MISSION STATEMENT

The Caribbean Educational and Baseball Foundation (CEBF) seeks to foster people-to-people contact, goodwill, and cooperative projects which will enhance the quality of life for young people and others through educational, cultural and sports-related programming focused on the passion for baseball shared by people in the United States and its Caribbean neighbors.

I. BUILDING BRIDGES THROUGH A SHARED PASSION FOR BASEBALL

Baseball has a long and rich heritage in the Caribbean region, making it as much the national pastime—and a source of immense pride—in many island nations as it is in the United States. Baseball was introduced in Cuba in the 1860’s by students returning from study in the U.S., and has resonated in that country’s soul ever since. The game was introduced to the Dominican Republic in the late 1880’s, Puerto Rico in the 1890’s and subsequently spread throughout the Caribbean Basin, where it has thrived for over a century.

Baseball has become a special part of Cuba’s national identity, from the professional leagues that once played in Havana, to sugar mill teams playing throughout the island, to today’s Cuban National Series. Major League Baseball held spring training in Cuba for decades, showcasing the talents of future Hall of Famers Ted Williams, Stan Musial, and, of course, Jackie Robinson, who before changing the course of our nation in 1947, went to Havana for Spring Training with the Brooklyn Dodgers organization. Havana hosted professional affiliated baseball in the ’40’s and ’50’s in both the Class C Florida International League and the Triple A International League, the final step on a player’s journey to the Big Leagues. Today, many Cuban-born players electrify crowds at the Major League level. The Cuban passion for baseball was never more evident than when the Tampa Bay Rays played the Cuban National Team on March 22, 2016 in Estadio Latinoamericano.

Cuba’s passion for baseball thus provides the ideal foundation for building even more people-to-people connections and greater understanding. While many in the Caribbean love baseball, CEBF’s leadership has chosen Cuba as the main focus of the Foundation’s early activities based on numerous trips to the island since 2003 and meetings and conversations with Cubans from many walks of life. Put another way, CEBF seeks to make a significant impact. Cuba is the place CEBF can make the greatest initial impact and show the most immediate results. CEBF has a plan to launch a program which will engage the Cuban people in meaningful baseball-focused projects designed to foster people-to-people connections. The plan will comply fully with the laws and regulations of both Cuba and the U.S.
II. PROGRAMMING

The purpose of the Foundation is to support and foster academic and athletic educational institutions and programs for young people living in the United States and Caribbean region. Through instruction inside and outside of the classroom setting, the Foundation seeks to create an enduring environment for high-quality programs that integrate academics, athletics and social values for youth living in the communities in which we serve.

As nations become increasingly interdependent, it becomes more important to facilitate educational, athletic and cultural exchanges between the United States and our Caribbean neighbors. With the restoration of diplomatic ties between the United States and Cuba, the Caribbean Educational and Baseball Foundation will initially focus its efforts in aiding and advancing such exchanges between Cuba and the U.S. so that the youth of both countries will have a better understanding of the globalized world we live in.

While Cuba will be CEBF’s initial focus of activity, the Foundation intends to extend its charitable activities beyond Cuba to include other baseball-loving islands in the Caribbean, such as Puerto Rico, the Dominican Republic and Aruba.

The Foundation aims to accomplish its goals by:

1) Sponsoring educational programs aimed at teaching — 1) computer literacy and skills; 2) language and grammar skills; 3) international relations; and 4) values of good citizenship. The Foundation will provide, or will provide access to, the equipment necessary for young people to participate in these programs, including computers, writing utensils, notebooks, textbooks, and multimedia learning materials.

2) Sponsoring athletic in-school and after-school programs — which will be operated in conjunction with academic programs. The Foundation will have a particular emphasis on baseball and softball. The programs will involve: 1) providing instruction on the essential skills and proper mechanics of baseball and softball; 2) developing baseball and softball leagues for young players of various ages, skill levels, and locations within the United States, Cuba and the Caribbean region; and 3) offering opportunities for American and Caribbean youth to attend baseball games in their respective countries. In conjunction with these athletic programs the Foundation will provide the necessary athletic equipment for youth to participate in their respective sports, including bats, balls and gloves. In addition, the Foundation will provide the equipment necessary to maintain athletic fields and facilities.

