Myrtle Beach Pelicans

2013

John Henry Moss Community Service Award
Table of Contents

1. Initiatives
   1. 15th Anniversary

2. Donations
   1. Pelicans Community Fund
      1. Bruce Dal Canton Scholarship
      2. Bruce Dal Canton Community Service Award

3. Programming
   1. Make A Splash Monday
   2. Senior Slugger Nights
   3. Special Olympics Night
   4. Pink in the Park
   5. Hops for Hospice
   6. Pelikids Day
   7. Military Appreciation Day
   8. Military Welcome Home Video
   9. Pelicans Art Contest
   10. Opening Weekend-Windsor Fire Victims
   11. Playoffs-Champions for Charity

4. Participation
   1. Coastal Carolina University LIFE Program
   2. Camp Pride

5. Involvement with Civic Organizations
   1. SOS Healthcare
   2. Juvenile Diabetes Research Foundation
   3. Girl Scouts of America
   4. Boy Scouts of America
   5. Boys and Girls Club
   6. March of Dimes
   7. Swing Into Giving Blood Drive

6. Providing Fundraising Opportunities for Local Groups
   1. In-Stadium Ticket Fundraising
   2. Silent Auction Opportunities
   3. 50/50 Raffle

7. Support of MiLB Charity Partners
   1. Ed Randall’s Bat for the Cure
   2. Special Olympics
   3. 15 for 15

8. Personal Community Involvement of Players/Field Staff
   1. Miracle League Day
   2. Book Drive

9. Personal Community Service Involvement of Staff
These screens lead to Videos-
Please Click throughout presentaion
15th Anniversary Celebration

The Myrtle Beach Pelicans recognize the important role that sports plays in our lives. We take our commitment to the Grand Strand very seriously and made that commitment the focal point of our 15th Anniversary Celebration. The Pelicans created the Pelicans Community fund in an effort to raise over $250,000 in donation, community givebacks, volunteer time and in-kind services. We’re committed to make the Grand Strand a better place to live, work and play.

Steps to Achieve Goal:

• In-Kind Services
• Donations
• Community Givebacks
• Volunteer time by players/staff

Goal for the 2013 season

$250,000
Pelicans Community Fund

The Pelicans Community Fund’s primary purpose is to collect funds that are used to give back to non-profit groups. Several fundraisers are held throughout the season to raise money for the community fund, including the annual Mystery Baseball Raffle, jersey auctions, autographed merchandise and silent auctions. Two nightly events that raise money for the Pelicans Community Fund include a 50/50 raffle and donations for a group or birthday announcement.
Bruce Dal Canton Awards: In our fundraising efforts, we honor former Pelicans pitching coach, Bruce Dal Canton. Dal Canton was the Pelicans pitching coach for the 1999-2008 seasons. Before joining the Pelican’s coaching staff, Dal Canton played for the Pirates, Royals, Braves and White Sox organizations. Dal Canton tragically passed away in 2008 due to esophageal cancer. Dal Canton will be remember as a teacher of the game and a true gentleman of baseball. To honor Dal Canton, the Pelicans established the Bruce Dal Canton Scholarship Fund and the Bruce Dal Canton Community Service Award. The scholarship is awarded to students graduating from the Horry County Early College High School program and the Service Award is for the current player that shows the most dedication to Horry County.
Make A Splash Mondays were implemented by the Myrtle Beach Pelicans as a way to celebrate their 15th anniversary. The Make A Splash theme was launched to showcase the importance of sports in the community, making the Grand Strand a better place to live, work, and play. In an effort to make the most impact, the Pelicans partnered with the Back Pack Buddies Program which is part of the Help 4 Kids 501c3, providing food, books, clothing, and school supplies to children with limited resources outside of school. The Pelicans adopted this program as the primary charitable partner of each Make A Splash Monday at Pelicans Ballpark. For each Monday home game, the Pelicans offered half-priced admission for guests that donated an item on the Back Pack Buddies donation list and a complimentary community service autographed baseball card from a Pelicans player. All of the children in the Back Pack Buddies Program received a complimentary ticket and meal for a game where the Pelicans celebrated leaders in the community that are making a splash!
Support for the local Community

Programming

Senior Slugger Nights
Presented by AARP SC

For four nights during the 2013 season, fans were asked to bring in 2 or more canned food items for AARP of South Carolina. In exchange for the donation they were given a voucher for a hot dog, bag of chips, and small soda that was redeemable at the Pelicans concessions stands the night of the game. AARP took the food to the Low Country Food bank where it was used to feed Senior Citizens through the Meals on Wheels Program.

