

IMPACT REPORT 2018



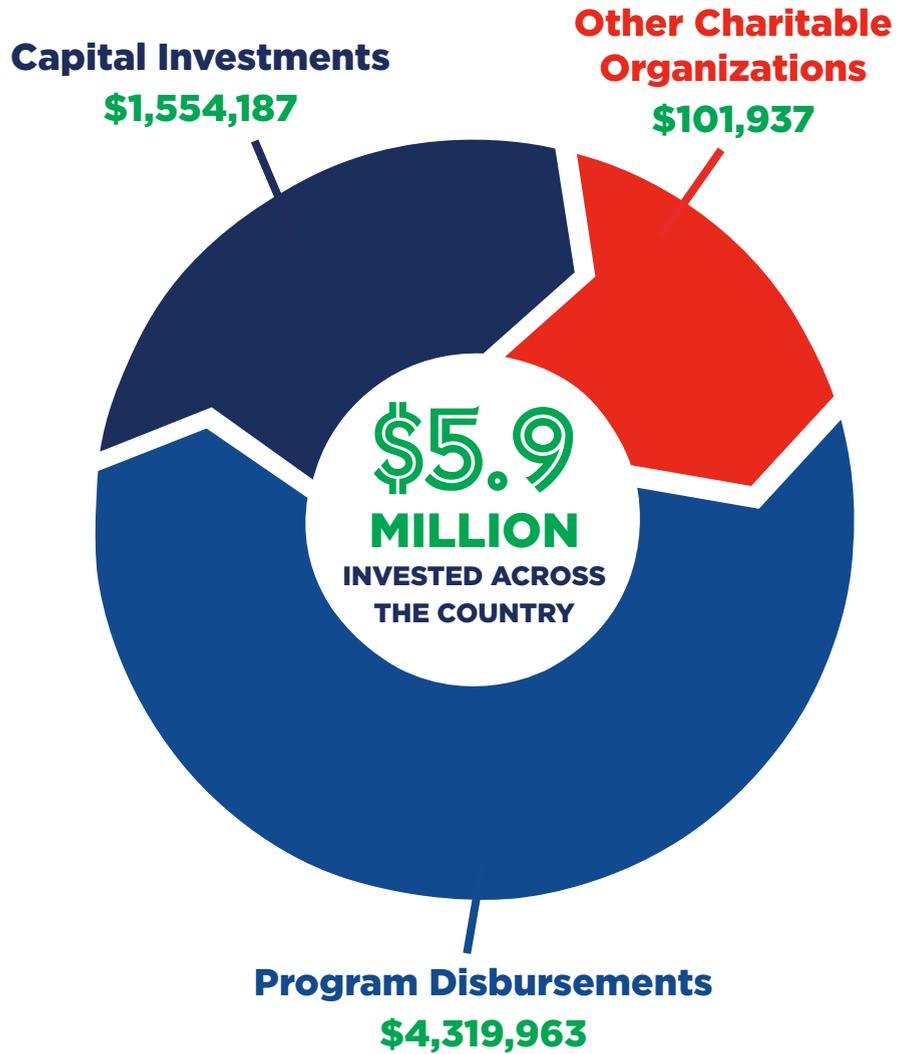
OUR IMPACT FROM COAST TO COAST TO COAST







How We Invest





Mission and Vision



Mission:

We use baseball to teach life-skills and create lasting social change for children and youth in marginalized communities across Canada.



Vision:

A level playing field for all children and youth across Canada.

Theory Of Change

At Jays Care, we are constantly working toward our mission and our vision through our Theory of Change:

“If young people facing barriers in Canada experience high-quality developmental programming that is grounded in the positive values of baseball and are led by trained and committed coaches, mentors and tutors, then they will develop the skills, confidence and resilience necessary to overcome many of the challenges they face, reach their full potential and lead long, healthy and productive lives.”



PROGRAMS



Challenger Baseball

Challenge Perceptions, Challenge Barriers, Challenger Baseball.

