In May, the White Sox unveiled the brand-new club for the club’s youngest fans. The Pepsi Kids Club now features a two-tiered membership program that offers different benefits for "Sluggers" and the new "All-Star" levels for all kids age 12 and under.

The $27 Sluggers membership includes a welcome postcard from manager Ozzie Guillen, a membership certificate, tradable stickers, six baseball cards, a poster, a green child-sized Kids Club wristband (available exclusively through Kids Club membership), six email newsletters, monthly prize drawings and two certificates for a 2005 White Sox game.

The $27 All-Stars membership includes a welcome postcard from Ozzie Guillen and a Pepsi Kids Club decorative box containing a White Sox cap, a membership card, tradable stickers, six baseball cards and a Kids Club wristband. All-Stars also will receive six email newsletters, monthly prize drawings, a birthday card signed by White Sox players, the opportunity to participate in a pregame on-field parade and four certificates for a 2005 White Sox game.

OUR MISSION
Chicago White Sox Charities (CWSC) provides annual financial, in-kind and emotional support to hundreds of Chicago-based organizations, including those leading the fight against cancer or dedicated to improving the lives of Chicago’s youth through education and athletics. With the generous support of White Sox fans, friends and sponsors, CWSC has donated millions of dollars since its inception in 1990, striving to improve the quality of life for Chicagoans of all ages, races and genders. To the Chicago White Sox, winning goes beyond the baseball diamond into the community. The White Sox and CWSC want to inspire, educate and embrace Chicago to create a lasting legacy for future generations.
As part of the partnership agreement that made U.S. Cellular the presenting sponsor of the 2005 Chicago White Sox, the White Sox and U.S. Cellular donated 10,000 blankets and 20,000 White Sox game tickets to 10 local hospitals in the Chicagoland community on April 5.

Ozzie Guillen, Harold Baines, Tim Raines, Greg Walker, Paul Konerko, Cliff Politte, Neal Cotts, Willie Harris, Jon Garland, Jerry Reinsdorf and White Sox staff members delivered the baby blankets and tickets to the families of the first 1,000 babies born after Opening Day 2005 at each hospital. A special thanks to U.S. Cellular for their help in reaching the next generation of Sox fans!

Chicago Baseball Cancer Charities, which has flourished under the leadership of CBCC president and former White Sox southpaw Bill Pierce for nearly 20 years, is an organization of current and former baseball players, media and community leaders that supports cancer research and treatment at some of Chicago’s most prominent medical institutions, including Northwestern Memorial and Children’s Memorial hospitals. Although Pierce admits using his star status to aid in CBCC fundraising efforts, it’s hard to blame him when you learn that he and CBCC have raised millions for the fight against cancer, including annual support from Chicago White Sox Charities.

CBCC started as the Hutch Fund, which held an annual golf outing to support the search for a cure for cancer and recruited Pierce as a volunteer several decades ago. As time went on, and as cancer hit closer to the heart of CBCC — claiming the lives of some of Pierce’s close friends, including Nellie Fox, Sherm Lollar and Fred Hutchinson, and touching his wife Gloria — CBCC’s leaders decided to grow the organization while ensuring that all monies raised supported programs that touched the lives of Chicagoans. Pierce and CBCC founder Marv Samuel stepped up to the plate, working tirelessly together to grow the organization to where it is today. When Samuel died of leukemia fifteen years ago, Pierce assumed the leadership role he still holds.

Pierce has planned to retire from his post atop CBCC for nearly 10 years. But his vested interest in the organization’s success — the same drive that helped him earn more than 200 career victories and seven All-Star berths — has kept him at the helm. He acknowledges that, at 78, he wouldn’t mind stepping back to spend more time with Gloria, his wife of 55 years, and their three children and five grandchildren. But until someone else promises to continue CBCC’s outstanding legacy, he’s comfortable being the one who coordinates every last detail of what has become a 300-golfer event that, combined with auctions and sponsorships, now raises close to $400,000 each year.

“I do it because of the cause,” said Pierce. “Everyone has been touched by cancer, but not everyone is able to do something about it. We’ve been lucky to enlist the help of business leaders and celebrities who are willing to lend their name to CBCC, and every person who supports us knows that all the money they give goes right back into the search for a cure for cancer.”