<table>
<thead>
<tr>
<th>Game Date</th>
<th>Total Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, April 25th:</td>
<td>$675</td>
</tr>
<tr>
<td>Saturday, May 11th:</td>
<td>$2,100</td>
</tr>
<tr>
<td>Sunday, June 16th:</td>
<td>$2,260</td>
</tr>
<tr>
<td>Friday, July 12th:</td>
<td>$520</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$5,555</strong></td>
</tr>
</tbody>
</table>

Photos from AARP-SC
Facebook
Information on AARP-SC Website
Support for the local Community

Programming

Special Olympics Night

This special day at the ballpark started with a pre-game kick off with food and music. The kids met Pelicans players, participated in a doughnut eating contest, and marched in a pre-game on field parade. Each child also joined Pelicans players on the field for Field of Dreams as the national anthem was performed by Savannah, a Special Olympian. This incredible arrangement of the anthem is something that no one in attendance will be able to forget from the 2013 season. Each player wore a jersey that evening with the word Respect across their back instead of their names. Each jersey was auctioned off after the game with proceeds going to the Special Olympics. The night was made complete with a beautiful firework display set off by the athletes and Splash.

Click to Watch Video
Pink in the Park

Pink in the Park was held to generate funds for The Mary Kay Foundation. The foundation’s goal is twofold, eliminate cancers affecting women and end the epidemic of violence against women.

This fun and successful night included surprises such as a Zumba Flash Mob, specialty pink jerseys worn by the players, a silent auction table, on field games and a one of a kind clogging performance. Fundraising efforts included a jersey auction, 50/50, a pink photo booth, silent auction items and donations collected at the Mary Kay table.
Hops for Hospice

$10 from every keg sold was donated to Mercy Hospice Care
PeliKIDS Day would be better labeled as “Kids Takeover Day” at Ticketreturn.com Field. Not only were children under the age of 12 admitted for free, but were also provided free inflatable's, games and activities for all in attendance.

Honorary PeliKIDS

In addition to that, we held a social media contest for children locally to become honorary members of the Pelicans Front Office Staff for the evening. Duties included GM, on-field host, turf staff, ushers and junior PA. Donations were collected for Backpack Buddies throughout the game to benefit local children in need.
The Myrtle Beach Air Force Base was closed in 1993 after being used as a front-line USAF base in the Cold War, Vietnam War and Persian Gulf War of 1990. In honor of their 20th anniversary, The Pelicans hosted a fundraiser for over 300 of their returning veterans. People from all over the country returned to Myrtle Beach to celebrate and honor their old base.

Reunion events throughout the game included the recognition of the different military branches, a giant flag presentation, a moment of silence, honorary toast and national anthem presented by one of their own. Fundraising efforts included 50/50 and a jersey auction with all proceeds benefiting the Wounded Warriors Project.
Military Welcome Home
Pelicans Art Contest

This year’s annual art contest theme was “Celebrating 15 Years on the Grand Strand”. There were three categories: Elementary, Middle, and High School. One winner was chosen from each category and an overall winner was selected to have their artwork displayed in the Pelicans In-Flight Magazine, which is handed out to all fans entering the ballpark. All submitted artwork was displayed in the concourse of the stadium.

Elementary Winner

High School Winner

Middle School Winner

Overall Winner
Support for the local Community

Programming

Opening Weekend
Windsor Green Fire Donation

On March 16th a local housing complex was destroyed by a brush fire. In total, 108 units were damaged and all the families were displaced. In response, the Pelicans asked local churches to help. 100% of the proceeds of any group ticket bought for Opening Weekend, April 5th-7th, went to the victims of the Windsor Green Fire.

