



2024 Eugene Emeralds Community Report





American Cancer Society

When cancer strikes, it hits from all sides. The Eugene Emeralds teamed up with American Cancer Society in a big way this season to help raise money to find a cure.

Real Men Wear Pink

October is Breast Cancer Awareness month and this past season, our assistant general manager Chris Bowers and several other men in Lane County teamed up to participate in the American Cancer Society's Real Men Wear Pink Campaign. The campaign gives men a leadership role in the fight against breast cancer. Chris wore pink all month long to raise awareness and money for the American Cancer Society's breast cancer initiatives, including research, patient services and education around screenings and risk reductions. To help him raise money, the staff created special Breast Cancer Awareness t-shirts that sold online, partnered with a local restaurant to fundraise through sales and a coffee drive. Chris raised over \$8,006.77 as part of Lane County's \$207,376 Real Men Wear Pink donation.

American Red Cross Blood Drive

Every two seconds, someone in the US needs blood. Alongside Bloodworks Northwest and American Red Cross, the Eugene Emeralds hosted community blood drives every month over the season. The need for blood locally remains constant and one pint can save up to three people's lives. During the drives, 20 pints of blood were donated!

Appearances

The Eugene Emeralds staff, players, Sluggo and the new mascot Boomer, were happy to continue their support of the Eugene/Springfield area outside of the field through volunteer and community appearances.

Players

Within their short stay in Eugene, the players made 25 visits, adding up to 130 hours. Visits included local elementary schools for field days or classroom readings, little league games amongst others.

Sluggo and Boomer

Everyone's favorite green bear, Sluggo, logged over 150 hours of appearances. Amongst the long lists of appearances, he showed up at hospitals, schools and community events. His new friend, Boomer the Whale, started to make appearances alongside him after his release in March 2024.



Front Office

The Eugene Emeralds' front office staff logged over 230 hours of volunteer hours this season. The staff spent their time with Children's Miracle Network pageants, Schools, PeaceHealth Hospital, tabling events and many other deserving nonprofits.

Boys and Girl Club

Boys and Girls Club of Emerald Valley is one of the largest and most diverse youth service agencies in the Eugene/Springfield area, and the Eugene Emeralds continued to grow their partnership with the club this season.



Field of Dreams

The Eugene Emeralds hosted the eighth annual Field of Dreams fundraiser for the local Boys and Girls Club of Emerald Valley. In addition to the silent auction and dinner, the event added a little comedic relief this year with a local comedian closing out the night. The event raised a record breaking \$190,000 for the clubs.

Children's Miracle Network Kids Helping Kids Pageants

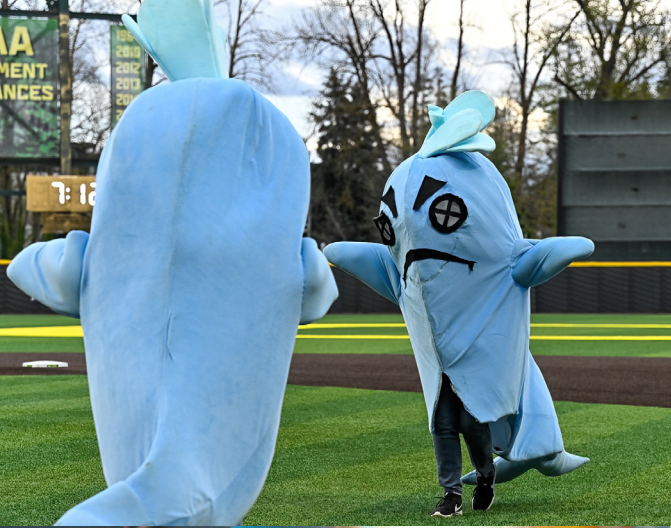
This year, the Eugene Emeralds were honored to be the presenting sponsor for the Children's Miracle Network's Kids Helping Kids. It's one of the organizations' largest fundraisers every year. This program has 11 local high schools that work to help fundraise and put on a pageant to help families served by CMN. The pageants embrace what Minor League Baseball and the Emeralds stand for — good family fun and community support. Contestants put on a night of laughs and years to raise money for local kids. This year, the pageants raised \$139,284.



The Nine

After five months of working with a focus group built of local Black community leaders, the Eugene Emeralds announced a new speciality jersey that honors our local Black community and the impact the Negro Leagues made in baseball. From the beginning states, the Eugene-Springfield NAACP has been a leader in bringing this project to life. During the season, the NAACP was present during every Nine game. For our Juneteenth celebration, we gave out 1,000 caps that replicate the jersey.





Exploding Whales

After the success of the release of the Exploding Whales, the Emeralds continued their partnership with Oregon State University's Marine Mammal Institute. During every Exploding Whales game, MMI was at the game, sharing information about Climate Change and Whale Migration. They provided educational displays for fans of all ages, marine mammal trivia and shared how fans can help protect their mammal friends.



