



ARIZONA DIAMONDBACKS COMMUNITY NEWSLETTER

CELEBRATING \$33 MILLION IN CHARITABLE GIVING

VOL 1, ISSUE 2 • JUN/JUL 2013

Letter from **KEN KENDRICK**

At this very moment, just as you are receiving and reading this newsletter, a group of more than 30 D-backs front office employees is on the ground in the Dominican Republic. While this is almost certainly the largest contingent of employees any Major League team has ever sent to that tiny island nation at one time, the reason behind the trip is also the reason behind this newsletter.

When we created the D-backs Give Back newsletter, we did so to highlight the impact that our players, staff and organization as a whole can have in the community. When we created the D-backs Give Back League, we did so in order to encourage our employees to choose the causes closest to their hearts and leave a lasting impression here in the Valley.

More than 100 of our employees volunteered over 2,500 hours of their time last season on community service projects that ranged from helping find homes for foster children and food for the hungry to housing for the homeless and mentoring for the youth of Arizona. At the end of the year, each of the nine teams of employees in the Give Back League presented their projects to their colleagues which turned out to be an extremely emotional day for all of us.

To reward these employees for their creativity and compassion, the entire winning team and the MVP from each of the remaining eight teams was treated to a trip to the Dominican Republic. During the visit, the group will not only get to see our thriving academy where many young players like Miguel Montero, Gerardo Parra and others got their start in professional baseball, but also the extreme poverty and challenges facing a country that has produced hundreds of Major Leaguers. In keeping with the spirit of the Give Back League, these employees will help dedicate a renovated field near our academy in Boca Chica and continue to leave the D-backs' mark in another corner of the world.

I would like to believe that it is our organization's unique culture of innovation and focus on contributions in the community that

has helped foster this type of giving spirit in our employees. It's also why we were extremely proud and humbled to accept the Greater Phoenix Chamber of Commerce's IMPACT Award as a "Community Champion" last month.

Handed out each year since 1988, the IMPACT Awards celebrate the impact that outstanding companies have on the Valley's business community and economy. Ten years after these awards were first handed out, we took the field and since that day in 1998, the D-backs and the Arizona Diamondbacks Foundation have surpassed more than \$33 million in charitable donations.

So as you read this newsletter and as our employees enjoy a few days in the Caribbean and leave their footprints in the Dominican Republic, I can't help but think back to that day last season when I watched these employees emotionally share their stories with their peers. It was then that I was struck with a powerful thought that I shared with them that day and I share with you today.

I'm often asked what my proudest moment is as part of the Arizona Diamondbacks and up until that afternoon, my standard answer was watching Luis Gonzalez get the game-winning hit in Game 7 of the 2001 World Series. But watching our employees exemplify the meaning of the term "D-backs Give Back," that moment immediately jumped to the top of my list. It is, without a doubt, my proudest moment as Managing General Partner of the D-backs.

Ken Kendrick
Managing General Partner



ARIZONA DIAMONDBACKS FOUNDATION BOARD OF DIRECTORS

CHAIRMAN

KEN KENDRICK

PRESIDENT

MIKE KENNEDY

VICE PRESIDENT

DERRICK M. HALL

TREASURER

TOM HARRIS

ADVISOR

CHARLES JOHNSTON

DEAN SHORT

BOARD OF DIRECTORS

ROY HENDRICKSON JR.