Challenger Baseball is Jays Care's adaptive baseball program, run in partnership with Little League Canada and Baseball Canada, specifically designed to empower children, youth and adults living with physical and/or cognitive disabilities. The program teaches athletes living with disabilities the core life skills inherent to baseball, including: teamwork, communication, determination, resiliency, inclusion, support and courage. Challenger Baseball ensures every athlete has the opportunity to play in a fun and safe environment where they learn to become more independent, build confidence, improve their communication skills, and set and achieve their own personal goals.



88% of athletes reports that Challenger Baseball makes them feel like they can do anything if they try their best.



100% of coaches said they learned new and exciting activities at training that they will bring back to their Challenger Baseball program.





94

94% of athletes want to come back to Challenger Baseball next summer.

82

82% of parents reported that their child is more confident in their physical skills since participating in Challenger Baseball.

UNSTOPPABLE PAIGE McNALLY

In Halifax, Nova Scotia, there is a feisty 10-year-old girl with a love of baseball and an infectious positive attitude. Born with skeletal dysplasias, Paige McNally has been a star in the Hammonds Plains Challenger Baseball Program for the past four years.

“One of the reasons I love Challenger Baseball is that I just get to be me. I get to play on a team, be a leader, and help my teammates with the challenges they face.”

- Paige McNally

Not only is Paige a standout player on her team, but she also takes a leadership role far beyond her years, serving as the coach of her brother's baseball team. For her leadership and for the positive impact she makes on all those around her, Paige was selected as a Jays Care Unstoppable Kid and invited to deliver a keynote speech at the 2018 Jays Care Curve Ball Gala. On stage, Paige spoke with charisma and confidence while proudly sharing the positive impact that Challenger Baseball has made in her life with the 1,200 guests in attendance including the entire Blue Jays roster.

Girls At Bat

Girls At Bat is a baseball for development initiative designed to help girls across the country set lofty goals and pursue them with tenacity. Jays Care Foundation and Plan International Canada have partnered to work with communities, schools and non-profit organizations to help increase female participation and retention in sport, using a 8-12 week baseball and/or softball program as the vehicle. Partners apply to implement the program and receive robust training, coaching resources, equipment, some financial support and remote and in-person support to launch and sustain their programs.



93%

**of participants always
felt safe and supported
throughout Girls at Bat.**

90%

**of participants are excited
to join more sports teams
and activities because of
Girls at Bat.**



UNSTOPPABLE

SHENOAH CROCKETT



Four and a half hours north of Edmonton, you will find Shenoah, a Girls At Bat coach with a love of baseball and a passion for using it as a tool to change the lives of girls in her community. The busy mom of three dedicated her entire summer to empowering girls through the Girls At Bat program, and singlehandedly spearheaded seven different programs, including a four-week summer camp for girls in two separate age groups. Her unstoppable drive and enthusiasm resulted in her encouraging over 107 girls to step up to the plate, many for the first time ever. Shenoah runs the Girls At Bat program through Girls Inc. of Northern Alberta, a Jays Care partner and non-profit organization focused on girls-only programming.

“The goal is to just get the girls out there and trying new things, I love watching the girls learn new things, meet new friends, and connect.”

- Shenoah Crockett

Having previously worked as an educational assistant, Shenoah was looking for a change and joined the Girls Inc. family in February. Now, she works in Fort McMurray and mentors girls outside of the classroom. Through her work in First Nation schools, Shenoah knew a group of girls who would love baseball, so she extended her reach by taking the program north, to Fort McKay, driving an hour each way to deliver baseball to the First Nation community. “[The program] means that I get to make a difference, and be there, because not everybody has that person,” she said. “Seeing new girls who had never played surprise themselves with their abilities was amazing,” she said. “It’s great giving them the confidence to try new things, even if it’s not baseball they can say, ‘At least I tried something new.’”



90% of coaches felt that they created meaningful relationships throughout the Girls At Bat program.



