IT’S UP TO US
TO MAKE A DIFFERENCE
WE BELIEVE THAT SERVING OTHERS IS A TRUE TEAM EFFORT, AND WE ARE IMMENSELY GRATEFUL FOR THE COMBINED EFFORTS OF OUR PLAYERS AND THEIR FAMILIES, EMPLOYEES, CORPORATE PARTNERS AND FANS AS TOGETHER WE STRIVE TO BRING ABOUT POSITIVE CHANGE IN OUR COMMUNITY.

$5.6 MILLION GIVEN BACK TO THE COMMUNITY SINCE 1994
MESSAGE FROM OUR CHAIRMAN AND CEO

Dear Friends,

As the longest continuously operating franchise in Major League Baseball and the winningest franchise in the major leagues since 1991, the Atlanta Braves have enjoyed a rich legacy of success on the field. As proud as we are of our achievements on the field, we take equal pride in all that we have accomplished off the diamond.

Major League Baseball is a social institution in America and we believe that the Braves have a responsibility to do all that we can to make a meaningful difference in our community.

Most of all, we view the unique platform we have been afforded as an extraordinary privilege and opportunity to make a lasting impact in the lives of our many fans throughout Metro Atlanta and the Southeast, and we are proud of the tradition of compassionate service we have established through the years.

Moreover, we believe that serving others is a true team effort, and we are immensely grateful for the combined efforts of our players and their families, employees, corporate partners and fans as together we strive to bring about positive community change.

Whether we are encouraging academic excellence, teaching the fundamentals of the game or spreading holiday cheer, it is our sincere hope that the investment we are making today in our children, families and neighborhoods will help create a dynamic community for future generations.

Sincerely,

Terry McGuirk
Chairman & CEO
300 breast cancer survivors honored on Breast Cancer Awareness Day.

3,000 hours of community service completed by the Braves Front Office Staff through the “Braves Care” Volunteer Initiative.

800 elementary and middle school students participated in the Braves and Anti-Defamation League’s “No Place for Hate” Anti-Bullying Rally at Turner Field.

2nd place out of 19,000 entries received for the National Breaking Barriers Essay Contest.

124,000 tickets donated to non-profit organizations through the Reach Out, Be Our Guest and MLB Commissioners Initiative programs.

300 girls participated in the She Can Play Fitness Festival.
1,145 lbs. and $4,300 collected during the season long Strike Out Hunger Food Drive benefitting the Atlanta Community Food Drive.

1,100 lbs. of baseball equipment collected and $5,000 donated to the Boys & Girls Club of Metro Atlanta.

72 teams and 1,000 youth participated in the Atlanta Braves Youth Baseball Classic presented by Bank of America.

5 military organizations benefitted from the auction proceeds of Braves game worn military jerseys.

450 pints collected at the annual Braves/American Red Cross All American Blood Drive benefitting 1,287 lives.

1,500 school supplies collected during the Atlanta Braves/Arrow Exterminators School Supplies Drive.

#39 Jonny Venters

#23 Chris Johnson
In honor of Chipper Jones' retirement from baseball, the Braves Foundation pledged to refurbish ten baseball fields throughout Metro Atlanta. The first field to get a complete makeover was located at West Manor Park in SW Atlanta.

The project included renovating the infield and outfield, moving the foul poles, and putting in a top notch pitcher’s mound. The dugout benches and bleachers were sanded and repainted, the fencing was restored and the brush behind the backstop was cleared and replaced with new plants and mulch.

In celebration of the new and improved field, the Braves, Chipper Jones and city of Atlanta officials attended a ribbon cutting ceremony followed by a baseball clinic with youth baseball players.
IT’S UP TO US TO MAKE A DIFFERENCE
The Atlanta Braves Youth Baseball Classic presented by Bank of America brought 72 youth baseball teams from across the Southeast including Georgia, Florida, South Carolina, North Carolina, Tennessee and Alabama to compete in a three-day round robin/bracket style tournament at Wills Park in Alpharetta, Georgia.