BRAD NELSEN

HOPE H. OZER

PATRICK PAUL

JIM SCUSSEL

ISSAC SERNA

MICHAEL YATES

ARIZONA DIAMONDBACKS FOUNDATION EXECUTIVE COUNCIL

JENNIFER ADAMS - *US AIRWAYS*

TAMMY BAKER - *ARIZONA MILK PRODUCERS*

BOB BURTON - *COMMUNITY VOLUNTEER*

DEBBIE CASTALDO - *ARIZONA DIAMONDBACKS*

MARK CAVANAUGH - *FIRETRACE USA*

HAMILTON ESPINOSA - *DPR CONSTRUCTION*

DAVID FITZGERALD - *UNIVERSITY OF PHOENIX*

VICKI FIORELLI - *CLEAR CHANNEL*

BRETT HANSEN - *FOX SPORTS ARIZONA*

TOM HATTEN - *MOUNTAINSIDE FITNESS*

JULIE JONES - *AVNET*

PAUL KELLY - *PARKER AND SONS*

CULLEN MAXEY - *ARIZONA DIAMONDBACKS*

SHAWN MCCLAIN - *SAFELITE*

TOM MEEKS - *ERICKSON AND MEEKS ENGINEERING*

STEVE MULLINS - *ARIZONA DIAMONDBACKS*

PAUL ORTIZ - *WILKINSON FLOORING*

SANDI PEREZ - *DELTA DENTAL*

MIKE REINA - *SOUTHERN WINE AND SPIRITS*

MIKE ROSS - *GALLAGHER AND KENNEDY*

RACHEL SAHLMAN - *APS*

MAX SIRSTINS - *SANDERSON FORD*

DENNIS SCULLY - *D2 PRODUCTIONS*

KERRI WHITE - *ARIZONA DIAMONDBACKS*

PROGRAM SPOTLIGHT

50/50 RAFFLE supported by **Western Refining**



In its first full season the 50/50 Raffle raised more than \$1 million. Entering its second season, the Arizona Diamondbacks Foundation 50/50 Raffle sales team sells tickets for \$2 each, 3 for \$5, 7 for \$10 or 15 for \$20 in the stands and at the D-backs Community Clubhouse located along the concourse behind section 131. Raffle tickets are available through the end of the sixth inning and a winner is announced at the end of the seventh inning – with that winner taking home half of the jackpot. The other half of the jackpot benefits the Arizona Diamondbacks Foundation to support youth baseball field development and sports outreach across the state of Arizona.

This season the Arizona Diamondbacks Foundation welcomed Western Refining to the D-backs 50/50 Raffle available at every home game. “The funds raised through the raffle from both our fans and with the financial support of Western Refining will help the Arizona Diamondbacks Foundation improve the lives of so many across the state of Arizona” said D-backs President & CEO Derrick Hall.

“Western Refining focuses its attention on fueling a bright future for Arizona and that is exactly what the 50/50 Raffle does.”

Western Refining welcomed the opportunity to partner on a program that gives back to the community and makes a difference. Both brands will benefit from the relationship and enhance each other's footprint in the State.

THE NUMBERS...

Through May 2012, raffle sales totaled \$291,365 with an average jackpot of \$10,791. To date in 2013, raffle sales have jumped to \$478,512 with an average jackpot of \$15,950.

WINNER STORY...

Troy is a D-backs season ticket holder in the left field bleachers. He has bought a 3 for \$5 raffle ticket from our seller Tom every game since Opening Day of 2012. On Monday, May 27, he won \$12,515 in the first game of the double-header.



Community Partner PROFILE



The Arizona Diamondbacks Foundation is pleased to announce that we have joined forces with another community powerhouse that truly understands the importance of giving back to the community. Just like the Arizona Diamondbacks, Western Refining is committed to improving the quality of life in the communities where we all live and work. It is at the very core of both corporate cultures and demonstrated each and every day. As fans, you will see Western Refining supporting the 50/50 Raffle at every D-backs home game. Together, Western Refining and the D-backs are working to make a positive and ongoing impact on the lives of our neighbors with programs and practices that provide meaningful support to the community.

“It did not take long for us to realize that the D-backs and the Arizona Diamondbacks Foundation had a great reputation for giving back to the community and making a difference,” said Western Refining Vice President of Corporate Communications Gary Hanson. “Our brand will benefit from the relationship and we are confident we can help enhance the D-backs brand, as well. Western Refining has a committed executive leadership team and a dedicated employee base that volunteers their time, energies, and talents to help their neighbors. We are very proud of the thousands of hours of service donated each year by our hard-working and compassionate employees.”

Western Refining is dedicated to fueling the lives of customers, by supplying them with products that move them, fly them, feed them, and make their lives better. Western Refining, Inc. is an independent refining and marketing company headquartered in El Paso, Texas. Western operates refineries in El Paso and Gallup, New Mexico. Western's asset portfolio also includes stand-alone refined products terminals in Albuquerque and Bloomfield, New Mexico, asphalt terminals in Albuquerque, El Paso, and Phoenix and Tucson, Arizona, retail service stations and convenience stores in Arizona, Colorado, New Mexico, and Texas, a fleet of crude oil and finished product truck transports, and wholesale petroleum products operations in Arizona, California, Colorado, Maryland, Nevada, New Mexico, Texas, and Virginia. More information about the Company is available at www.wnr.com.

