROUGHRIDERS GAME



1,000

MEALS PROVIDED TO
UNDERSERVED FAMILIES



MVP PROGRAM

The RoughRiders MVP Student program is designed to be an instrument for teachers to reward, motivate and honor their students. The program utilizes RoughRiders tickets as the "tool." The program targets fifth grade teachers and students.

The RoughRiders hosted their 8th annual RoughRiders MVP Program at Dr Pepper Ballpark this past season. More than 400 fifth grade teachers from 20 school districts were able to motivate and reward more than 700 students by providing them with RoughRiders tickets, gifts, and a night of celebration at the ballpark.



700+ STUDENTS REWARDED



JERSEY OFF MY BACK

The RoughRiders hosted “Jersey Off My Back” auctions throughout the 2017 season to give fans the opportunity to meet a RoughRiders player after the game, receive an autographed jersey, and to donate to a local non-profit. The highest bidder for each jersey received this exclusive opportunity and all proceeds benefited a charitable organization.

						
\$3,212	\$2,993	\$3,000	\$3,213	\$3,500	\$3,695	\$5,500
BENEFITED: BOYS & GIRLS CLUB OF COLLIN COUNTY	BENEFITED: MAC & CHEESE AND PANCAKES	BENEFITED: FRISCO FASTPACS FOUNDATION	BENEFITED: CARRY THE LOAD	BENEFITED: UNITED WAY DALLAS	BENEFITED: RUMBLE AGAINST CANCER & TEAM HOLLY FOUNDATION	BENEFITED: LIVING FOR ZACHARY
4TH OF JULY	LOS JINETES	RETRO GAMESHOW	MILITARY APPRECIATION NIGHT	STAR WARS NIGHT	STRIKEOUT CANCER	RETRO JERSEYS



COSERV TEACHER OF THE MONTH

The RoughRiders Teacher of the Month presented by CoServ recognizes outstanding North Texas school teachers for their dedication and service on behalf of North Texas students and the general community. Each month a teacher is recognized at a RoughRiders game to celebrate their terrific work.

Five teachers are selected and each received a \$500 donation and are recognized during an on-field check presentation. The \$500 donation is split between the winner's school district education foundation and the teacher's school. The teacher also receives a VIP experience at Dr Pepper Ballpark that includes four tickets with complimentary parking, food, and beverages. In addition, each Teacher of the Month winner receives a special gift basket compliments of Siena Massage in Frisco.



\$2,500

GIVEN AWAY TO SCHOOLS
& EDUCATION FOUNDATIONS



× × × × × **TEACHER OF THE MONTH RECIPIENTS**



BENJAMIN SHURR
Reedy High School
FRISCO ISD



AMANDA CLEVELAND
Marion Elementary School
ALLEN ISD



NANCY GARDNER
Scoggins Middle School
FRISCO ISD



KRISTI FORTENBERRY
Elliott Elementary School
FRISCO ISD



IRENE REDMOND
Dallas Charles Rice Learning Center
DALLAS ISD



FOUNDATION OF THE NIGHT

The RoughRiders hosted 16 non-profits as the Foundation of the Night throughout the 2017 season. Foundation of the Night spotlights a non-profit to raise awareness and funds for its cause. Each non-profit receives pre-game recognition, participation in on-field fan experience events, and a donation from a portion of ticket sales. More than \$24,000 was donated to the following non-profits from the over 4,900 tickets sold:

The Arc of North Texas • Girl Scouts •

Habitat for Humanity of Denton County • Do It For Nick •

1 Million for Anna • Texas Neurofibromatosis Foundation •

Denton Public School Foundation • Airborne Angel Cadets,

Rumble Against Cancer and Women Rock, Inc. •

Team Holly Foundation • McKinney Education Foundation •

NAMI Dallas, Murphy Explorer Post 2005 • Operation Blue

Shield • Honor Courage Commitment, Inc. •

The Heart of Gold Foundation

If you are interested in joining this season as a Foundation of the Night, please email us at DDwyer@RidersBaseball.com.





FUNDRAISING THROUGH TICKET SALES

Throughout the season, the RoughRiders Foundation worked with an additional 65 organizations to sell more than 14,600 tickets. Proceeds from each ticket went directly back to the organizations and exceeded \$56,800 in contributions from ticket sales. Each organization also received complimentary tickets, autographed memorabilia, and pre-game recognition along with the opportunity to participate in various on-field fan experience events to raise awareness and funds for their causes and organizations.