Indigenous Rookie League

Each Indigenous Rookie League program is built on a foundation of training and capacity building opportunities for local youth workers and coaches. This includes structured baseball practices and tournaments for children and youth as well as intergenerational community events. Jays Care works with each individual community, or group of communities, to tailor the program to fit its own specific goals, needs, and assets. The result is the creation of baseball-infused spaces that are safe, positive and fully inclusive of all children and youth no matter what their ability or background. Youth that were once on the sidelines step up to the plate supported by healthy peer-relationships and positive adult role-models.

92

92% of participating youth reported feeling more confident since participating in Rookie League.

90

90% of participating youth reported wanting to continue to be active after participating in Rookie League.



100

100% of coaches reported building new positive relationships with other community members.

100

100% of coaches reported that as a result of the Jays Care training, they felt more confident and comfortable in their role as a Rookie League coach.

UNSTOPPABLE

BOBBI JO STARR

If you ever visit the community diamond in Star Blanket Cree Nation, the first thing you'll probably hear is Bobbi Jo Starrs' infectious laugh as she leads her team in a cheer. She's a favourite on the baseball diamond because of her positive attitude and ability to rally the community around her Rookie League team. Bobbi Jo values her culture, and chose to get involved with Jays Care as a way to re-connect with her community.

“I'm having the most fun I've ever had in my life! I'm getting to know my nieces and nephews, and the healing I've experienced through coaching is something I hope other FHQ members can experience.”

- Bobbi Jo Starr

Bobbie Jo is passionate about Jays Care Rookie League and has goals to grow the program and its impact in her community. On the diamond you'll find her leading chants, dances and taking group photos of the hundreds of community members who come together each week in support of the youth on the field.

RBI

RBI is a baseball for development program based in schools across the country. RBI creates opportunities for students to represent their school, build relationships with their peers, learn valuable life skills and develop a passion for sport. RBI works with local schools, school boards and organizations to remove any barriers that students may face in getting in to the game. Participating schools receive trained coaches, equipment and uniforms so that students are fully prepared to participate in structured league play and championship tournaments. Students participate in weekly practices and games where they learn all of the basic rules, fundamentals and life-lessons that come from the game of baseball.

90

90% of participants said RBI made them feel like part of a team.

85

As a result of RBI, 85% of participants look forward to playing more baseball in the future.

92

92% of participants agreed that their coaches made RBI fun and encouraged them to try their best.



Home Run Scholars

Home Run Scholars programs are dynamic and accessible after-school programs that support children in grades 1 to 8. Home Run Scholars programs provide a safe, fun and inclusive environment aimed at improving academic performance, after-school behaviour and physical, social and emotional well-being of participating children. Jays Care provides training and support to local youth staff to create consistent and quality after-school programs that always include dedicated homework time, a variety of sport and play activities and a healthy meal.

92

92% of staff felt like they made a positive difference in the lives of children and their Home Run Scholars Site.

80

80% of participants reported that at Home Run Scholars, they play more sports and activities than they do at home.



James Bay Girls At Bat

James Bay Girls at Bat is a life promotion program that sets the goal of helping female indigenous youth develop life skills, peer connections and to find a place where they are able to flourish despite the challenges they face. Between 2009 and 2011, approximately 600 children and youth in First Nations communities west of James Bay considered or attempted suicide, according to testimonies compiled by the local Mushkegowuk Council. On April 9, 2016, the Chief of Attawapiskat First Nation declared a state of emergency after 11 attempts of suicide occurred in a single day. As a result, the youth in Attawapiskat and in neighbouring communities are uniting to speak about what their communities need to overcome the suicide crisis and how they can drive this change. Inspired by stories of resilience, a collective and passionate group of organizations across Canada have partnered with Jays Care Foundation in the design and implementation of the James Bay Girls At Bat life promotion program. Youth Champions are connected with caring adults and female indigenous youth across Ontario to form a support group where youth feel safe to learn grow, develop skills and set lofty goals for their future. Together they build life skills, confidence, connections and resilience.

84

84% of youth champions said JBGAB retreat made them feel like they have more peers and adults they can rely on.