A longtime resident of Evergreen Park, Ill., Billy Pierce remains a treasured member of the White Sox Speaker’s Bureau, making dozens of appearances each year to support the club’s community outreach efforts. Pierce spent 13 of his 18 major-league seasons with the White Sox (1949-61), retiring with a career record of 214-169 with a 3.27 ERA. The White Sox retired his uniform No. 19 in 1987.

Since being established in 1990, Chicago White Sox Charities has donated nearly $2.5 million to CBCC in grants.
TIME WELL SPENT: 2005 COMMUNITY TIMELINE

APRIL 15
*MARINKE WARNER'S 1ST BIRTHDAY* The White Sox and phone company partners celebrated the birthday of a local children's heart patient.

APRIL 16
STUDENT ART CONTEST The White Sox and the Chicago Sun-Times held an art contest on the topic of the White Sox 2005 Opening Day Card. Gladis White, a member of the McCormick Boys & Girls Club, submitted the winning design. As the winner, Gladis and her family attended a White Sox game, and she threw out a ceremonial first pitch and met White Sox players during batting practice.

APRIL 18
*ORGAN DONOR SIGNING FAMILY FIELD DAY AND YARD SALE* Special Olympics Games were held 37 years ago.

APRIL 21
*ORGAN/TISSUE DONOR SIGNING* Family Field Day and Yard Sale recognition of community leaders.

APRIL 22
*SOUTHPAW'S FIRST BIRTHDAY* Fans helped celebrate Southpaw’s first birthday by singing “Happy Birthday to Southpaw” during the game and during a giant birthday card presentation.

APRIL 23
Mayor’s Conference The City of Chicago hosted the U.S. Conference of Mayors, an annual event of 432 Mayors and city officials. Participants attended a White Sox game and were treated to a pre-game party and appearances by former White Sox players.

APRIL 24
*WHITE SOX TRAINING ACADEMY CAMP* Chris Widger visited with young athletes at a White Sox Training Academy summer camp in Niles, IL.

APRIL 24
*PROSTATE CANCER FOUNDATION HOME RUN CHALLENGE* Willie Harris presented a check for $6,000 from White Sox Charities to Dr. Bridges, which will test 12 Special Olympic athletes to the Indian southwest competition.

APRIL 25
CITYWIDE BENCHMARK CHALLENGE The White Sox and Exceptional Parent Magazine hosted Disability Awareness Night, in an effort to support individuals with disabilities and those involved in their care and development.

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APRIL 26
*WHITESOX.COM.*

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EIGHT-YEAR-OLD BOYS TYPICALLY SPEND THEIR SUMMERS CRUISING ON THEIR BIKES, PLAYING LITTLE LEAGUE BASEBALL AND VISITING THE LOCAL POOL. IN OAK LAWN, ILL., THE LAST TWO SUMMERS, TWO YOUNG BOYS DONATED THEIR TIME TO MAKING THE LIVES OF SICK CHILDREN A LITTLE BIT BRIGHTER.

Sean Carey, now nine years old, was seriously ill with pneumonia at age three. All he remembers from the month-long hospital stay that saved his life is the boredom. In 2003, Sean and his friend Danny O’Hearn decided to support other hospitalized kids, hosting a ‘Lemon-aid’ stand with the intent of purchasing wagons and toys with the proceeds.

The first summer, the boys’ lemon-aid stand raised $750, which they spent on 12 wagons for Advocate Hope Children’s Hospital in Oak Lawn, where Sean had stayed years earlier. In 2004, they raised $2,000 and purchased 10 Nintendo Gamecube Systems and 30 games. This year, The Hershey Company sweetened the pot by donating a $10,000 Target gift card, which was used to purchase mini-refrigerators for patient rooms, DVD players, additional video game systems and other interactive items for young patients.

“We are extremely touched that Sean and Danny want to give back to our hospital,” said Dr. Rabi Sulayman, chairman of pediatrics. “Their generous donations will continue to provide much comfort and many smiles to thousands of children who come through our hospital.”

Sean and Danny exemplify, on the most fundamental level, what we admire in Roland Hemond,” said White Sox chairman Jerry Reinsdorf. “At a time in their lives when they have the basic right to focus on just being kids, they work to bring a bit of sunshine into the lives of sick children. Their story is an inspiration to us.