Champions for Charity

The Pelicans put together several dynamic ticket plans for fans to come out and watch them chase a title. In a continued pursuit to ‘Make a Splash’ in 2013, 50 percent of all packages and group tickets sold were donated to charity.

Fans could get all six games in the field box level for $78, upper level for $66 and bud thirst inning level for $48. In addition to that, group tickets were available as well (minimum 10 tickets) and half of every package or group sold was donated to one of five charitable team partners. The charitable partners include The Miracle League, Backpack Buddies, Mary Kay Foundation (Breast Cancer & Domestic Violence), SOS Healthcare (Autism), Special Olympics and Ground Zero (Troubled Teenagers).
LIFE is an acronym for “Learning Is For Everyone.” The program provides educational and transitional opportunities for adults with mild to moderate disabilities. In conjunction with course work, they have the opportunity to serve as interns for two semesters with the hope of moving into a paid position upon completion of the course. The Pelicans employed three LIFE students that worked on the cleaning crew and in our concessions department.

Camp Pride is a day camp for young adults 11-15 years old. The mission of this 3 week program is to develop discipline, resourcefulness and teamwork in a highly structured, educational and adventurous experience. The Myrtle Beach Pelicans staff members volunteered to help teach team building strategies throughout the weeks.
SOS Healthcare

Homerun for Autism Camp

SOS Healthcare was created to help families affected by Autism fight insurance companies for coverage. The Pelicans teamed up with SOS Healthcare for a 1 day Autism Camp. Our players and coaches spent an afternoon with the children and their families teaching them the game of baseball. SOS Healthcare also participated in a ticket fundraiser at the ballpark.
Juvenile Diabetes Research Foundation

The JDRF Walk to Cure Diabetes was held at TicketReturn.Com Field for the second consecutive year and was partnered with a 200 ticket fundraiser during the season.
**Coat Drive:** The local Girls Scouts and the Myrtle Beach Pelicans held a coat drive at the Pelicans Stadium in which we collected over 150 coats which were donated to less fortunate in the area.

**Girl Scout Day Camp:** Our local Girl Scouts celebrated their own day/night at the Myrtle Beach Pelicans. They had an on-field Legacy Athlete Badge workshop. The scouts received a behind the scenes tour of the Pelicans stadium which prepared them for their scavenger hunt throughout the ballpark. Later in the afternoon they enjoyed a picnic and a meet and greet with players. Pre-game they participated in their own parade and the night concluded with the girls watching the Pelicans game.
Boy Scouts Night

Each year the Pelicans have Scout Night at the Stadium. Local Boy Scout troops gear up for a night of excitement. Each scout received a ticket to watch the Myrtle Beach Pelicans play. The night starts with a scout pre-game parade. Once the game is over they pitch their tents in the outfield and enjoy a sleepover on the field. The next morning they are served breakfast and each scout receives a Pelicans Scout Night patch.
Support for the local Community

Involvement with Civic Organizations

March for Babies - Horry County 2013

Date: Saturday, May 04, 2013
Time: 9:00AM
Registration Time: 8:30AM
Myrtle Beach Pelicans Stadium
1251 21st Avenue North
Myrtle Beach, SC 29577

It’s America’s favorite walking event! When you walk, you give hope to the babies born too soon or sick. The money you raise supports programs in your community that help moms have healthy, full-term pregnancies, and it funds research to find answers to the serious problems that threaten our babies. We’ve been walking since 1970 and have raised an incredible $1.6 billion! Join the more than 7 million people who participate, donate and/or sponsor. There are plenty of opportunities for day-of-event exposure, activation and education – not to mention opportunities to meet hundreds of others who are just like you!

Our local sponsor:

Total for the 2 days, 299 units
Support for the local Community

Providing fundraising opportunities for local groups

Ticket Fundraiser Program

The groups that sold 100-299 fundraiser tickets received a $4 profit per ticket, a table to set up information along the concourse, as well as a ceremonial first pitch. The groups that sold over 300 tickets received a $5 profit per ticket, a concourse information table, a first pitch, a radio segment during the game, and the option to host a silent auction during the game.