Field Of Dreams

To play is to learn! Baseball diamonds and other sport facilities are classrooms for the children and youth of Canada. Kids should be proud of the places where they play while having the opportunity to learn life skills and participate in an important step in their socialization. Field Of Dreams is Jays Care's granting program for infrastructure dedicated to youth life-skill development and physical activity. The Field Of Dreams program provides funding to design, refurbish and build safe spaces for children and youth to play baseball, develop life skills and learn from positive role models. In the last five years, Jays Care has committed over \$8 million to 66 infrastructure projects across Canada.

Over
\$1.4
MILLION

invested in
**9 provinces and the
Yukon territory.**

Our 2018 Field Of Dreams recipients

KWANLIN DÜN FIRST NATION



ANTIGONISH CHALLENGER BASEBALL



ST. ALBERT MINOR BASEBALL ASSOCIATION



HAMILTON CHALLENGER BASEBALL ASSOCIATION



- Aaron Roote Memorial Youth Centre
- Altona Minor Baseball
- Antigonish Challenger Baseball
- Battlefords Minor Baseball
- Fabio Belli Foundation
- Gagetown & District Recreation Council
- Gordon Head at Lambrick Park Baseball Organization
- Hamilton Challenger Baseball Association
- Judique Recreation Association
- Kwanlin Dun First Nation
- Municipality of Pontiac
- National Ball Association
- North Regina Little League Inc.
- Paradise Minor Baseball INC.
- St. Albert Minor Baseball Association
- TDSB Pelmo Parks Public School

Take Me Out To The Ballgame

Take Me Out To The Ballgame helps remove barriers for kids so they can experience the magic of a Blue Jays game at Rogers Centre first hand. Jays Care offers ballpark experiences through the Jays Care Community Clubhouse, ticket reallocation from our generous fans and through our partnership with Kids Up Front. The Jays Care Community Clubhouse is a kid-friendly, double-luxury suite at Rogers Centre that provides a first-class major league experience for groups of youth who otherwise would not have the opportunity to attend.



FUNDRAISING



Step Up to the Plate

How to Get Involved



BECOME AN IMPLEMENTING PARTNER

If your organization is dedicated to creating opportunities for Canadian kids, we want to hear from you! Jays Care is always looking for passionate like-minded organizations to become implementing partners and deliver programming that has a profound impact on Canadian children and youth who need it most. Please email jayscarefoundation@bluejays.com with inquiries.



MAKE AN IMPACT INVESTMENT

Are you interested in supporting kids in Jays Care programs? Make a donation to support our vision of a level playing field for all kids across Canada by visiting jayscare.com/donate. If you are interested in discussing a larger impact investment, please email jayscarefoundation@bluejays.com.





GET YOUR 50/50 TICKETS

The ultimate win-win! Purchase your tickets and join in the excitement of MLB's league-leading 50/50 draws at Rogers Centre with all proceeds supporting Jays Care programs. Tickets can be purchased at kiosks and from mobile 50/50 sellers on 100, 200 & 500 levels.