3) Providing instruction — to members of the communities in the United States and the Caribbean region on how to renovate, build and maintain athletic fields and facilities for the benefit of young people living in those communities.

4) Training and educating teachers and coaches — in the United States, Cuba and throughout the Caribbean region in proper and healthy techniques for educating and training student athletes.

5) Facilitating player and team exchanges and exhibitions — designed to promote youth baseball development through on-field competition in Cuba and the United States.

6) Scheduling seminars and classes — focused on sports management and other topics of interest. CEBF will sponsor visiting lecturers at appropriate Cuban institutions (e.g., el Instituto Superior de Cultura Fisica Manuel Fajardo in Havana) to deliver seminars and classes on different concepts of sports management — the “business of sports” — as taught and applied in the U.S. sport industry.

7) Donating equipment — through a CEBF proposed system designed to facilitate the distribution of donated baseball and softball equipment and materials to Cuban youth. CEBF will continue working with major equipment manufacturers to arrange the transportation and distribution of donated equipment — in accordance with U.S. export regulations — not only in Havana but throughout the island.

8) Renovating and restoring sports facilities — especially baseball and softball fields. CEBF, working with our Cuban counterparts, will identify renovation and restoration projects which will include improvements ranging from upgrades to the playing fields to the installation of lights on youth fields, in parks, and other recreational facilities.

9) Supporting the development of — Cuba’s National Baseball Museum and Hall of Fame. CEBF will provide experts to assist the Cubans in the design and construction of the Museum and Hall of Fame. In addition, experts will share “best practices” related to the collection and preservation of memorabilia and provide training to the country’s curators.
III. IMPLEMENTATION

STAFF

CEBF has selected a highly respected professional with extensive knowledge of and experience in the region to serve as Executive Director. The Executive Director will be involved in all aspects of CEBF’s operations, ranging from building relationships with people in the various communities the foundation will serve to overseeing the administration of and progress on the different programs and initiatives funded by CEBF. The Executive Director will be responsible for hiring a staff to facilitate work on the ground and coordinate activities with appropriate officials in Cuba and in the U.S.

CEBF’s office will be located in Washington, D.C., but the Executive Director will have a consistent presence in Cuba and other Caribbean nations in order to fulfill the mission of the foundation.

licensing and approvals

CEBF will operate in Cuba under an OFAC general license and will obtain any other specific licenses and approvals that are required from the U.S. government to conduct its activities, both in Cuba and in other Caribbean countries. Furthermore, CEBF will obtain all necessary approvals that are required within each country or territory prior to embarking on any initiative.

PARTNERS

CEBF will partner with a variety of organizations in both the U.S. and Cuba, including non-profit foundations; corporations; baseball entities; and government agencies. CEBF has initiated discussions with a variety of such organizations in the U.S. and Cuba designed to identify areas where CEBF, working with its partners, can have the greatest impact in improving the lives of the country’s citizens.
IV. BENEFITS TO DONORS AND REQUEST

Given today’s global philanthropic needs, we are acutely aware that compassionate and generous individuals are frequently asked to support multiple causes. We believe that CEBF and the activities described are worthy of your consideration. We are offering a unique opportunity to partner with an organization whose mission is to build bridges to Cuba and, with time and as appropriate, other Caribbean communities through goodwill and friendship. The Board members have extensive experience and expertise and have built strong relationships in Cuba, which will be instrumental to the success of our efforts.

Donors will benefit in a variety of ways. Your tax-deductible charitable gift will be used on significant needs that will have a positive impact on the lives of the Cuban people, especially the country’s young citizens. Sports, particularly baseball, will be the means to create increased people-to-people contact and goodwill between the U.S. and Cuba, a task that has never been more important. You will receive regular progress reports on each initiative. Corporate donors will be creating their own goodwill, while also building relationships and understanding in Cuba by participating with CEBF in this opportunity. Donors will be provided opportunity to visit CBEF programs in Havana and tour key sites in Cienfuegos, Trinidad, Santa Clara and Matanzas, and during baseball season, experience activities in and around stadiums.

