



Media Kit 2013





SERVING HUMANITARIAN NEED THROUGH THE LOVE OF SPORT

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67 Commerce Place • Suite 3 • St. Catharines, ON • L2R 6P7 • **Ph:** 905.688.9418 • **Fax:** 905.688.0025
• www.fergiejenkins.ca



SERVING HUMANITARIAN NEED THROUGH THE LOVE OF SPORT

Introduction

The Fergie Jenkins Foundation is a North American charitable organization (Registered Charity Business No. 87102 5920 RR0001), based in St. Catharines, Ontario. Chaired by former Major League Baseball pitcher and Hall of Famer Ferguson “Fergie” Jenkins, the Foundation participates in charitable initiatives across North America, raising money for more than 400 other organizations.

Company

The Fergie Jenkins Foundation Inc.
67 Commerce Pl, Suite 3
St. Catharines, ON, L2R 6P7
905-688-9418

Personnel

Ferguson Jenkins, Chairman
Carl Kovacs, President
John Oddi, Executive Director
Mike Treadgold, Communications Coordinator
Ryan Nava, Community Relations Director
Rachel Pray, Executive Assistant
Brett Varey, Special Events Coordinator
Dexter McQueen, Sport Management Associate
Kerrigan McNeill, Public Relations Associate
Jillian Bутtenham, Museum Associate
Jessica Chase, Museum Associate

Background

The Fergie Jenkins Foundation was founded in 1999 by Jenkins, Kovacs and Brent Lawler, with the goal of raising funds for charities across North America. At its inception, the Foundation adopted the mission statement, “Serving Humanitarian Need Through the Love of Sport,” a phrase that can be found on all company letterheads and signage at charity events.

The Foundation’s chairman, Fergie Jenkins, was a Major League Baseball player from 1965-1983 and is Canada’s only member of the National Baseball Hall of Fame in Cooperstown, N.Y. Jenkins has endured a number of personal tragedies throughout his life and has dedicated his post-playing career to providing humanitarian services for those in need across North America.



Despite all of his accomplishments on the baseball field, Jenkins is most proud of his humanitarian honours and successes after his career was finished.

The Foundation has successfully partnered with a number of corporate sponsors, professional teams and celebrities since its creation. Through the sale of autographed sports memorabilia, the Foundation has raised millions of dollars for hundreds of North American charities, including the Red Cross, the Juvenile Diabetes Research Foundation, CNIB, Big Brothers Big Sisters and a number of Black History Initiatives.

Along with its full-time staff, the Foundation welcomes a number of student interns from Niagara College, Brock University and Canisius College. These interns assist with the sport management, public relations and special events tasks. They are often given opportunities to travel across North America with the charity to participate in events and goodwill initiatives.

In October 2011, the Foundation doubled its office space to more than 5000 sq. ft in order to meet the demands placed on Jenkins and his staff. Now complete, the expanded space features a museum, highlighting Jenkins' accomplishments, both on and off the field, as well as a media room and presentation centre to be used for school groups and organized tours. The second floor of the facility is exclusive to Black History exhibits, a testament to Jenkins' proud history and culture.

Annual Events

For the past seven years, the Fergie Jenkins Foundation has hosted the Fergie Jenkins Celebrity Classic, an annual golf tournament held in the Phoenix, Arizona area. The event attracts dozens of sports celebrities, including a number of Jenkins' fellow Hall of Famers and former teammates. Fergie also hosts a pair of annual golf tournaments in Canada which take place in June and September.

In March, the Foundation attends Cactus League Spring Training in Arizona, holding charity autograph sessions with sports celebrities at a number of different ballparks. As of 2012, the Foundation has forged partnerships with seven Cactus League teams (Cubs, A's, Giants, Rangers, Royals, Padres, Mariners) and at the end of Spring Training, Fergie makes a donation to a charity affiliated with each team.

Jenkins and his Foundation travel to a number of baseball conventions, trade shows and charitable events across North America throughout the year, including Cubs Convention in Chicago, Rangers Fest in Texas and various Black History events in February.



Recent Accomplishments

In 2007, Fergie received the Order of Canada, the country's highest civilian order for dedication, talent and service to Canadians. He is permanently enshrined on Canada's Walk of Fame.

In 2009, Jenkins and former pitcher Greg Maddux had their uniform number, 31, retired by the Chicago Cubs, in honour of their accomplishments with the team. This marked the first time in the team's 139-year history that a pitcher had his number retired by the club.