Dog Day

For two games this season, the Eugene Emeralds partnered with Greenhill Humane Society and the Oregon Coast Humane Society to raise money and awareness for those two facilities as well as try to get some dogs adopted. In addition to dog spotlights and meet and greets with the animals, the cost of each Pooch Pass was donated to Greenhill Humane Society.



Reading Program

The Eugene Emeralds are strongly committed to providing educational programs that support students in the Emerald Valley. Sluggo's Home Run Reading Challenge, presented by Kendall Auto, is an incentive-based program that is free for all local schools and can be adapted to any reading level. This program encouraged students to read for the chance of earning two free tickets to an Emeralds game. This year, Sluggo and the Emeralds had 53 schools participate and 11,400 kids completed the challenge.

On April 28, the Monarcas de Eugene hosted a Dia de los Libros game to celebrate our Spanish readers. Local literacy nonprofits came out to the game to hand out free, bilingual books



Community Spotlight

During each home game, a local nonprofit was invited to PK Park to promote their organization through the Community Spotlight Program. Nonprofits had a table on the concourse, a first pitch, recognition throughout the game as well as 10 free tickets to the game. 66 nonprofits participated in the program this year.

Cafe Yumm Tickets

In partnership with Cafe Yumm, we created the Tickets for Good Program which allowed nonprofits or other low-income organizations to come out to a game. Over the course of the season, we passed out 1,000 tickets.



National Night Out

This summer, the Eugene Emeralds joined forces with the Eugene Police Department to host their annual National Night Out – an annual community-building campaign that promotes police and community partnerships, safer neighborhoods and more caring places to live. National Night out enhances the relationship between neighbors and law enforcement while bringing back a true sense of community and provides a great opportunity to bring police and neighbors together under positive circumstances.



Pride Night

On Thursday, June 13, the Emeralds held their fourth annual Pride Night, a celebration of the Eugene/Springfield LGBTQIA+ community. The night was proudly sponsored by Nelson's in the Whit, a locally owned LGBTQIA+ restaurant. As part of the event, Trystan Weeks, a local LGBTQIA artist, designed Sluggo's jersey and tee-shirts that were sold in the team, with a portion of the proceeds going back to Queer Eugene, a local nonprofit that works with local LGBTQIA+ members with resources and connections. Sluggo's jersey was auctioned off in-game, with all the money raised going to Mount Pisgah Arboretum. The game was started by an inspirational National Anthem performance by Soromundi, a local Lesbian choir. All the Emeralds front office and game day employees were decked out in Pride merchandise and 10 different community organizations joined us for that game to offer resources and information to fans.



CASA Camp

This summer, the Eugene Emeralds partnered with CASA of Lane County, an organization that works with abused and neglected kids in the area. The free, private camp was ran by our players, who served as instructions for the kids. Afterwards, each child received tickets to the game that evening and a free lunch to go home.



IEI Whiffle Ball Game

On Friday, August 9th, the Eugene Emeralds hosted members from Independent Environments Inc, a non-profit that works with people with developmental disabilities and tries to help them live normal lives. With our front office, we played a 5 inning whiffle ball game that consisted of walk-up music, PA announcer and the feeling of being a professional baseball player for the day.



Monarcas Camp

This summer, Los Monarcas de Eugene continued the tradition of hosting free baseball clinics for kids ages 6-15. The camp was held at PK Park and we partnered with the Oregon Department of Human Services and the Dual Immersion Elementary Schools in the area. Current Monarcas players served as instructions and lead participations in hands-on exercises including field drills, throwing and basic baseball skills. The camp ended with a player vs. campers game, which was the kids' favorite part. Campers also received tickets for a future Monarcas game.

Monarcas Community Tickets

To make the ballpark more accessible for our Latinx Community, we worked with the Oregon Department of Human Services, local education Spanish programs and Latinx-focused non-profits to hand out over 600 tickets to families.

Little League Takeover - MLB Play Ball Weekend

Over Father's Day Weekend, the Emeralds front office and players showed up at a Eugene Little League game and turned it into a big league experience. With walk-up music, a PA announcers, Sluggo and our players in the crowd, the kids were major leaguers. After their game, tee-shirts and wiffle ball sets were handed out while players and Sluggo did autographs and pictures.

Special Olympics Polar Plunge

The Emeralds front office willingly ran into the freezing Willamette River in February to raise money for Special Olympics Oregon. The Polar Plunge is a unique opportunity for individuals, organizations and businesses to support local Special Olympic athletes. This was the ninth year that the Emeralds took place in the chilly fundraiser. The team raised almost \$2,000 for the program.