Representatives of CEBF look forward to meeting with you and/or your representative for an in-depth discussion of your specific philanthropic goals and how CEBF’s vision can help you achieve them. Please contact one of our representatives today using the contact information included with this document.
V. ORGANIZATIONAL BACKGROUND

Lou Schwechheimer, former general manager and minority owner of the Pawtucket Red Sox Baseball Club (“PawSox”), is a 37-year veteran of Minor League Baseball. He began his career as an unpaid student intern with the Boston Red Sox in 1978. Shortly thereafter he joined the PawSox, where over a period of three decades he helped to establish one of the premier franchises in all of Minor League Baseball. While with the PawSox, Lou helped form and oversee the Pawtucket Red Sox Charitable Foundation, a model of charitable giving in local communities.

Lou made his first visit to Cuba in 2003. Over the course of many visits since then, Lou and his associates have engaged in a series of meaningful discussions, knowledge exchanges, presentations and activities that brought together Americans and Cubans of diverse backgrounds to share their knowledge, experience and passion for the game of baseball and its place in our respective societies, histories and cultures.

As a result of those interactions, CBI has fostered and created a broader understanding and built trust and relationships with a range of stakeholders, including key Cuban government sports officials and authorities; non-profit organizations; prominent economists and businesspeople; current and former baseball players and coaches; and baseball historians, artists, and journalists. CBI representatives have toured historical baseball facilities and cultural landmarks and have played pick-up baseball games with locals, distributed baseball and softball equipment to the youth on the island and assisted in coaching youth teams.

CBI associates attended the game between the Tampa Bay Rays and the Cuban National Team, helped arrange the historic concert performance in Havana by the Rolling Stones and were present during Pope Francis’ Papal Visit to Cuba in September 2015. Throughout the years, CBI has kept the U.S. Department of State and the U.S. Embassy in Havana fully informed of its activities, plans and objectives.


The Caribbean Education and Baseball Foundation, which was formed and received IRS approval as a 501(c)(3) non-profit organization in 2016, is a natural extension of CBI’s broad-based, charitable activities in Cuba to date. Indeed, as a result of CBI’s steadfast engagement, CEBF has acquired significant understanding of the Cuban baseball landscape and the workings of government and business, along with an extensive network of friends and contacts. That knowledge, and those relationships, provide CEBF with a unique and essential understanding of “how to get things done” on the island which will be of immeasurable benefit to CEBF’s charitable mission.
CBI’s inaugural visit to Havana in 2003 was led by Dr. H. James Brown and set the tenor and tone of respectful engagement with baseball and government officials, educators, and prominent artists and musicians that followed.

In the 14 years since, members of CBI, CEBF and our partners collectively have made over 50 goodwill visits to Cuba. We have witnessed firsthand the profound changes in the bilateral relationship with the United States. President Obama opened the door to Cuba in December 2014 and his historic visit to the island in March 2016 led to improved relations and diplomatic engagement that has resulted in several bilateral agreements of mutual interest.

CEBF will continue to build the bridge to Cuba, as we have done quietly and respectfully for over a decade. The members of CEBF’s Board of Directors will strive to honor the commitment of those who support our mission. CEBF will continue to support youth athletic programs for boys and girls, provide much needed baseball equipment, while enhancing stadium and arena infrastructure with lighting, netting, and field supplies, all while creating educational and cultural exchanges and internship opportunities.
LARRY CANCRO
SENIOR VICE PRESIDENT, BOSTON RED SOX
A 37-year veteran of Major League Baseball, Mr. Cancro helped the Boston Red Sox set six season attendance records. He was responsible for bringing Bruce Springsteen, the Rolling Stones, Paul McCartney, Billy Joel, the Zac Brown Band and many other legendary acts to Fenway Park.

DANIEL J. CARNEY
SENIOR VICE PRESIDENT, JANNEY
Mr. Carney has had a 30-year career in investment management. He currently manages nearly a billion dollars in assets. He was instrumental in the debt-free acquisition of CBI’s New Orleans and Port Charlotte franchises.

ANANI DZIDZIENYO
PROFESSOR, BROWN UNIVERSITY
An Associate Professor of Africana Studies and Portuguese and Brazilian Studies, Dr. Dzidzienyo specializes in the study of race in Latin America. He serves as Director of Graduate Studies at Brown University and is a member of the University’s Center for Latin American Studies at the Watson Institute.

