



# Shaw Charity Classic

August 5-9, 2015 | Canyon Meadows Golf & Country Club

The Shaw Charity Classic aims to not only provide Calgary with a world-class professional sporting event accessible to families, but also to bring much needed dollars to local charities. In 2014, the Shaw Charity Classic hit it out of the park and gave the single largest charitable contribution in Champions Tour history by contributing \$2.4 million to local children & youth charities.

In 2015, a new great opportunity to benefit children and youth is being introduced, called Birdies for Kids presented by AltaLink. Participating charities will receive **100% of every donation** collected on their behalf with no fees, and will receive up to 50% in extra funding through our matching program.

### How does it work?

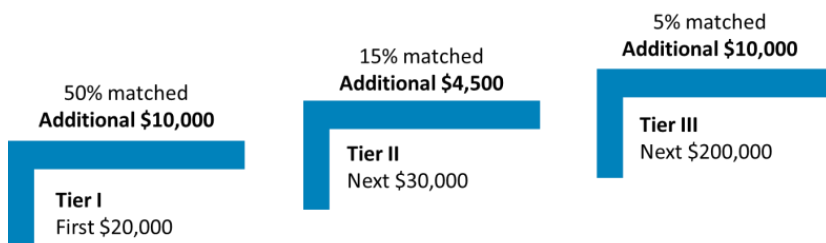
Donors can either make a one-time flat donation or a pledge for each birdie made by Champions Tour players during the 2015 Shaw Charity Classic. Donations can be made up until Sunday August 9, 2015 at 11:59:59 PM MT.

### What is a Birdie?

In golf, a 'birdie' is a score of one stroke better than 'par' for any golf hole on the course. 'Par' is the expected score of a golf professional on any given hole. For example, on a par 4, a score of 3 is a birdie. In 2013, there were 1,000 birdies at the Shaw Charity Classic, and in 2014 there were 892. We estimate 900 birdies will be made during the 2015 Shaw Charity Classic.

### Matching Program

The most exciting part of the program comes together from various corporate supporters with AltaLink being the Founding Partner. Using the tiered matching structure below, every dollar raised by a charity will be matched up to 50%. Depending on the individual charity's fundraising efforts, they will progress through the three tiers towards a maximum of \$250,000 collected.



\* The Calgary Shaw Charity Classic Foundation reserves the right, in its sole discretion, to substitute alternative matching percentages for those outlined above.



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### Shaw Charity Classic Responsibilities

- Payment of all program fees
- Collection and record keeping of donations
- Website and database management
- Invoicing and tax receipt distribution
- Promotional materials
- Monthly donor reports for charities

### Which Charities can I donate to?

A complete list of Birdies for Kids participating charities can be found on the Shaw Charity Classic website. You can review the list and choose the charity you would like your pledge to benefit. You are also able to donate directly to our matching program to have your funds distributed among the full charity list.

### Payment Methods

You can choose to pay by cheque or credit card. **All cheques must be made out to Calgary Shaw Charity Classic Foundation.** Do not pay the charity directly. You will receive a tax receipt for 100% of your donation to Birdies for Kids from the Foundation following the tournament. If you make a one-time flat donation you will be invoiced/billed immediately, and if you make a per-birdie pledge you will be invoiced/billed after the tournament ends on August 9th, 2015.