FOUNDATION SPOTLIGHT

COMMUNITY GRANTS AND GRAND SLAM AWARDS

The Arizona Diamondbacks Foundation Community Grants and Grand Slam Awards are the centerpiece of giving for the Foundation. Each year 501(c)3 non-profit organizations in Arizona are encouraged to apply via the online grant program.

In 2012, a record 350 organizations applied for grants and the Arizona Diamondbacks Foundation funded 71 different organizations totaling \$818,000. Arizona Diamondbacks employees, executives, President's Council members, season ticket holders, corporate partners and members of the Arizona Diamondbacks Foundation Executive Council thoughtfully review each and every application. Once the applications are reviewed, top scoring applications are forwarded to the Arizona Diamondbacks Foundation Board of Directors for final review and approval. The Arizona Diamondbacks Foundation Board of Directors, a 13-member board consisting of Diamondback and Maricopa

County appointees is responsible for annually approving all grant applications.

In 2012 a record six Grand Slam Awards were awarded. Overall, 29 Grand Slam Awards totaling \$3 million have been distributed from 2002-2012.

In addition to the Grand Slam Awards, program grants are given statewide to non-profit organizations in the amounts of \$1,000 to \$5,000. The Arizona Diamondbacks Foundation has awarded more than 860 program grants totaling \$4 million since 1998.

The Grand Slam Awards and program grants are made possible by fundraising efforts by the Arizona Diamondbacks Foundation.

To learn more about the grant program or to apply, visit dbacks.com/community. 2013 grant applications are now being accepted.



2012 GRAND SLAM AWARDS OF UP TO \$100,000

- Assistance League of Phoenix
- Gift of Life Arizona
- Maryvale Preparatory Academy - Great Hearts Academies
- Not My Kid
- Tucson Jewish Community Center
- ValleyLife

2012 PROGRAM GRANTS OF UP TO \$5,000

- Aid to Adoption of Special Kids
- American Cancer Society
- Angels on Patrol
- Arizona Blind and Deaf Children
- Arizona Lions Vision Center
- ARCH - Phoenix
- ARCH - Tucson
- Assistance League of the East Valley
- Big Brothers Big Sisters of Flagstaff
- Blue Marble Institute
- BOTHANDS
- Camp Soaring Eagle
- Candlelighters Childhood Cancer
- Catholic Charities of Gallup
- Child and Family Resources
- Christ Child Society

- Community Information and Referral
- Crisis Nursery
- Dance Motion
- Easter Seals Blake Foundation
- Educational Enrichment Foundation
- Elevate Phoenix
- Family Promise Greater Phoenix
- First Book of Tucson
- Florence Project
- GAP Ministries
- Haven Family Resource Center
- Homeless Youth Connection
- Hospice of the Valley
- Human Services Campus
- Interfaith Community Services
- Kids with Autism Can
- Kitchen on the Street
- La Paloma Family Services
- Labor's Community Service Agency
- Latino Institute
- Movement Source Dance Company
- Mt. Graham Safe House
- Native Health
- Neighborhood Ministries
- Northland Hospice and Palliative Care
- OCJ Kids
- One Step Beyond
- One N Ten

- Pedal Power Foundation
- Peer Solutions
- Phoenix Rescue Mission
- Phoenix Symphony
- Phoenix ZOO
- Primavera Foundation
- Rim Country Literacy
- Ronald McDonald House of Phoenix
- Salvation Army
- Save the Family
- Shoebox Ministry
- Society of St. Vincent de Paul
- Southern Aids Foundation
- Southwest Center for HIV/AIDS
- Special Olympics
- Starlight Children's Foundation
- Starlings Volleyball
- St. Joseph the Worker
- UMOM New Day Centers
- Valle del Sol
- Valley Youth Theater
- Verde Valley Caregivers Coalition
- Veterans Medical Leadership Foundation
- Waste Not
- West Valley Child Crisis Center
- Young Life
- YWCA Tucson

Player SPOTLIGHT



OFF THE FIELD

D-backs players Adam Eaton, Willie Bloomquist and Aaron Hill all found themselves unexpectedly on the disabled list in April. Since they couldn't make the impact they hoped to on the field, the trio decided to make a big impact off the field.