Specialty Jerseys

This season, the Emeralds designed six speciality jerseys, with all of them being auctioned off this season. We raised over \$12,000 for local nonprofits. This year's jerseys include Harry Potter, Yellowstone, Pink Out jersey, and Marvel amongst others.



Christmas Parades

This past December, the Emeralds built a float and participated in three Christmas parades — Springfield Christmas Parade, Coburg Light Parade and Veneta Christmas Parade. The staff, including Sluggo, dressed as elves and greeted hundreds of community members in the parade.

Ticket Fundraisers

Charitable and nonprofit organizations benefited by joining the Emeralds for a special night at PK Park through the Emeralds' FUN-draising program. A total of 46 groups took part in the program and raised \$20,482





Front Office Staff Community Involvement

Allan Benavides

Boys and Girls Club

Board Member

Ted Norman Memorial Baseball Complex

Board Member

Chris Bowers

American Cancer Society Real Men Wear Pink

Member

South Eugene High School Men's Basketball

Freshman Head Coach, JV Assistant Coach

Matt Dompe

Eugene Little League

Board Member

Nina-Grace Montes

Children's Miracle Network

Volunteer

Boys and Girls Club

Field of Dreams Committee Member

Cal Ripken Willamette Valley Regional Tournament

Tournament Director

Damien Mata

Children's Miracle Network

Volunteer

Kyrstin Ginter

Children's Miracle Network

Volunteer

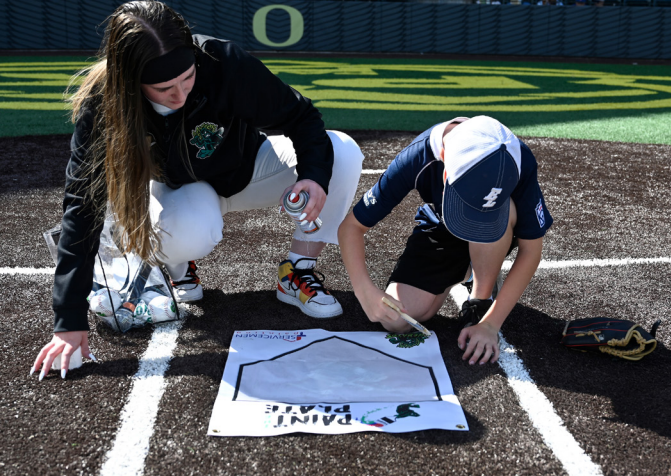
Cal Ripken Willamette Valley Regional Tournament

Board Member

Connor Watrous

Cal Ripken Willamette Valley Regional Tournament

Board Member



In-Stadium Fundraising

LCOG Senior & Disability Services	\$708
5th grade Costa Rica Immersion Trip	\$336
Awbrey Park Elementary Fundraiser	\$1,134
Boy Scouts of America Oregon Trail Council	\$804
El Camino del Rio Elementary School	\$270
Eugene Little League	\$744
Eugene Symphony	\$624
Head Start Lane County	\$750
Independent Environments Inc.	\$330
Lane County Barnstormers	\$426
Laurel Elementary Fundraiser	\$470
Lowell Highschool Football	\$294
NAAG	\$804
North Eugene High School Band	\$480
Queer Eugene	\$492
Rose Children's Theater	\$480
Sheldon Little League	\$564
Springfield Tee-Ball	\$330
Thurston Junior Cheer	\$2,989
Transponder	\$900
Umpqua Valley Cal Ripken & Babe Ruth	\$1,254
University of Oregon Alumni Association	\$372
UO SACNAS	\$354
Valley 7s	\$864
Willamette Cheer	\$564
Willamette High School Band	\$558

+ many more...

Monetary Donations

Angel Hair Foundation	\$1,160
Rhododendron Festival Court	\$1,000
Children's Miracle Network	\$5,000
Emeralds Community Fund	\$3,350.36
Oregon State University	\$1,020
ARC Lane	\$400
American Cancer Society	\$7,431
PCUN	\$460
Festival of Trees	\$1,500
The Friends of Pat McDowell	\$500
Mount Pisgah Arboretum	\$67.50
Boys and Girls Club of Emerald Valley	\$6,740
LC Youth for Christ	\$1,190
MLB Youth Foundation	\$175
Oregon Women's Softball	\$1,200
OCCU Foundation	\$1,500
HOSEA House	\$1,001
NAACP of Eugene/Springfield	\$2,174.50

+ many more...



General Merchandise and Ticket Donations

In 2024, tickets and/or merchandise was donated to over 300 charities and organizations along with 15 luxury suite nights.

Total Contributions for 2024

Total In-Stadium Fundraising: \$20,482

Total Monetary Contributions: \$39,111

Total Merchandise and Ticket Contributions: \$39,179

Total Gifted Tickets and Suites = \$360,410

OVERALL CONTRIBUTION FOR 2024
\$459,182