



Shaw Birdies for Kids Presented by AltaLink: 2021 Program Information





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2021 Shaw Charity Classic

Dates: August 9 – August 15, 2021

Title Sponsor: Shaw Communications

Location: Canyon Meadows Golf & Country Club

Field: 78 Professionals (minimum 50 years old)

Purse: \$2.35 million USD

Defending Champion: Wes Short, Jr. (2019)

Broadcast: Golf Channel

Attendance: 42,500





Tournament Charity History

2013	<ul style="list-style-type: none">• Inaugural Shaw Charity Classic brought to Calgary• Contributed \$2.2 million to Southern-Alberta charities
2014	<ul style="list-style-type: none">• Contributed \$2.4 million to Southern Alberta children and youth charities• Set record for largest charitable contribution in Champions Tour history
2015	<ul style="list-style-type: none">• Introduced Shaw Birdies for Kids presented by AltaLink• Raised \$2.3 million through Birdies for Kids, 89 participating charities, 10 Official Charity Partners• Total charitable contribution of \$3.9 million
2016	<ul style="list-style-type: none">• Raised \$3.7 million through Birdies for Kids, 113 participating charities, 9 Official Charity Partners• Total charitable contribution of \$5.2 million
2017	<ul style="list-style-type: none">• Raised \$6.9 million through Birdies for Kids, 159 participating charities, 11 Official Charity Partners• Total charitable contribution of \$8.3 million
2018	<ul style="list-style-type: none">• Raised \$11.3 million through Birdies for Kids, 182 participating charities, 9 Official Charity Partners• Total charitable contribution of \$12.3 million
2019	<ul style="list-style-type: none">• Raised \$12.5 million through Birdies for Kids, 202 participating charities, 9 Official Charity Partners• Total charitable contribution of \$14.1 million
2020	<ul style="list-style-type: none">• Shaw Charity Classic cancelled due to COVID-19• Raised \$10.6 million through Birdies for Kids, 213 participating charities, 8 Official Charity Partners• Total charitable contribution of \$12.5 million





Birdies for Kids: Program Overview

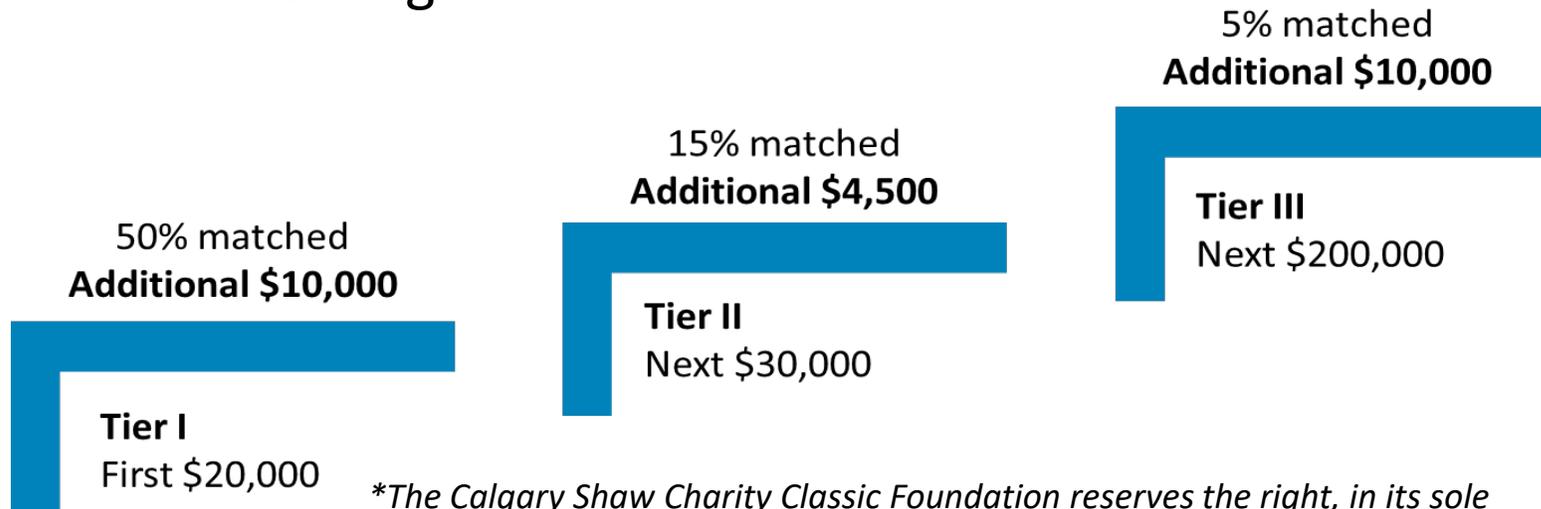
- Birdies for Charity; Started in 1971 at the John Deere Classic.
- Introduced in 2015 to the Shaw Charity Classic to broaden the charity portfolio to include more charities across all of Alberta.
- Participating charities solicit pledges from individuals and/or corporations **using the Birdies for Kids platform from February 1 to August 15, 2021.**
- Participating charities will receive **100% of EVERY DONATION** collected along with tiered matching **up to 50%**.
- There are **NO COSTS** or **FEES** associated with participating.
- This program was designed to be integrated into charities current fundraising to generate new and additional funds. Charities use the leveraged giving concept to bring in new donors.