In-Stadium Fundraising:

Alta Surf Apartments: $400
Barnabas-Horse Foundation for Children: $400
Blue Star Mothers of Coastal Carolina: $400
Carolina Master Chorale: $400
Cedar Branch Community Empowerment: $500
ChantaTHON: $600
Coastal Animal Rescue: $1,188
Coastal Carolina LIFE Program: $440
Cystic Fibrosis Foundation: $400
Fans of American Baseball Club: $800
First Steps: $420
Friends of HCACC: $400
Friends of the Carolina Forest Library: $400
Grand Strand Optimist Club: $420
Grand Strand Technology Council: $2,000
Grand Strand Young Life: $400
Green Sea Floyds Recreation, Inc: $400
Habitat for Humanity: $436
HANDS: $400
Heroes for Children: $400
Holy Trinity Catholic School: $1510
Home Instead: $400
I am Jayden Foundation: $400

Joe’s Crab Shack: $400
Juvenile Diabetes Research Foundation: $800
Kare Team Sanctuary: $400
Long Bay Baseball Club: $5,000
Loris Boosters Club: $400
Low Country Community Church: $400
March of Dimes: $648
Marching Panthers: $6,000
Myrtle Beach Air Force Base Reunion: $1,545
North Myrtle Beach Little League: $1,440
Operation Hope: $400
Paint the Park Pink: $1,500
Shallotte Dixie Youth: $1,550
Silver Lining Dance Academy: $400
SOS Healthcare: $1,500
South Carolina Advocates for Epilepsy: $676
South Carolina Sharks: $1,675
South Carolina State Firefighters Assn: $1,032
Special Olympics: $2,500
Surfside Beach Youth Sports Assn: $1,028
Ugandan Thunder: $400
Upward Sports of Georgetown: $400
Waccamaw Dixie Youth: $1,500
Providing fundraising opportunities for local groups

Silent Auction Opportunities

Groups who sold over 300 fundraising tickets received the option to host a silent auction in the concourse during the game date they chose.
Support for the local Community

Providing fundraising opportunities for local groups

50/50 Raffle Opportunities

The 50/50 Raffle Program was launched by the Pelicans during the 2013 season as a way to raise money for the Pelicans Community Fund. Each game, staff made their way through the crowd selling raffle tickets that would buy each entrant an opportunity to win half of the money collected that evening. The other half benefitted the Community Fund or the specific fundraiser in attendance that sold over 400 tickets.

Groups that benefitted from the 50/50 Raffle this season:

- Windsor Green Fire Victims
- Help 4 Kids/Backpack Buddies
- Special Olympics of Horry County
- Grand Strand Juniors Volleyball
- Cystic Fibrosis Foundation
- Marching Panthers
- Oklahoma City Tornado Relief Fund
- South Carolina Sharks
- Salute the Troops
- Mary Kay Ash Foundation
- JDRF
- SOS Healthcare
- Reggie Sander’s Foundation
- Long Bay Baseball
- Bobby Richardson Foundation
Support of MiLB Charity Partners

Ed Randall’s
Bat for the Cure
Strike Out Prostate Cancer!

Support for the local Community

John Henry Moss Community Service Award

Special Olympics

Help Disaster Relief Efforts

15 for 15
16% of your purchase for 16 days (June 3-17, 2013) will be donated to MiLB Charities for disaster relief efforts in communities affected by the recent tornadoes in Oklahoma.
June 13, the Myrtle Beach Pelicans held a Book Drive at TicketReturn.com Field. The Pelicans collected books to donate to the library at Plaza Towers Elementary School in Moore, Okla. The school was destroyed by a tornado on May 20 and needs books to replenish its library. Fans who brought in slightly used or new books for donation received half price admission. The book drive was the idea of Myrtle Beach Pelicans Manager, Jason Wood. His daughter’s saw the story on the news and wanted a way to help.
Support for the local Community

Personal Community Service Involvement of Staff

- Rotary International
- Sports Turf Managers Association, South Carolina
- Horry Georgetown Technical College
- Myrtle Beach Area Chamber of Commerce
- GS Scene, For Young Professionals
- Boys & Girls Club
- Freedom Readers
- GS Tech Council
- BNI
- Maria's Kids
- Grand Strand Miracle Leagues
- March of Dimes
- Carolina Forest Community Church
Total Raised During 2013

$397,187