Participants took team photos with Braves third baseman, Chris Johnson, participated in a pre-game parade at Turner Field and attended the Braves home game that evening. Tournament participants representing each age bracket were honored with a medal representing the hard work and good sportsmanship shown throughout the tournament.
The Atlanta Braves and Delta Air Lines partnered to honor the legacy of Jackie Robinson by hosting the annual Atlanta Braves Jackie Robinson Invitational. The event educated youth baseball and softball players about the impact of Jackie Robinson’s achievements and allowed teams the opportunity to showcase their talent while competing against other teams. Sixteen teams, ages 5–12 years old, gathered at the Atlanta Braves Baseball Academy located at the Villages at Carver Family YMCA to celebrate Robinson’s legacy during this annual tournament. Each player met Braves Alumni, Brian Jordan, and received his children’s book entitled I Told You I Can Play, as well as a copy of Jackie Robinson, American Hero written by Sharon Robinson.
BRAVES WIVES

The Braves Wives Association strives to make a positive impact in the Metro Atlanta community. The group participates in various initiatives throughout the year that focus on women and children including toy drives and visits to hospitals and women’s shelters in an effort to make a difference in the lives of others.

This season, the wives hosted the first “Braves, Babies & Baseball” baby shower for 25 military wives showering them with gifts to help ease their journey into motherhood. They also raised money for charity by participating in the ALS Ice Bucket Challenge and auctioning “Braves Favorite Things” baskets featuring some of the favorite items of their husbands.
PRESTIGIOUS

Edwin Moses, Dr. C.T. Vivian, Jackie Joyner-Kersee, Joe Barry Carroll
The Braves hosted the 2nd Annual Heritage Weekend at Turner Field benefitting the National Center for Civil and Human Rights. The weekend’s festivities included the Delta Air Lines Champion’s Luncheon brought to you by State Farm.

Atlanta Braves legend, Hank Aaron, presented the coveted Hank Aaron Champion for Justice Award to former NBA player Joe Barry Carroll, Olympic track and field gold medalists Jackie Joyner-Kersee and Edwin Moses and Dr. C.T. Vivian, civil rights leader and recent recipient of the Presidential Medal of Freedom. These recipients have made a lifelong commitment to overcoming industry obstacles and inspiring future generations.

A panel discussion followed on the role of athletes in challenging discrimination and societal barriers. All of the panelists were honored in a ceremony on the field prior to the Braves vs. Giants game.

The weekend also included a baseball clinic for local youth with Braves Alumni players, a Negro League celebration honoring more than 25 Negro League players from around the Southeast and a concert featuring the legendary band Kool & the Gang.
The She Can Play fitness festival promotes a healthy lifestyle and body image for young girls. The Braves partnered with local non-profit organizations to reach girls ages 8–12 in an effort to encourage healthy lifestyles and demonstrate the importance of being active. During the event, the girls participated in fitness stations including softball, agility skills, yoga, Zumba, hip-hop dance, and a healthy living workshop sponsored by Children’s Healthcare of Atlanta’s Strong for Life campaign.

The Atlanta Braves and Fantasy Camp for Kids teamed up to host the 2nd annual Miracle League Fantasy Camp. More than 40 Miracle League athletes from across the state of Georgia participated in the clinic. Each child received a personalized Braves jersey and the chance to sharpen their skills in batting, running and pitching skills with instruction from several Braves players.
Each season, the top minor league players from the Braves organization host a clinic for youth baseball players. The players volunteer their time to teach many of the skills that led them to where they are today. The clinic includes instruction on hitting, fielding, base running and ends with a short Q&A and autograph session.

The Junior Braves/RBI Youth Baseball League presented by Delta Airlines offers more than 3,200 youth ages 5-18 the opportunity to play baseball. The league’s ultimate goal is to increase minority youth participation and interest in baseball, foster positive self-esteem and teach the value of teamwork. The league consists of teams from the Boys & Girls Clubs of Metro Atlanta, Metro Atlanta YMCA, City of Atlanta Parks and Recreation, Pattillo RBI and L.E.A.D. Each year the Braves players and coaches host clinics for the players and coaches. The teams also get the opportunity to see the Braves in action at Turner Field on Jr. Braves Night.
HOME RUN READERS SUMMER READING PROGRAM

The Home Run Readers Summer Reading Program presented by SUBWAY Restaurants, in partnership with the Georgia Public Library Service, is an educational outreach initiative that encourages students to continue reading during the summer vacation.