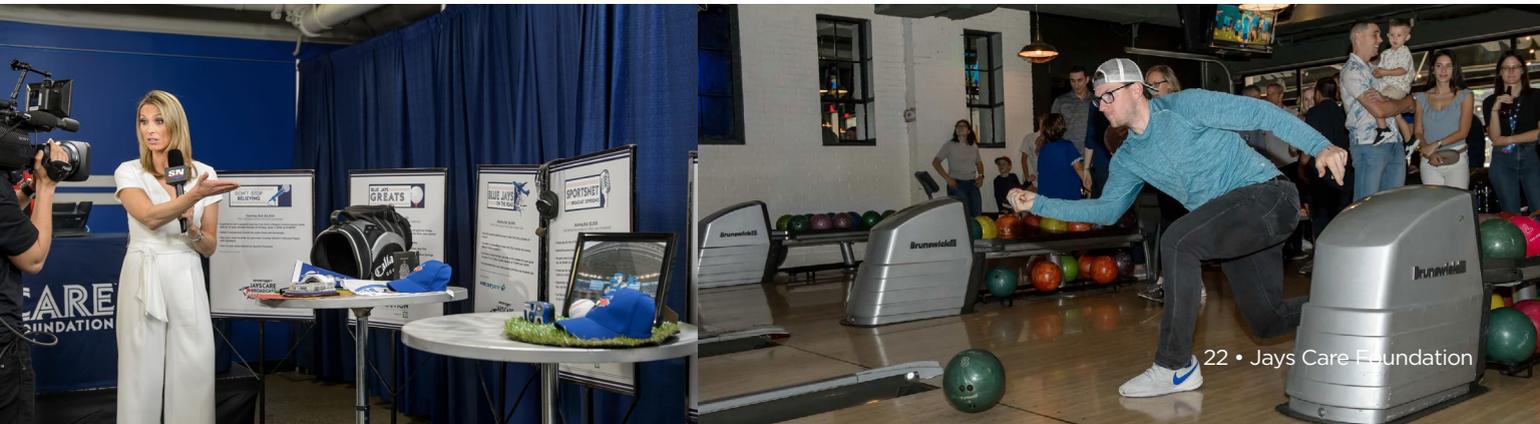
HOST A FAN FUNDRAISER

Support Jays Care through hosting a Fan Fundraiser event in your community! Visit [jayscare.com/fanfundraisers](https://www.jayscare.com/fanfundraisers) to learn more.



BE OUR GUEST

Throughout the season, Jays Care hosts a number of unique and exciting events including the Curve Ball Gala, Russell Martin 55 Poker Classic, Jays Care Golf Classic, Behind The Plate with Buck Martinez presented by Labatt and the Sportsnet Jays Care Broadcast Auction presented by TD. Visit [jayscare.com/events](https://www.jayscare.com/events) to learn more about our exciting lineup of events!





**BASEBALL
ACADEMY**

BLUE JAYS BASEBALL ACADEMY

Throughout 2017, the Blue Jays Baseball Academy continued its efforts to strengthen and support minor and amateur baseball programs across Canada.

Learn more by visiting:
bluejays.com/baseballacademy

BLUE JAYS™
BASEBALL **12** ACADEMY
TOURNAMENT

PRESENTED BY:



TOURNAMENT 12

150

of Canada's best high school baseball players showcased their skills for professional scouts and college recruiters during a week-long tournament at Rogers Centre.

BLUE JAYS™
BASEBALL **12** ACADEMY
TOURNAMENT

PRESENTED BY:



TOURNAMENT 12 TRYOUTS

790

amateur players attended tryouts throughout the country for a chance to represent their region at Tournament 12.



HONDA INSTRUCTIONAL CLINICS

1651

youth baseball players aged 8-14 received coaching from Blue Jays alumni in **22 cities** across Ontario.



HONDA SUPER CAMPS

1207

youth baseball players received developmental instruction from Blue Jays alumni and top-level coaches during camps in **10 provinces and the Yukon territory.**



NATIONAL COACHES CLINIC

320

coaches from across Canada attended the annual clinic, featuring a wide range of speakers including Blue Jays alumni and coaching staff.

50/50

In 2018, the most philanthropic fans in baseball helped raise over \$2.6 million through Jays Care 50/50 draws presented by Cisco! Our season-high jackpot was held on Opening Day with one lucky fan taking home \$161,875. One hundred percent of the proceeds raised through the 50/50 program are invested in children and youth in Jays Care programs.



Jays Care Foundation @JaysCare

In 2018, we were once again blown away by the support of the most philanthropic fans in baseball!

Thank you, @BlueJays fans for raising over \$2.6 million supporting #UnstoppableKids through 50/50 draws at Rogers Centre!

