



## The Times

### TCNJ students raise \$1,000 for 'Grand Slam We Care'

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TRENTON -- The Trenton Thunder, the Double-A affiliate of the New York Yankees, have announced that students in the Freshmen Business Colloquium at The College of New Jersey raised \$1,000 for the Grand Slam We Care Foundation as part of a lesson on philanthropic business endeavors.

The Freshmen Business Colloquium is a required class for TCNJ freshmen that introduces students to the world of business. Executive-in-Residence Jim Conroy supervises the class of about 250 students and stresses the importance of corporate giving. He saw a partnership with the Grand Slam We Care Foundation as a way to teach this topic while providing real-world experience for the students.

"The School of Business at TCNJ firmly believes that students need to understand and participate in corporate philanthropic endeavors," Conroy said. "A good corporate citizen needs its employees to give back to the community. Our partnership with the Trenton Thunder is a first step to instill what we believe our students should be prepared for when they enter the business world."

"The Thunder would like to thank Jim Conroy and his students for their efforts," said Thunder Assistant General Manager and TCNJ alumnus Greg Coleman. "... This partnership with The College of New Jersey teaches the importance of corporate giving while supporting important youth education initiatives."

TCNJ student Matt Baumann was the leading fundraiser. Baumann got his results by drafting a letter explaining what the Grand Slam We Care Foundation is and how he was trying to help. He then sent it out to his family, friends and some local businesses.

The Grand Slam We Care Foundation creates awareness and raises funds for various educationally based community outreach initiatives. Since 1994, the Grand Slam We Care Foundation and Trenton Thunder have given more than \$2.7 million worth of goods, services and monetary donations to community organizations in the region. The Foundation also oversees the community outreach programs of the Thunder's sister team, the Lakewood BlueClaws, Single-A affiliate of the Philadelphia Phillies.