



# NEWS & NOTES

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**FOR IMMEDIATE RELEASE  
MONDAY, DECEMBER 9, 2024**

## **BREWERS COMMUNITY FOUNDATION ANNOUNCES MORE THAN \$4.5 MILLION RAISED IN 2024; MORE THAN \$60 MILLION RAISED SINCE 2010 INCEPTION**

*“Beyond the Diamond” Community Relations Efforts Make Memorable Impact*

**MILWAUKEE – Brewers Community Foundation (BCF)**, the charitable arm of the Milwaukee Brewers, today announced that more than \$4.5 million was raised this year through the Foundation’s numerous events, programs, donations and related initiatives. BCF provided support to approximately 200 nonprofits throughout Wisconsin. Every player on the team’s roster – along with investors, Brewers Families, fans, partners and members of the front office – contribute to BCF through financial donations and involvement in community events.

The Brewers “Beyond the Diamond” community efforts have further generated meaningful impact this year with Brewers players, coaches, and front office staff making more than 120 appearances and contributing more than 5,900 hours to support nonprofits.

“Brewers Community Foundation recognizes the support from generous Brewers fans, players, partners and staff and their involvement in many community efforts to raise money for these community organizations,” said BCF Executive Director Cecelia Gore. “I am proud of the grants we provide throughout Wisconsin to support health, education, recreation and basic needs. We see the impact this support has on essential nonprofit organizations and the people that rely on them.”

### [Brewers Community Foundation 2024 Infographic](#)

Brewers fans hit a home run in supporting BCF’s four Drive for Charity events in 2024, hosted as both drive-thru and in-ballpark collections. This year marked the 20th anniversary of the Drive for Charity program. Fans donated non-perishable food items, new socks, pet supplies, new hats, mittens and scarves to support The Wisconsin Humane Society, NourishMKE, Repairers of the Breach, and Project Homeless Connect – United Way of Greater Milwaukee and Waukesha.

Brewers Community Foundation continues to support various organizations throughout Wisconsin, providing significant grants to organizations such as Sojourner Family Peace Center, Alex’s Lemonade Stand Foundation, League of United Latin American Citizens (LULAC), Milwaukee Public Library and Milwaukee County Parks. The impact stretches around the state with initiatives and support provided to the nonprofits including Center for Black Excellence & Culture, Special Olympics, Bridging Gaps to Greatness and Best Buddies International, to name a few.

The beloved 50/50 Raffle, which has become a game day tradition for so many fans, set a record raising more than \$3 million dollars this year. Fifty percent of the proceeds directly impacted nonprofit organizations throughout the state. The 50/50 Raffle gives fans the opportunity to make contributions directly to BCF and impact local organizations, while also earning a shot at winning half of that day’s proceeds at every home game. Including generous donations throughout the 2024 season, fans’ direct contributions to BCF through the 50/50 Raffle now total \$28,771,110 since 2010.

BCF partners with fans and supporters to fundraise through various initiatives, including the 5K/10K Famous Racing Sausages Run/Walk, Drive for Charity, Ultimate Auction and BCF Weekends. The Leadership Council – a group of corporate partners whose vital support makes many of these initiatives possible – includes American Family Insurance, Aurora Health Care®, Baker Tilly, Delta Dental of Wisconsin, Johnson Controls, Lubar & Co., Molson Coors, Milwaukee Admirals, Northwestern Mutual, We Energies Foundation, and Town Bank, N.A. | A Wintrust Community Bank.

**Going “Beyond the Diamond”**

Demonstrating a steadfast commitment to the community, Brewers Community Relations, in partnership with BCF, continues to make a meaningful impact year-round through its signature umbrella program, “Beyond the Diamond.” This year, Brewers players, coaches, and front office staff made more than 120 appearances, contributing more than 5,900 hours to support nonprofits such as Boys & Girls Club of Greater Milwaukee, Milwaukee Public Schools, Ronald McDonald House Charities, and more.

In addition to these appearances, Brewers Community Relations hosted several marquee events such as the **Brewers Bike Build**, building 100 bikes with children from local nonprofits; the **7th Annual Play Ball Weekend**, an MLB league-wide initiative hosting nearly 1,000 children for a morning of baseball and softball clinics, sparking a love for the game; and **#KindnessInMKE**, where players, coaches and front office staff united for a single day of surprise acts of kindness, donating \$50,000 to the community. As part of the day’s events, the [Brewers 'Firemen'](#) visited Milwaukee Fire Department Station 33 honoring them as May’s Hometown Champions and preparing a special lunch for the firefighters, in addition to providing groceries and small kitchen appliances.

Beyond player involvement, the Brewers front office staff also contributed, launching the season with a campaign to combat housing insecurities. This effort supported five vital community partners Dominican Center, Pathfinders, The Cathedral Center, UMOG Latina Resource Center and Center for Veterans Issues, with 200 care packages and a \$5,000 grant for basic needs.

BCF harnesses the pride, passion and commitment of Brewers fans, players and other supporters to positively impact the lives of children and their families in the Greater Milwaukee area and throughout Wisconsin. Visit [brewers.com/BCF](https://brewers.com/BCF) to learn about ways you can join the team that goes to bat for those in need.

Brewers Community Relations is dedicated to making a meaningful impact across Wisconsin by supporting a wide range of worthy events and initiatives. Through partnerships with charities, educational programs, youth organizations and nonprofits, the Brewers help raise hundreds of thousands of dollars annually with the support from players, coaches and front office staff. By championing these causes, the Brewers reaffirm commitment to being an active and engaged member of the community, striving to enhance the lives and well-being of individuals in Greater Milwaukee and Wisconsin.

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