If you are interested in learning about fundraising opportunities, please email DDwyer@RidersBaseball.com.



OVER **\$56,800** IN CONTRIBUTIONS



HURRICANE RELIEF EFFORTS

The RoughRiders assisted our neighbors along the southeast Texas coast, raising more than \$30,000 for Hurricane Harvey and Hurricane Irma Relief efforts during the final 2017 homestand. Proceeds from the “Texas Tough” t-shirts sales, Pass the Boot, Riders Outpost sales and cash donations from fans benefitted those storm-ravaged communities through the American Red Cross.



MORE
THAN

\$30,000

RAISED FOR
HURRICANE RELIEF





X RIDERS KIDS CLUB

PRESENTED BY:



The RoughRiders made countless fun memories with their Kids Club members this past year well beyond the RoughRiders games. The Kids Club had breakfast with Deuce and his friends at Dr Pepper Ballpark before the Spring EGGstravaganza and Fall Festival, and then finished off the year with milk and cookies with Santa at Winter Wonderland. All members received a free RoughRiders t-shirt, a ticket to a home game, and exclusive access to events just for Kids Club members.

For more information on becoming a 2018 InTouch Kids Club Member, please visit RidersBaseball.com/KidsClub.







COMMUNITY EVENTS





RELIANT HOME RUN DERBY

The Dallas Cowboys hosted their 6th annual Reliant Home Run Derby on May 8th at Dr Pepper Ballpark. Fans cheered as Cowboys players and Head Coach, Jason Garret, battled it out to see who would take home the Reliant Home Run Derby title. Kids were able to watch their favorite Cowboys in this unique event for free. The Frisco RoughRiders, fans, and sponsors assisted the Dallas Cowboys in raising \$50,000 for the Salvation Army.



\$50,000

RAISED FOR THE
SALVATION ARMY



HEROES CELEBRITY BASEBALL GAME

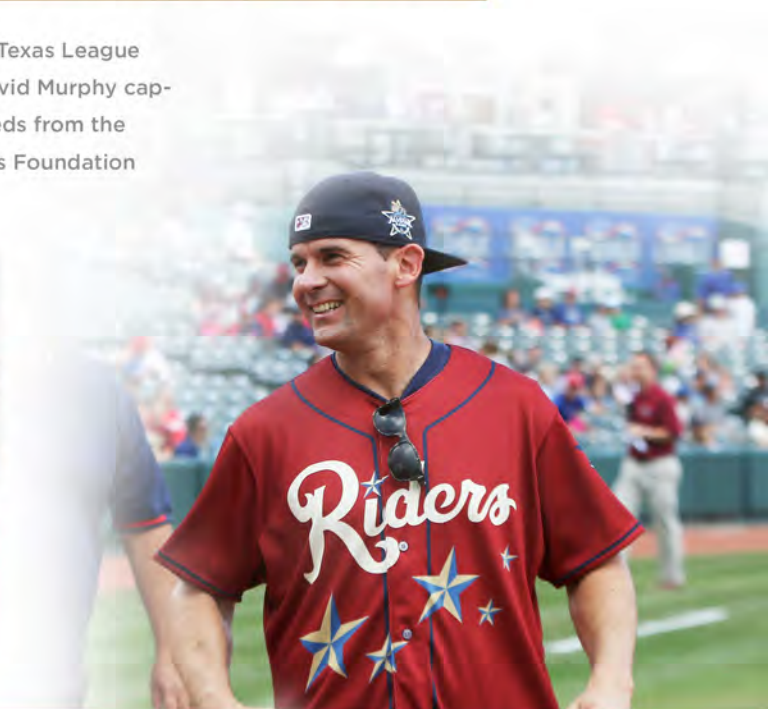
Dr Pepper Ballpark hosted two games that consisted of Dirk Nowitzki's 2017 Heroes Celebrity Baseball Game and the Heroes Special Olympics All-Star Game. All proceeds from the games and the Frisco RoughRiders donation went directly to the Dirk Nowitzki Foundation.





ALL-STAR CELEBRITY SOFTBALL GAME

The Roughriders hosted the 2017 Celebrity Softball Game as part of the Texas League All-Star pregame festivities. Former Texas Ranger Michael Young and David Murphy captained the teams of professional athletes and local celebrities. All proceeds from the Celebrity Softball Game and the \$10,000 donation from the RoughRiders Foundation benefitted the Michael Young Family Foundation.