“This award celebrates the character and kindness of Roland Hemond and shows our appreciation for the unselfish nature of people like Sean Carey and Danny O’Hearn,” said Reinsdorf. “We expect to see great things in the future from these two young men.”

As part of their award, Sean, Danny and their families enjoyed the 2005 MLB All-Star Game and festivities as guests of the White Sox.

“Our generous donations will continue to provide much comfort and many smiles to thousands of children who come through our hospital.”

– Dr. Rabi Sulayman, Chairman of Pediatrics Advocate Hope Children’s Hospital

A FEW YEARS AGO, AN EMOTIONAL VIDEOTAPE TELLING THE STORY OF THE Miracle League landed on the desk of White Sox chairman Jerry Reinsdorf. The Miracle League, an organization providing opportunities for children with special needs to play baseball, relies on the support of its partners to promote the construction of special diamonds that meet the unique needs of these players. Reinsdorf, who for years has lead the club’s community outreach initiatives and its desire to bring a love of baseball to every child, recognized that the Miracle League was the perfect partner for the club’s next big charitable endeavor.

As the club has done in the past for its most meaningful, impactful community outreach initiatives — including the $1 million rehabilitation of 800 baseball and softball fields in 1994 and annual support of the Special Olympics and the Inner City Little League — the White Sox turned to the Chicago Park District and the City of Chicago to make this project a reality.

In May 2005, after years of hard work, the White Sox, Chicago Mayor Richard M. Daley, Chicago Park District general superintendent Tim Mitchell and White Sox All-Star Orlando Cabrera joined Reinsdorf to celebrate the grand opening of the White Sox Fields at Mt. Greenwood Park near the intersection of 111th and Pulaski. This beautiful complex, built with a $1 million grant from Chicago White Sox Charities, features fields for little league and high school baseball and girls’ softball in addition to cornerstone of the project, the Miracle Field.

“Baseball doesn’t see children as able-bodied or having special needs. It sees all people, big and small, and embraces them as they learn to understand and love the game,” said Reinsdorf. “The White Sox have a sincere desire — and an obvious responsibility — to help children of all ability levels have a safe and friendly place to play ball. We were fortunate to work with the City of Chicago and the Park District to bring this beautiful project to fruition, right in our own backyard.”

WHITE SOX RETURN TO UTICA

THE WHITE SOX FIRST MET THE RESIDENTS OF UTICA, ILLINOIS, AFTER A TORNADO DEVASTATED THE SMALL TOWN OF L200 PEOPLE AND DESTROYED ITS LITTLE LEAGUE FACILITIES IN APRIL, 2004. AFTER RECEIVING A CALL FOR HELP FROM A MEMBER OF UTICA’S LITTLE LEAGUE PROGRAM, CHICAGO WHITE SOX CHARITIES AND INSTRUCTORS FROM THE BULL’S/SOX TRAINING ACADEMYsprung into action, arranging for a donation of equipment to replace what was lost; cash to help rebuild the fields; and a skills clinic for the hundreds of little leaguers who suddenly were without a home field.

A year later, the White Sox, led by Cliff Petitte, Chris Widger and Southpaw (picted at left), again made the trip to Utica, this time for a celebration: to represent the Chicago White Sox in supporting the families of Utica as they unveiled their beautiful new baseball field. The players participated in a sunny celebration of the field’s completion and signed autographs for 100-plus members of the Utica Little League. They caught the ceremonial first pitches before the inaugural game and watched as baseball, and smiles, returned to Utica.

WHITE SOX FIELDS AT MT. GREENWOOD PARK DELIVER MIRACLES


“We all hope a kid from the Southwest Side will go from one of these fields to the Chicago White Sox,” said Mayor Richard M. Daley. “But it’s even more important that kids with disabilities make it into the mainstream of our society. And they can begin that journey right here at the Miracle Field.”

The $1 million donation to build the fields matches the largest single CNCS contribution since its inception. Two other Miracle Fields in Geneva and Roselle, Ill., were built in 2004 with help from two CNCS grants totaling $300,000. The Chicago Park District is coordinating all programming on the fields.