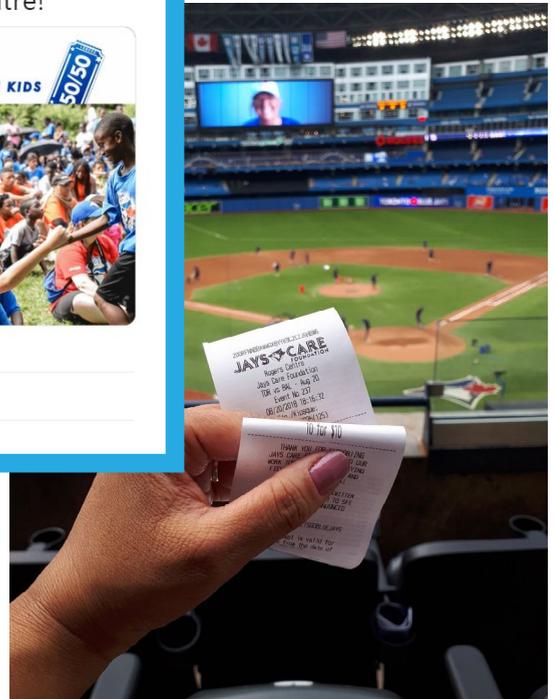
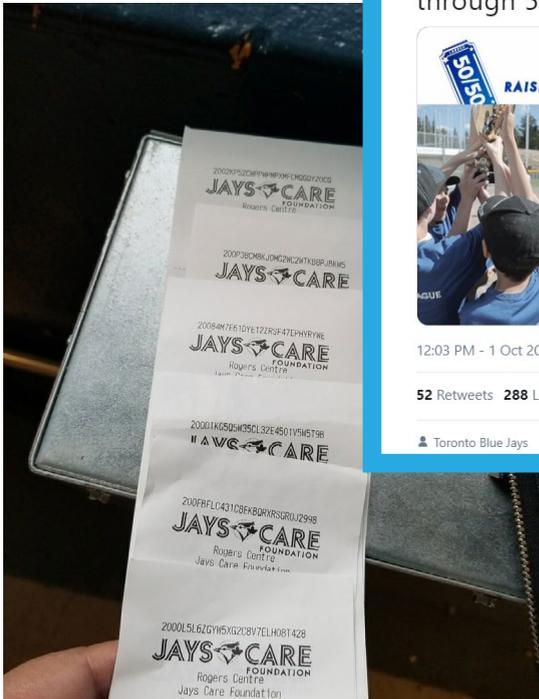
\$2,635,949
RAISED SUPPORTING JAYS CARE UNSTOPPABLE KIDS

12:03 PM - 1 Oct 2018

52 Retweets 288 Likes

Toronto Blue Jays

The tweet features a central graphic with three photos: a group of children in blue shirts, a baseball player at bat, and a crowd of fans. The graphic is flanked by '50/50' signs. Below the tweet, a hand is shown holding a physical 50/50 draw ticket.



Signature Events Series

CURVE BALL GALA

We hosted the 2018 Curve Ball Gala at Rogers Centre where 1,500 guests, the entire Blue Jays roster and 10 Unstoppable Kids joined us to help raise over **\$1.5 million** in support of Jays Care programs.



JAYS CARE GOLF CLASSIC

72 foursomes hit the links with 24 Blue Jays alumni at the 23rd Annual Jays Care Golf Classic, which raised over **\$900,000**.



BEHIND THE PLAYER WITH BUCK MARTINEZ PRESENTED BY LABATT

Back for its second season was our Behind The Plate lunch and speaker series in partnership with Buck Martinez. Hosted at restaurants across Toronto, Behind The Plate raised over **\$130,000** in support of Jays Care.