Birdies for Kids: Matching Program

- Most unique part of the program
- Generates incentive for giving
- Matching percentage will be based off collected amounts
- There is **NO** minimum amount that must be raised to receive matching
- 2021 matching tier structure shown below:



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





Matching Program Examples

1. Charity 'A' raises \$2,500 through the Birdies for Kids Program
 - All \$2,500 is matched 50%
 - **Total cheque from the program is \$3,750**
2. Charity 'B' raises \$45,000 through the program
 - It is matched using the following formula:
 - First \$20,000 x 50% = \$10,000
 - Next \$25,000 x 15% = \$3,750
 - **Total cheque from the program is \$58,750**





Birdies for Kids: Charity Benefits

- **NO RISK or EXPENSES!**
- Charities receive **100% of all donations** and additional donation funds through matching program.
- Online donation portal.
- Administration fees paid for by the tournament.
- Use of official Birdies for Kids logo and trademark.
- Individual charity name to be included on select Birdies for Kids partner recognition materials.
- (4) Any One Day tickets for each charity.
- Special pricing on tickets and hospitality packages.





Birdies for Kids: Charity Responsibilities

- Each participating charity will solicit pledges from individuals and/or corporations.
- In order for donations to be eligible for matching funds, all pledges and donations must go through the BFK program online donation portal **by August 15, 2021**. Pledge payment must be made **by September 3, 2021**
- Once all donations are collected, 100% of the collected pledges will go towards the charity. The matching amount will be determined and a final cheque will be written from the Foundation.
- Each participating charity is responsible for gaining approval on all marketing materials used for fundraising through the program.





Shaw Charity Classic Responsibilities

- Payment of all fees associated with the program.
- Collection and record keeping of all donations.
- Website and database management.
- Invoicing and tax receipt distribution.
- Digital promotional materials.
- Support for individual charities soliciting donations.
- Sending out monthly updates to all participating charities.





Birdies for Kids: Reconciliation

- Cheque donation payment occurs to the 'Calgary Shaw Charity Classic Foundation'.
- Online donations are charged immediately (credit card or invoiced).
- Cash, cheque, or credit card are all accepted.
 - \$5,000 maximum credit card transaction.
 - Donations over \$5,000 will be accepted by cash or cheque.
- Payment to charities will take place on a rolling basis.
 - A cheque can be requested when over \$5,000 in flat donations have been accumulated by a charity by filling out the cheque request form.
 - All matching funds will be paid out in the Fall of 2021.
- Cheques from the Charites bank account **will not** be accepted without the proper proof of donation solicitation.
- Donations or pledges between the dates of February 1 and August 15, 2021 will be accepted. Funds raised outside of this window will not be accepted.





Birdies for Kids: 2021 Eligibility

1. Canadian registered charity in good standing

2. Have a program that focuses on children and youth in Alberta

3. Programs and services are provided directly by the charity



2021 Birdies for Kids Charity Application Guidelines

In an effort to ensure Shaw Birdies for Kids presented by AltaLink and the matching program are put to their most effective use, we have established guidelines for participating charities. We look forward to creating long-lasting partnerships with each charity involved by having charities engage with the Shaw Charity Classic, and simultaneously help us deepen our understanding of the charity's programs. Please review the guidelines below to determine if your organization is eligible for the program.