Georgia students in grades K-12 earned a ticket to a Braves game and a Subway Restaurants Fresh Fit for Kids Meal for reading books and completing an online activity. Braves 1st baseman Freddie Freeman and Subway’s Jared Fogle made a special visit to Switzer Library in Marietta to read to 100 children who participated in the summer reading program.
GARDEN OF HOPE

The Atlanta Braves teamed up with PNC Bank and community partners Sheltering Arms, Fernbank Museum of Natural History and Young Audiences Woodruff Arts Center for a community gardening event at the City of Refuge. The project educated children, ages 3–5 years old, on the importance of healthy eating and nutrition by teaching them where and how food is cultivated and grown. The kids spent the day with Braves pitcher David Carpenter harvesting peppers, planting spices, and picking cherry tomatoes.
IT'S UP TO US TO MAKE A DIFFERENCE

COURAGEOUS
Honoring our nation’s service men and women, the Braves donned a red jersey during special military appreciation nights at Turner Field. The jerseys were featured in special online auctions with proceeds benefitting the Wounded Warrior Project, United Military Care, BraveHeart: Welcome Back Veterans Southeast Initiative, the USO, and SHARE Military Initiative at Shepherd Center. Additionally, the Braves hosted several appreciation activities including a Military Care Package Drive, annual Stars and Stripes Holiday Bowling Party for Military Families, Wounded Warrior Batting Practice, and a Baby Shower for military moms-to-be hosted by the Braves Wives.
HOME OF THE BRAVES

Turner Field opened its doors for the first time to host a Naturalization Ceremony on July 4th. The Braves welcomed a record 1,097 candidates, representing 120 countries, as they took the Oath of Allegiance during their final step in completing the path to becoming United States Citizens.

CHRISTMAS IN JULY

Christmas arrived early at Children’s Healthcare of Atlanta with a special visit from the Braves Manager, Coaches, Players and wives, who spent time with the patients and their families. The group distributed toys collected during the Braves Wives Toy Drive, signed autographs, and posed for pictures with young Braves fans.
The Braves painted the park pink as we celebrated Breast Cancer Awareness Day at Turner Field. More than 250 survivors participated in a celebration of survivorship reception. Braves pitcher Craig Kimbrel presented the Diamond of Hope Award to five inspiring survivors. Prior to the game, all of the survivors lined the field for a balloon release to remind Braves fans that early detection is key and that a cure will one day be found.

Each Father’s Day, Major League Baseball and the Braves partner to bring awareness and educate fans on Prostate Cancer. This day honors those who have courageously battled with prostate cancer and raise funds for prostate cancer research. Survivors were honored during a pre-game on-field presentation with Braves Manager Fredi Gonzalez, and Braves players David Carpenter and Gerald Laird.
BRAVES COUNTRY CARAVAN

IT’S UP TO US TO MAKE A DIFFERENCE

#9 Marquis Grissom, #33 Brian Jordan
As baseball fans waited in anticipation of the 2014 Major League Baseball season, the Atlanta Braves Country Caravan, presented by Academy Sports + Outdoors, made its way through the Southeast in January and February. Braves coaches, players, broadcasters and front office staff traveled thousands of miles throughout Braves Country to meet and greet with fans prior to heading south for Spring Training.

The fan-centric Braves Country Caravan provided up-close opportunities for fans to engage with their favorite Braves players to create lasting memories at each of its stops. Throughout the planned visits, the Caravan hosted free public autograph signings at Academy Sports + Outdoors stores and made community appearances at several schools, children’s hospitals, food banks and community centers.
The Atlanta Braves Foundation awarded $300,000 in grants to local nonprofit organizations to help fund initiatives including after school programs, health and wellness efforts, anti-bullying campaigns, educational projects and athletic programs. Nonprofit organizations located in Metro Atlanta are eligible to apply for the grants from April 1 through July 31. To obtain an application, visit braves.com/grants.

In partnership with the Garth Brooks Teammates for Kids Foundation, the Braves Foundation awards Pinch Hitter Grants to local youth baseball and softball teams. The Pinch Hitter Fund was established to alleviate unforeseen expenses and help organizations in dire need by providing relief for lost or stolen equipment, damaged facilities or for uniform and equipment shortages.