In 2010, Jenkins was honoured and immortalized by Canada Post with his own postage stamp. In February 2011, Jenkins and his Foundation traveled across Canada, promoting the stamp in conjunction with Black History Month. To this day, Jenkins remains one of only 14 black pitchers of all-time to win more than 20 games in a single season, an accomplishment that places him in an elite club known as the Black Aces.

In 2011, Jenkins partnered with former Major Leaguer Scott Bullett to form the Fergie Jenkins Showcase League, based in Welland, Ontario. The league will showcase the best young Canadian baseball talent, aged 16-18, in hopes of them being recognized by large North American college and professional programs. The league games began in May 2012.

2011 also brought about the Grand Opening of the Fergie Jenkins Black History/Baseball Museum in St. Catharines. The museum, scheduled to be open to the public in early 2013, showcases Fergie's personal collections of sports memorabilia and also contains a Black History exhibit, promoting cultural awareness in the Niagara region. The museum was created as a result of grants provided by the Ontario Trillium Foundation.

In 2012, Jenkins was bestowed with a Key to the City of St. Catharines by Mayor Brian McMullan. He was also inducted into the Oklahoma Sports Hall of Fame and recognized for his leadership as the first Major League Baseball ambassador at the annual All-Star FanFest expo.

Future Vision

As the Fergie Jenkins Foundation continues to grow and pursue its goal of "Serving Humanitarian Need Through the Love of Sport," it is always looking to forge new partnerships that will aid in its charitable efforts. Jenkins remains dedicated to drawing awareness to Black History in North America and he is constantly adding new charities to the lengthy list of organizations that receive donations from his Foundation.

With the Fergie Jenkins Black History/Baseball Museum set to open, the Foundation is prepared to make a major step in increasing its presence in the Niagara region, cementing Fergie Jenkins' legacy as one of the country's finest humanitarians. The museum will serve as a

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comprehensive educational tool for local school-aged youth, while providing space for banquets, special events and other corporate functions.

Contact Us

To book Jenkins for an interview, guest appearance or find out about future fundraising efforts of the Fergie Jenkins Foundation, please contact us at either of the coordinates below.

Canada

67 Commerce Pl, Suite 3
St. Catharines, ON
L2R 6P7
905-688-9418

United States

165 Portage Rd.
Lewiston, NY
14092
716-866-9419

Fax: 905-688-0025

Email: fergiejenkinsfoundation@gmail.com

Website: www.fergiejenkins.ca

Twitter: @fergiejenkins31

Facebook: www.facebook.com/FergieJ.Foundation

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Fergie Jenkins, Foundation Chairman

Born in Chatham, Ontario, in 1942, Ferguson Arthur Jenkins was discovered by Philadelphia Phillies scout Gene Dziadura at the age of 15. While he initially had dreams to become a professional hockey player, Fergie's 21-year professional baseball career began with the Phillies in 1965.

From 1967–1972, while a member of the Chicago Cubs, Fergie accomplished an incredible achievement of six straight 20-win seasons, winning the 1971 NL Cy Young Award as the league's top pitcher.

In 1974, after being traded to the Texas Rangers, Fergie won the American League Comeback Player of the Year Award, winning a career-high 25 games. He remained in Texas for one more season before going to the Boston Red Sox for two years, and then back to the Rangers for four more seasons until 1981.

Fergie retired after the 1983 season, returning to Chicago and retiring as a Cub, not long after recording his 3,000th strikeout. At the time, he was the only pitcher in baseball history to strikeout more than 3,000 batters while accumulating less than 1,000 walks (997), a feat only since matched by Curt Schilling, Pedro Martinez and Greg Maddux.

Career Statistics:

G	GS	Innings	CG	W	L	Shutouts	Strike Outs	Walks	ERA
664	594	4500.2	267	284	226	49	3,192	997	3.34

Career Highlights include the following: the first and only Canadian to be inducted into the National Baseball National Hall of Fame in Cooperstown, NY, July of 1991; induction into the Canadian Baseball Hall of Fame at St. Mary's, Ontario, 1987; Lou Marsh Award recipient as Canada's top athlete, 1974; Canadian Press Male Athlete of the Year 1967, 1968, 1971, 1974; inducted onto Canada's Walk of Fame in 2001; received the Order of Canada, 2007; Inducted into Oklahoma Sports Hall of Fame, 2012.

