

CRAINS DETROIT BUSINESS

June 11, 2021 02:54 PM

Home crowd: Loyola fundraiser expected to draw 450 or more

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Reprints

- Outdoor event is among the first fundraisers to welcome hundreds back
- Will also be livestreamed for handful of supporters
- Decision to move forward with large, in-person event made in March



The Corner via Facebook

Loyola High School will host a fundraiser Friday night at the former site of Tiger Stadium in Corktown.

Loyola High School is bringing back its largest annual fundraiser with an in-person event expected to draw more than 450 people to the old Tiger Stadium site in Detroit tonight.

One of the first nonprofits in the region to [pivot to a virtual event](#) during the early days of the pandemic, Loyola is also among the first to return to a large in-person event with hundreds of attendees.

While a handful of nonprofits had in-person events back on the calendar as of mid-May, [most were still planning for virtual fundraisers](#). And those moving to in-person events expected them to be smaller than normal gatherings.

Proceeds from the 25th annual Tigers Night & Auction will support tuition assistance and academic programs for the 150 students at the all-male Catholic high school in Detroit.



Loyola High School of Detroit * Bill McGrail

Loyola rented the historic playing field now known as "The Corner" for the event.

"It's been another interesting adventure in making the decision in March to 'lean-in' to hosting an in-person version this year (particularly with the COVID wave that hit us in April), but we stayed the course and hopefully, fingers crossed, all goes well," Loyola's director of advancement Bill McGrail said.

"There has certainly been a lot of enthusiasm from our donors for coming together in person."

The historic playing field, home to the Detroit Tigers from 1912-1999, is now known as The Corner Ballpark presented by Adient and the permanent home of the Detroit Police Athletic League and its sports programs for Detroit youth.

"In celebration of our 25th annual event, we're going back to where it all began at the corner of Michigan and Trumbull," Loyola President Dave Smith said.

Guests can get something to eat or drink under the concourse, run the bases and play catch in the outfield near the original centerfield flagpole.

In hybrid fashion, Loyola is also livestreaming the event for guests who prefer to watch and participate in the auction – with items including a 1968 Signed Al Kaline Detroit Tigers jersey – from home. Roughly a dozen virtual viewers are getting "party kits" delivered to their homes, McGrail said.

Loyola has set a target to raise \$170,000 from the in-person event this year.

Individual [tickets](#) are \$150 per adult and \$30 per child.

Last year, with the virtual event, it exceeded its target, raising \$163,000 during the event.