2014 Pinch Hitter Grant Recipients:
- Atlanta Police Athletic League
- Dekalb Police Athletic League
- Field of Dreams Academy
- Gresham Park Youth Baseball & Softball Association
- Marquis Grissom Baseball Association
- Newnan Youth Athletic Association
- Ola Athletic Association
- South Fulton Miracle League

2014 Braves Foundation Grant Recipients:
- 10 Women of Hope
- 100 Black Women of NW Georgia
- Alive Ministries
- Anti-Defamation League
- Boys & Girls Club of Metro Atlanta
- Brian Jordan Foundation
- Camp Sunshine
- Center for Working Families
- Children’s Healthcare of Atlanta
- CHRS Kids
- Christian Aid Mission Partnership, Inc.
- City of Refuge
- Cobb Alcohol Task Force
- Cobb County Public Schools Educational Foundation
- Cobb Health Future Foundations, Inc.
- Cobb Library Foundation
- Cobb Police Athletic League
- Community Advanced Practice Nurses
- CURE Childhood Cancer
- East Lake Foundation
- Everybody Wins! Atlanta
- Foster Siblings Reunited
- Fragile Kids Foundation
- Girls on the Run
- Jack & Jill Late Stage Cancer
- Kamp Kizzy
- Kutz for Kids
- L.E.A.D.
- Latin American Association
- Lutheran Services of Georgia
- Make-A-Wish Georgia
- Marietta Police Athletic League
- Muscular Dystrophy Association
- Reconnecting Families
- Special Olympics Georgia
- The Center for Children & Young Adults
- Tomorrow’s Champions
- Urban League of Greater Atlanta
- Villages of Carver Family YMCA
- Marietta Y.E.L.L.S.
JERSEY OFF OUR BACKS

Each season, the Atlanta Braves Foundation sells autographed, game-worn jerseys to fans through an online auction. Each winning bidder receives two tickets to a selected Braves game and gets the chance to go on the field to receive their jersey from a Braves player immediately following the game.

BRAVES FOUNDATION WEEKEND

The annual “Braves Foundation Weekend” is a highly anticipated 3-day sports memorabilia sale and auction. This event is the largest fundraiser for the Braves Foundation generating much of the revenue that gets distributed to nonprofit organizations through the grants program. Throughout the weekend, fans are able to purchase and bid on unique autographed items and special VIP experiences.
RAISING SUPPORT AND AWARENESS IN THE COMMUNITY

The Atlanta Braves Foundation 50/50 Raffle gives one lucky fan at each home game the chance to win a significant cash prize. From the time gates open until the top of the 7th inning, fans purchase tickets from raffle ticket sellers throughout the ballpark. Every transaction is electronically tallied and the ongoing total is displayed and updated in real time on the scoreboard enabling fans to watch the pot as it grows. The winner receives half of the net proceeds from the game’s raffle ticket sales and the other half benefits the Atlanta Braves Foundation.

One lucky Braves fan walked away with a record $22,000!

The 8th annual Braves Foundation Golf Classic teed off at East Lake Golf Club and raised $150,000 to support the foundation’s outreach efforts and numerous charitable causes that support youth in the areas of education, health and recreation programs.

Show your Atlanta Braves team spirit on Georgia’s roads and highways, with a state-issued Atlanta Braves license plate. Ten dollars from each license plate will support the philanthropic efforts of the Atlanta Braves Foundation. Order your license plate today at your local county tag office. Visit the braves.com/tags or the Department of Revenue Motor Vehicle website for more information.

ATLANTA BRAVES LICENSE PLATES

50/50 RAFFLE

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BRAVES FOUNDATION GOLF CLASSIC

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WE GIVE A SPECIAL THANKS TO OUR PARTNERS

- Academy Sports + Outdoors
- American Cancer Society
- American Red Cross
- Anti-Defamation League
- Arrow Exterminators
- Atlanta Community Food Bank
- Atlanta Public Schools
- Bank of America
- Baseball Tomorrow Fund
- Boys & Girls Club of Metro Atlanta
- Braves 400 Club
- Chick-fil-A
- City of Atlanta Parks & Recreation
- Children’s Healthcare of Atlanta
- Delta Air Lines
- D.H. Stanton Elementary School
- East Lake Golf Club
- Fantasy Camp for Kids
- Garth Brooks Teammates for Kids Foundation
- Georgia Public Library Service
- Kroger
- RaceTrac
- Subway Restaurants
- United States Citizenship & Immigration Services
- YMCA of Metro Atlanta
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