On March 18, 2009, it was announced by the Cubs that Fergie's number would be retired at Wrigley Field in Chicago. In a ceremony on May 3, 2009, Fergie's number, 31, was raised up the historic left field foul pole, enshrining him among the other greatest Chicago Cubs players in its storied 138-year history. In 2010, Fergie was honoured with a Canadian Postage Stamp in conjunction with Black History Month. In

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February 2011, he traveled to 46 cities across Canada, promoting the stamp and speaking on behalf of Black History initiatives. His charitable foundation, the Fergie Jenkins Foundation, was founded in 1999 and continues to operate out of St. Catharines, Ontario, raising more than \$4-million for hundreds of charities across North America.

In 2011, the Fergie Jenkins Foundation doubled its office size to accommodate the development of the Fergie Jenkins Baseball/Black History Museum. The facility, scheduled to open to the public in early 2013, will celebrate Fergie's athletic and humanitarian accomplishments, showcase his vast collection of sports memorabilia and serve as an educational tool for local youth.

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Carl Kovacs, Foundation President

Carl Kovacs was born in Hamilton, Ontario, but has spent his adult years in Grimsby, Ontario, a part of the Niagara region. Kovacs was an employee of Stelco Inc. for over 30 years, occupying many administrative positions, including the following:

- Cost Analyst / Economic Analyst / Staff Accountant
- Facilities Planning / Financial Planning
- New Business Planning & Development
- Strategic Planning / Project Manager
- Operations Manager

Kovacs has been actively involved with many charitable organizations including Rotary Clubs, the Red Cross, Heart & Stroke Foundation, C.N.I.B., the YMCA, the United Way and Camp Maple Leaf.

In 1999, Kovacs, along with Fergie Jenkins and Brent Lawler, formed the Fergie Jenkins Foundation. The Foundation was built on the directive of serving humanitarian need through the love of sport. Since its establishment, Kovacs has served as the Foundation's president and coordinates all day-to-day operations.



Background Information:

In 1999, former Major League Baseball player Ferguson Jenkins, along with Carl Kovacs and Brent Lawler, formed the Fergie Jenkins Foundation Inc., with the goal of raising funds for charities across North America while maintaining the vision of serving humanitarian need through the love of sport. The Foundation received their registered charity business status that same year (Registered Charity Business No. 87102 5920 RR0001). The Foundation has since raised more than \$4-million in charitable donations across North America.

The Foundation has grown into what it has become today by establishing partnerships with countless corporate sponsors, sports teams, and celebrities. The Foundation has partnered with professional sports teams including the Chicago Cubs, Texas Rangers, Oakland Athletics, San Francisco Giants, Kansas City Royals, San Diego Padres, Seattle Mariners, Toronto Blue Jays and the Chicago Blackhawks, generating revenue for charities.

The Foundation's work is constantly evolving and looking towards the future. Road trips across North America are a monthly occurrence, as are Fergie's event appearances as he balances spending time in Canada and his permanent home just outside of Phoenix, Arizona. Upcoming events are planned in Toronto, Windsor, Hamilton and Chatham and a host of American cities including Chicago, New York, Minneapolis, Phoenix and Dallas.

The future direction of the Fergie Jenkins Foundation Inc. is promising, with three annual golf tournaments as well as our annual Spring Training charity signings for seven teams at five ballparks. Several projects have also sparked additional energy at the Foundation including Fergie's commemoration on a Canadian Postage Stamp to celebrate Black History Month, and the public opening of the Fergie Jenkins Baseball/Black History Museum in St. Catharines, Ontario.

Fergie's hope of giving back through humanitarian need through the love of sport is being accomplished with the intention that the Foundation will develop further success for years to come.



Contact: Ryan Nava, *Public Relations Manager*
Mike Treadgold, *Communications Officer*
Phone: 905-688-9418
Email: fergiejenkinsfoundation@gmail.com

Nov. 2, 2011
FOR IMMEDIATE RELEASE

MUSEUM HONOURING CANADA'S GREATEST BASEBALL PLAYER OPENS IN ST. CATHARINES

ST. CATHARINES - We can add another great moment to the list of accomplishments of Canada's only Hall of Famer, **Fergie Jenkins**. A unique museum that will showcase his achievements, both on and off the field, will open in St. Catharines at the Fergie Jenkins Foundation. The Grand Opening of the new museum expansion is on Friday, Nov. 4, 2011, from 1:00 p.m. - 5:00 p.m.