ROBERTO GONZALEZ ECHEVARRIA
PROFESSOR, YALE UNIVERSITY
Dr. Gonzalez Echevarria is the Sterling Professor of Hispanic and Comparative Literature at Yale University. He is an internationally acclaimed author, and native of Sagua La Grande, Cuba. Dr. Gonzalez Echevarria was awarded the National Humanities Medal of 2010 by President Barack Obama. His *Pride of Havana* received the Dave Moore Award for Best Baseball Book of 2002.

RENEE EVANGELISTA
PARTNER: HOWLAND, EVANGELISTA, KOHLENBERG, BURNETT
A distinguished career spanning 24 years, Ms. Evangelista has been recognized by Best Lawyers in America and as one of New England’s Top 50 Women in Law for her accomplishments in law, advocacy and business. Currently active on several boards she has also donated her time to the International Tennis Hall of Fame, the Anthony Quinn Foundation and the Women’s Sports Foundation.

AMBASSADOR MARC GROSSMAN
VICE CHAIRMAN, THE COHEN GROUP
Ambassador Grossman served as the Under Secretary of State for Political Affairs, the State Department’s third ranking official, and Ambassador to Turkey during a brilliant 29-year career in the United States Foreign Service. In 2011 President Barack Obama and Secretary of State Hillary Clinton called Ambassador Grossman back to service as the US Special Representative for Afghanistan and Pakistan.

JAMES HEALEY
PRESIDENT AND TRUSTEE, THE YAWKEY FOUNDATION
During Mr. Healey’s affiliation with The Yawkey Foundation, the foundation has annually been named as the most influential philanthropic organization in New England for donating hundreds of millions of dollars to over 200 organizations. Prior to serving as President of the Yawkey Foundation, Mr. Healey served as a senior executive of the Boston Red Sox, where he helped develop the New England Sports Network and the team’s Spring Training Complex.

DR. JORDAN KOBritz, J.D. CPA
PROFESSOR AND CHAIR, SPORTS MANAGEMENT DEPT, SUNY CORTLAND
A Graduate of Georgetown University’s McDonough School of Business and the Cornell University Law School, Dr. Kobritz is a former practicing attorney and CPA. He owned the Triple-A Maine Guides of the International League and the Single-A Daytona Cubs of the Florida State League. He has traveled extensively to Cuba for CBI-related activities and on behalf of SUNY Cortland.
ANNIE LIFE  
LIMITED PARTNER, CARIBBEAN BASEBALL INITIATIVE  
During a 25-year career in the healthcare industry, Ms. Life developed and managed occupational health services for over 300 companies and created a national phlebectomy network serving over 15,000 patients. Her CBI responsibilities have included capitalization, the rebranding of the New Orleans franchise, and the launch of the Caribbean Education and Baseball Foundation.

REGINALD LOVE  
VICE PRESIDENT, TRANSATLANTIC ENERGY GROUP  
Prior to his role at Transatlantic where he is an equity partner, Mr. Love served in the Executive Office from 2007-2011 as a personal aide to President Barack Obama. He was responsible for assisting with the coordination and completion of the President’s daily schedule. Mr. Love was captain of the Duke University basketball team and is a NY Times Best Selling author.

HOLLY ROWE  
SPORTS REPORTER, ESPN TELEVISION  
An Emmy-nominated producer and writer, Ms. Rowe is nationally renowned as one of the most talented reporters in sports. She has served as a sideline reporter and play-by-play commentator for NCAA college football, men's and women's basketball, volleyball, the NBA, the WNBA, World Cup soccer, The Running of the Bulls, and the Little League World Series.

LOU SCHWECHHEIMER  
MANAGING GENERAL PARTNER, CARIBBEAN BASEBALL INITIATIVE  
Prior to forming CBI, Schwechheimer was a member of the Pawtucket Red Sox ownership team. During his tenure with the PawSox the team attracted more than 15 million fans to McCoy Stadium. The club received virtually every national award in baseball while Mr. Schwechheimer personally earned five Executive of the Year Awards.