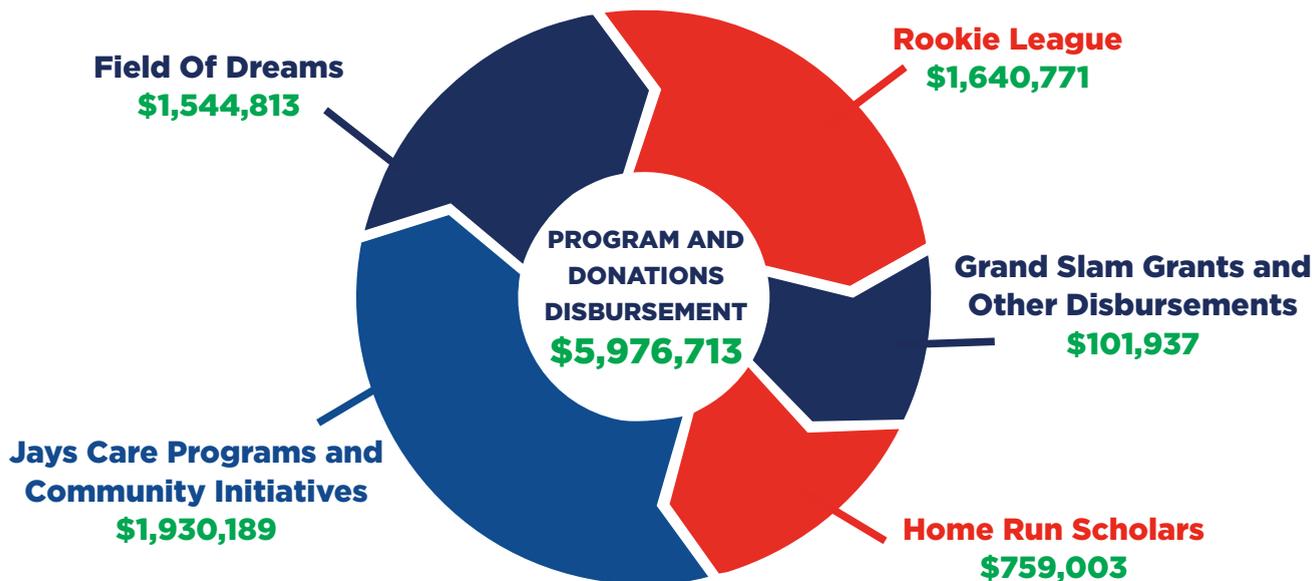


RUSSELL MARTIN POKER CLASSIC

For the third season in a row, Russell Martin hosted the Poker Classic in support of Jays Care. Blue Jays players, sports celebrities and attendees joined together for an unforgettable night at Rogers Centre, going all in and raising over **\$140,000**.



2018 Program and Donations Disbursements



2018 Fundraising and Donations Overview

FUNDRAISING COSTS -\$2,316,129

GENERAL AND ADMINISTRATIVE COSTS -\$556,367





Thank You

Every year, Rogers Communications Inc. generously donates \$1 million to Jays Care Foundation. This investment helps to make our programming possible all across the country. Countless Rogers employees also donate their time and resources to support our work.

Our friends at Sportsnet continue to generously support Jays Care by providing creative expertise, time and resources to help increase our reach across Canada. Their dedication and enthusiasm for our work is inspiring.

On behalf of children and youth in our programs from coast to coast to coast, we extend a sincere thank you to our wonderful colleagues at Rogers and Sportsnet.





Where to Find Us

BOARD OF DIRECTORS:

MELINDA ROGERS
CHAIR

STU HUTCHESON
VICE CHAIR

CHARLIE ANGELAKOS

PATRICK BLILEY

RICK BRACE

JIM BUNTING

JOE CANAVAN

RON CARINCI

GORDON CHOW

PETER DAWE

JAMES DODDS

JAMIE HAGGARTY

JOHN MACINTYRE

DAN NOWLAN

SEAN SEATON

MARK SHAPIRO

PETER SISAM

MELANIE TEED-MURCH

JIM TRELIVING



@jayscare



facebook.com/jayscare



@jayscare

Phone: 416.341.1456

Email: jayscarefoundation@bluejays.com

Mail: Jays Care Foundation
1 Blue Jays Way, Suite 3200
Toronto, ON M5V 1J1





™Toronto Blue Jays, Jays Care Foundation, and all related marks and designs are trademarks and/or copyright of Rogers Blue Jays Baseball Partnership ©2018

Additional marks and designs are the property of their respective owner and are used under license.

Photographs courtesy of:
Michelle Prata Photography,