The museum, which will double the current size of the Foundation facility, will soon display Jenkins' accomplishments to the public. It will include replicas of his awards, a Black History exhibit and a wall mural that depicts his life in various stages.

"I am so excited about this new venture, and I know it will help in our fundraising efforts," said Jenkins. *"It was a great privilege to play professional baseball and the new expansion will be a great walk down memory lane."*

The museum expansion is the result of a \$10,000 grant from the **Ontario Trillium Foundation** back in March 2010. The grand opening will include speeches made by some of the distinguished guests and Jenkins, followed by a ribbon cutting and special 3D cake presentation from Cheryl Miller, owner of Cakes by Cheryl. She is a local entrepreneur who generously offered her time and expertise to produce something that is worthy of being in its own hall of fame.

"Fergie Jenkins is an inspirational Canadian, and it is truly an honour to recognize not only the illustrious baseball career of Canada's only Hall of Fame inductee, but also his accomplishments within the community through the Fergie Jenkins Foundation," said Jim Bradley, MPP. *"He is a Hall of Famer both on and off the field."*

Fergie has invited local dignitaries and politicians from the Niagara Region. The festivities will take place at the Foundation office at **67 Commerce Pl, Suite 3, St. Catharines**. Speeches and presentations will begin at 1:30 p.m.

The Fergie Jenkins Foundation was established in 1997 with the purpose of raising funds for charities and community initiatives across North America. The Foundation supports hundreds of charities across Canada and the United States and has raised more than \$4 million since its inception.

A leading grantmaker in Canada, the Ontario Trillium Foundation strengthens the capacity of the voluntary sector through investments in community-based initiatives. An agency of the Government of Ontario, OTF builds healthy and vibrant communities: www.otf.ca

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For more information on this event and to set up interviews please contact Ryan or Mike at 905-688-9418 or by email at fergiejenkinsfoundation@gmail.com.



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Charities We Support

Canadian Charities Supported by the Foundation

- The Autism Society of Canada
- The Diabetes Association of Canada
- The Canadian Red Cross
- The Special Olympics
- CNIB
- YMCA
- Big Brothers Big Sisters
- Breast Cancer Society of Canada
- Camp Maple Leaf
- Canadian Cancer Society
- Easter Seals
- Future Aces Foundation
- The Girl Guides of Canada
- The Grimsby Benevolent Fund
- Halton Learning Fund
- Heart and Stroke Foundation
- Juvenile Diabetes Research Foundation Canada
- Lions Foundation of Canada
- Multiple Sclerosis Society of Canada
- Muscular Dystrophy Canada
- The Niagara Community Foundation
- The Sodexo Foundation
- The Terry Fox Foundation
- The Rose Craig Foundation
- Tim Horton Children's Foundation

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[American Charities Supported by the Foundation](#)

- The All Children Hospital Foundation
- American Cancer Society
- Chicago Cubs C.A.R.E. Foundation
- Easter Seals
- Juvenile Diabetes Research Foundation
- American National Red Cross
- Kids Around the World Foundation
- Make a Wish Foundation
- Habitat for Humanity
- Susan G Komen for the Cure Foundation
- Wounded Warrior Project
- Quad City Sports Foundation
- RAACE Foundation
- Surprise Youth Programs
- Special Olympics
- Ronald McDonald House Charities
- The United Way
- The Salvation Army
- Boys & Girls Clubs of America
- Feed the Children
- Big Brothers Big Sisters of America
- March of Dimes
- St. Mary's Food Bank
- American Lung Association
- Alzheimer's Association
- Oakland A's Community Fund

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Other Organizations Supported by the Foundation

- St. Catharines Minor Baseball
- Brock University Baseball
- Bullett Proof Baseball Academy
- Canadian Baseball Hall of Fame
- Ontario Sports Legends Hall of Fame
- Penetanguishene Sports Hall of Fame
- National Baseball Hall of Fame
- Cooperstown Youth Baseball
- Field of Dreams – Dyersville, Iowa
- Oklahoma Sports Museum
- Negro Leagues Baseball Museum
- Chatham Sports Hall of Fame
- Chatham Minor Baseball
- Windsor Sports Hall of Fame
- Bob Feller Museum
- Scottsdale Charros
- Mesa HoHoKams
- Peoria Diamond Club Family of Charities
- Rangers Foundation
- Tony Fernandez Foundation
- Autism Dog Services