MICHO SPRING  
GLOBAL CORPORATE PRACTICE CHAIR, WEBER SHANDWICK WORLDWIDE  
A native of Havana, Cuba, Ms. Spring attended Georgetown and Columbia Universities and received an MPA from Harvard’s Kennedy School of Government. She has earned numerous honors and awards in the public and private sectors, including the Leadership Award from the Hispanic-America Chamber of Commerce and the Order of Isabel LA Catolica Award presented by King Juan Carlos of Spain. A “Legend” inductee into the Ad Club’s Hall of Fame, Micho is annually named as one of the “20 Most Powerful Women in Boston” by Boston Magazine.

DR. DAMION THOMAS  
MUSEUM CURATOR OF SPORTS  
NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY AND CULTURE, SMITHSONIAN INSTITUTION  
Dr. Thomas has earned international acclaim for his work as the Museum Curator of Sports at the National Museum of African American History and Culture. He earned a PhD in United States History at UCLA. Prior to joining the Smithsonian, he was an assistant professor at the University of Illinois and the University of Maryland-College Park. He is the author of Globetrotting: African American Athletes and Cold War Politics. His publications include articles in the International Journal of the History of Sport, Sport & Society and The Journal of Sport and Social Issues.

MATTHEW WHITE  
CHIEF OPERATING OFFICER, CARIBBEAN BASEBALL INITIATIVE  
As Chief Operating Officer of CBI, Mr. White oversees the day-to-day operations of the Charlotte Stone Crabs and the New Orleans Baby Cakes where he is responsible for the activities of 40 full-time and over 400 seasonal staff. A CPA, Mr. White worked for the firm of Arthur Anderson, LLP and earned his MBA before joining the Pawtucket Red Sox as Chief Financial Officer. He was largely responsible for the creation of the Pawtucket Red Sox Charitable Foundation, a model of charitable giving for the baseball industry.
**BASEBALL**

Baseball is the essential core of CEBF’s mission. Therefore, we will focus our bridge-building efforts on a wide variety of baseball-related activities on both sides of the Straits of Florida. In so doing, we will continue to build relationships with a range of baseball stakeholders throughout Cuba and the United States, to include little leaguers, current and former professional and amateur players and coaches, journalists, and government, corporate and nonprofit organizations. Our projects and programming will be designed to serve and promote the joy of the game and maximize the benefits to the people of the countries we serve.

CEBF provided experts will highlight best practices in training techniques and will emphasize the benefits associated with proper rest, conditioning and nutrition. Conferences, symposia, exhibitions, and cultural exchanges will be a hallmark of our future baseball efforts.
EDUCATION

In collaboration with our partners in both countries, CEBF will incorporate educational elements into as many of our programs as possible. Baseball and other topics will be used to strengthen historical and cultural awareness which will broaden bilateral and multicultural understanding between our people. These objectives will be accomplished in part through seminars, programs and courses related to the business of sports and sports medicine. CEBF will draw on the experience and expertise of its Board members as well as its wide network of contacts in Cuba and the U.S. to carry out this important aspect of our mission. We will also establish a student intern program and promote student and faculty exchanges between our two countries.
MUSIC

Like baseball, music is an integral part of the culture of the U.S. and our Caribbean neighbors, a common language understood by all. The appetite for international music exchanges is strong, as evidenced by the success of the 2016 Rolling Stones concert in Havana and the many visits to and performances in both the U.S. and Cuba by musical artists in genres from jazz to rock to hip hop. CEBF will support similar exchanges by developing a series of concerts and musical performances. CBI partners assisted in the planning and execution of the Rolling Stones concert which was attended by an estimated 400,000 music lovers. CEBF will also facilitate the donation and distribution of musical instruments and supplies which are much in demand in Cuba.
ART

Seeing baseball through the lens of creative and talented artists is an effective and unique way to understand its role and importance in the culture of a country. The passion for the sport has been captured on canvas by countless artists in Cuba. CEBF representatives have developed friendships with many of these talented artists. The Foundation will develop programming to support the continued development and exposure of their immense talent through international exchanges. Initiatives will include sponsoring exhibits at ballparks, universities and museums in both the U.S. and Cuba. In addition, CEBF will facilitate artist exchanges and artist-in-residence programs at Art Institutes in both countries.