\$10,000

RAISED FOR THE
MICHAEL YOUNG FAMILY
FOUNDATION



SPRING EGGSTRAVAGANZA

The 2017 Spring EGGstravaganza 2017 brought more than 2,500 people to Dr Pepper Ballpark for an Easter egg hunt in the outfield, catch on the field, a coloring contest and more. This special free event was a chance for RoughRiders fans to hang out with the mascots, gather candy filled eggs, and kickoff spring.

MORE THAN
2,500
ATTENDEES AT EGGSTRAVAGANZA





FALL FESTIVAL

The RoughRiders held the 2017 Fall Festival and seat relocation at Dr Pepper Ballpark with more than 2,750 attending. This free event was open to the public. Guests had the opportunity to paint pumpkins, show off their Halloween costumes, and interact with the mascots and RoughRiders players.



MORE
THAN

2,750

ATTENDEES AT
FALL FESTIVAL





WINTER WONDERLAND

The RoughRiders and Toys for Tots transformed Dr Pepper Ballpark into a Winter Wonderland. This was a night filled with carriage rides, classic holiday movies, pictures with Santa, and much more. Our community helped spread holiday cheer by donating more than 10,000 toys to Toys for Tots.

MORE THAN **10,000** TOYS DONATED





#WeLoveOurCommUNITY

Without the RoughRiders players, front office, and fans, the Frisco RoughRiders Foundation would not be able to assist the wide variety of non-profits, schools, and commUNITY partners in our area. Thank you so much to everyone involved for making a difference around Collin County and North Texas.

“ There are so many necessities of life that the homeless do not have. When community leaders like the RoughRiders Foundation conduct donation drives such as March Gladness, it makes a big impact on the homeless families and individuals we serve at the Samaritan Inn. Last year we were supplied with appropriate seasonal clothing for our residents, full-sized sheets for our beds, and blankets. We are counting on the success for this year!”

- **CAITLIN HOLSTON**, The Samaritan Inn

“ We are proud to partner with the Frisco RoughRiders Foundation in helping to make our seniors a little more comfortable and cool in the high heat of Texas. Their impact on the community is impacting the quality of life on all, from age 9 to 90!”

- **STEPHEN HOOD**, Wellness Center for Older Adults



“ They assisted in the preparation and organizing of donations for the Thanksgiving Meal Distribution which took place on Saturday, Nov. 18th. Without the support of volunteer groups such as the RoughRiders, we would not be able to fill our mission and serve the community of Frisco the way we do.”

- **ELAINE SMITH-POYOUROW**, Frisco Family Services

“ Groups such as the RoughRiders and other major corporations and charitable organizations are so important. It’s good citizenship. When families come out to visit their loved ones and see the volunteers, it’s another way to let them know we appreciate the service of their loved one.”

- **ELDON A. WOODIE**, DFW National Cemetery

“ With every task they complete, volunteer groups expand the bandwidth of shelter operations that help more animals find their forever homes. We are so grateful to the Frisco RoughRiders for their commitment and service to the community.”

- **REBECCA FINBERG**, Plano Animal Shelter



GRANTS & IN-KIND DONATIONS

The RoughRiders Foundation distributed five \$1,000 grants to local non-profits. These grants were used to enhance the reach of the non-profit and to aid the charity's cause. In addition, in-kind donations were made to more than 500 North Texas charity events throughout the year. These donations ranged from RoughRiders memorabilia to ticket vouchers to RoughRiders merchandise.

2017 GRANT RECIPIENTS

Born 2 Be Therapeutic Equestrian Center
His Gracious Hands • Boys & Girls Club of Collin County
Essilor Vision Foundation • The Pines Camp



\$5,000 GRANTS GIVEN TO LOCAL NON-PROFITS

MORE THAN **500** IN-KIND DONATIONS TO NORTH TEXAS CHARITIES



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BECOME A 2018 DONOR

Donate to the RoughRiders Foundation! With your contribution, the RoughRiders Foundation will be able to continue its mission of enhancing the community we serve through charitable contributions, grants, and programming initiatives. Every dollar counts!

For more information on how you can donate, please email Community@RidersBaseball.com or visit RidersBaseball.com





THANK YOU!

The RoughRiders Foundation would like to thank, from the bottom of our hearts, all of our amazing fans, season ticket holders, sponsorship partners, and staff members. Without all of you, the RoughRiders Foundation would not be able to fulfill its mission of enhancing the community.