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Corporate Sponsors

Canadian Corporate Sponsors of the Fergie Jenkins Foundation

- First Ontario Credit Union – *Diamond Sponsor*
- Rockway Glen Golf Course & Estate Winery – *Major Sponsor*
- M&M Meat Shops – *Major Sponsor*
- WestJet Airlines – *Major Sponsor*
- Fisher Stevenson Boehm Insurance Inc. – *Major Sponsor*
- Rawlings Canada – *Major Sponsor*
- VIA Rail – *Major Sponsor*
- Sleeman Breweries
- Tim Hortons
- Days Inn, St. Catharines
- Saputo
- Hershey Canada
- Thrifty/Dollar Car Rental
- Majestic
- Pics Plus
- New Era
- Mizuno Canada
- Toronto Blue Jays Baseball Club
- Sunrise Spas
- Rogers
- Arctic Glacier
- Nestle Waters
- Canadian Tire
- Starbucks
- FreschCO

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American Corporate Sponsors of the Fergie Jenkins Foundation

- United Airlines – *Event Title Sponsor*
- Chicago Cubs Baseball Club – *Major Sponsor*
- Waste Management – *Major Sponsor*
- FUJIFILM – *Major Sponsor*
- Coca-Cola
- Wilson
- Safeway
- Hampton Inn
- MillerCoors
- Antigua
- Deloitte
- Five Star Golf
- Don & Charlie's Championship Dining
- Arrowhead Lexus
- Hacienda Harley Davidson Inc.
- Four Peaks Brewing Company
- Pinnacle Infiniti
- Pinnacle Nissan
- Grant Thornton International
- Kokopelli Winery
- Louisville Slugger
- Texas Rangers Baseball Club

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Frequently Asked Questions

What is the Fergie Jenkins Foundation?

The Fergie Jenkins Foundation is a registered charity business (#87102 5920 RR0001) designed to aid in the raising of funds and awareness through the love of sport.

Where is the Foundation located?

While the Foundation's head office is located in St. Catharines, Ontario, it actively fundraises across North America. It has a registered Post Office box located in Lewiston, NY, to accommodate the American charities we support. We also have storage facilities in Phoenix, Chicago and Detroit to accommodate our travel demands.

How can I get Fergie to help me?

The Foundation was built on the premise of helping as many people as possible through the love of sport. We will try to assist any and all charities through either monetary or in-kind donations. All we ask is that any request be mailed to our office on your registered organization's letterhead.

What charities do we support?

We support more than 400 charities all over North America. Some of these include the Canadian and American Red Cross, Big Brothers & Big Sisters, Special Olympics, the Canadian and American Cancer Societies, Juvenile Diabetes Research Foundation (JDRF) and the CNIB.

How long has the Fergie Jenkins Foundation existed?

The Fergie Jenkins Foundation was formed in 1999 by Fergie Jenkins, Carl Kovacs and Brent Lawler and has continued to grow every year, both in reputation and the number of people it has helped.

Who works at the Foundation?

Aside from a few permanent staff members and a volunteer Board of Directors, the Foundation is largely run by student interns from both Canada and the United States. At any time, the Foundation may have up to 10 interns volunteering their time. These students usually come from Sport Management, Event Management and Public Relations disciplines.

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What types of fundraising does the Foundation do?

Much of our fundraising is done alongside fellow sports celebrities who share our passion for charitable work. We hold three annual charity golf tournaments (two in Canada and one in Arizona) and we also host a number of local fundraisers. We conduct charity autograph signings at card/memorabilia shows, baseball games and other events, all in accordance of following our mandate of serving humanitarian need through the love of sport.

How much money has the Foundation donated since its inception?

Since 1999, the Fergie Jenkins Foundation has donated more than \$4-million towards more than 400 North American charities that we support.

How can I contact the Foundation?

You may call our office at 905-688-9418 between 8:30 a.m. and 4:30 p.m. Monday to Friday. We have an active Facebook page and Twitter feed, @fergiejenkins31. We are available via email at fergiejenkinsfoundation@gmail.com and on the web at www.fergiejenkins.ca.

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