Eaton, Bloomquist and Baxter made plans to surprise five-year-old D-backs fan Kyle Byrd and his teammates at their Miracle League baseball game in Scottsdale. Hill, just one day removed from being diagnosed with a broken bone in his left hand, decided to jump in the car with teammate Bloomquist and join in on the surprise. The D-backs players pitched to batters, played catch, signed autographs and took pictures with the excited Miracle League athletes.

Adam Eaton asked the Community Affairs department to continue to keep him busy while the team was on a long road trip. Over the next ten days, he visited patients at the Neurological Rehabilitation Center at St. Joseph's Hospital and Medical Center, spoke to a first grade classroom at Scales Technological Academy about the importance of a healthy lifestyle, and gave words of encouragement to children with chronic illnesses at the DMG Children's Rehabilitative Services Center.





HOW YOU CAN GIVE BACK



PLAY BALL

The Arizona Diamondbacks and the Arizona Diamondbacks Foundation are devoted to youth sports across Arizona. In 2013, the D-backs Give Back PLAY BALL fund, supported by Chase and Western Refining, will enhance the outstanding efforts of Arizona's dedicated parents, mentors, and coaches to expand the game of baseball and softball and inspire Arizona's kids to PLAY BALL. The goal is to ensure that every child who has a desire to learn and play the D-backs way -- has that opportunity.

An Arizona youth team, league, or organization can apply for funds to support player equipment, training for youth players or coaches, assistance with fees and expenses or facility improvement upgrades.

To learn more and to apply, visit dbacks.com/playball. All team sports are welcome to apply.



MYSTERY BALL

Support the D-backs Foundation by purchasing a baseball signed by one of your D-backs favorites. Fans can purchase a Mystery Ball box containing an autographed baseball signed by D-backs players, coaches and alumni. Funds raised benefit the Arizona Diamondbacks Foundation and are used to support youth sports and education initiatives.

Mystery Ball sales begin when gates open at section 130. Quantities are limited. 2013 Dates include: Saturday, June 8 and Saturday, August 10.



D-BACKS LICENSE PLATES

Show your D-backs spirit and support for both the team and the Foundation by purchasing a D-backs License Plate. For just \$25 a year you can display your enthusiasm everywhere you go! Order your plate online at servicearizona.com. \$17 from each plate benefits the Arizona Diamondbacks Foundation. To date over \$1 million from D-backs License Plates has been donated to education initiatives across Arizona.



D-BACKS GIVE BACK 50/50 RAFFLE SUPPORTED BY WESTERN REFINING

During every D-backs home game, fans can purchase a 50/50 raffle ticket supporting the Arizona Diamondbacks Foundation. Tickets are available for purchase at 50/50 raffle kiosks on each level or from one of our enthusiastic 50/50 raffle team members. One lucky fan will take home half the net proceeds from that night's raffle ticket sales with the other half benefitting the Arizona Diamondbacks Foundation, where it will aid our youth baseball field and sports outreach programs.

D-BACKS "GIVING BACK" VOLUNTEER CORPS

Giving back is part of our culture. Throughout the year the Arizona Diamondbacks Foundation hosts various community events. Join the volunteer corps at dbacks.com/volunteer to receive email notifications of upcoming opportunities.



ONLINE MEMORABILIA AUCTION FOR CHARITY

Now's your chance to own a piece of D-backs history! Purchase unique game-used and autographed items that are signed and authenticated. Browse our unique collection of D-backs superstars, past and present, at dbacks.com/auctions and select your favorite baseballs, jerseys, bats and more. Check back often as items change frequently!



DONATE

The Arizona Diamondbacks Foundation helps support thousands of non-profit organizations each year. The mission of the Foundation is to support three main areas of need: homelessness, indigent healthcare and children's programs of all types, including education and youth baseball field development. In addition, the Foundation has created strategic programs that address the needs of our community including veterans, police, teachers, and firefighters – just to name a few. Visit dbacks.com/community for more information or to contribute.