Your organization must:

1. Be a Canadian registered charity in good standing
2. Have a program that focuses on children and youth in Alberta
3. Programs and services must be provided directly by the charity
(i.e. Charitable program spending must be greater than \$0, gifts to other charities does not qualify as program spending)

Outside of the above criteria, priorities used in selecting Birdies for Kids charities include:

1. Management and mission effectiveness
2. Over 70% of total expenses spent on charitable programs (spending ratio)
3. Room for additional funding and plans for growth
4. Highly transparent
5. High likelihood to achieve sustainability beyond our involvement
6. Strong commitment to Birdies for Kids fundraising goal (there is no ideal goal as each organization is unique)

Lastly, participating charities will be chosen with the intention of creating a diverse program of charities that serve all areas of Alberta as well as a wide range of demographics.

Organizations excluded from consideration:

1. Any charity that raises less than \$100 for two consecutive years will be placed on probation for one year. After a year of probation the charity can reapply for the program. Charities that raised less than \$100 in 2019 & 2020 will not be considered for the 2021 program.
2. Religious organizations
3. Political parties or candidates
4. Educational institutes
5. Third-party fundraising endeavours
6. Organizations focused on the advocacy of a particular religious or political point of view
7. Organizations that do not directly provide programs or services

Please note: Charities that meet all criteria in this document may still not be accepted due to program fund limitations. However, each year applications will be reviewed for new charities so please submit an application for next year if you are not successful.





Birdies for Kids: Application Process

- Applications are due Friday January 8, 2021 by 5 PM MT.
- Please ensure to fill out all sections of the application.
- Please realistically look at what resources you may be able to put towards this initiative before setting your goal.
- All charities will be notified of their application status by January 25, 2021.





Birdies for Kids: Tips for Success

- Get others to clearly understand the program (board members, staff, volunteers).
- Face to face meetings with new and existing donors have proven to be very effective.
- Look into how the program can be integrated into new and existing events.
- Eblasts, newsletters, flyers, social media are all great for mass awareness.
- Add the BFK logo with a donation button to your website.
- Come to the tournament and host existing, new and potential donors as a way to create on-site awareness.
- Use the tournament staff as support.
- **Ensure to read ALL email communications sent out by Shaw Charity Classic staff to ensure you are up to date on all information and deadlines. If you are not receiving monthly emails, check your junk mail then contact birdies@shawcharityclassic.com.**





Birdies for Kids: 2021 Timeline

- Tuesday December 1 - **Charity Applications Open**
- **Friday January 8 at 5pm MT - Application Deadline**
- Monday January 25 - **Charities are Finalized¹**
- February 1 – August 15 - **Donation Period²**
- September 3 – **Pledge Collection Period Ends³**
- Fall 2021 – **Final Cheques are Sent Out**

1- Once all applications are received, we will determine how many charities we are able to accept based on our funding and goals outlined in applications.

2- All donations and pledges must be entered through the online portal by **Sunday, August 15 (the last day of the Shaw Charity Classic)**.

3- All final pledges must be **received** by **Friday, September 3** in order to be eligible for matching funds. There are no exceptions to this rule, including cheques being lost in the mail.





Birdies for Kids Application Tips

1. [Please click here to access the online application](#) between December 1, 2020 and January 8, 2021. If you close the forum before hitting submit, your responses **will not** be saved. If you are having troubles using the online application form, please print the form, fill it out by pen, and scan it to send by email to birdies@shawcharityclassic.com.
2. Once you submit your application, you will receive a response receipt to the email you provided. This will allow you to go back and make any necessary edits to your application.
3. The spending ratio is the percent of total expenses spent on charitable programs versus administrative costs. If your percent total expenses spent on charitable programs is less than 70%, please explain what drives up your administrative costs.
4. Your fundraising goal should only include the amount your charity will raise through the Birdies for Kids program. Please do not include the matching amounts from Birdies for Kids. Please note that this goal does not affect your eligibility for the program.
5. The question, 'What experience, capacity, and/or events does your charity plan to use for this campaign?' refers to what resources you are able to put towards the Birdies for Kids program. How will it fit into your current event and staffing structure to ensure it doesn't overwhelm but rather complement current initiatives?





Birdies for Kids: Program Contact

For program assistance, please contact:

Victoria Murray

Birdies for Kids Coordinator

birdies@shawcharityclassic.com

Office Address:

2800, TD Canada Trust Tower

421 7th Ave SW

Calgary, AB, Canada T2P 4K9

