

# Guidelines

1. The official "Kick-Off" is Friday, May 1, 2015 and the donation cut-off date is Sunday, August 9, 2015 at 11:59:59 PM MT.
2. Please mail or drop off all pledge forms to the address below, or return it to your charitable organization to have them send it in:  
Shaw Charity Classic, Attn: Jenn Faulds  
Suite 1700 Bow Valley Square III  
255 - 5th Ave SW  
Calgary, AB T2P 3G6.
3. In 2015, the Calgary Shaw Charity Classic Foundation will distribute a matching pool maximum amount of \$750,000 among all official Birdies for Kids charities based on the following formula. Any amount collected by a charity, up to \$20,000, will be matched at 50%; any amount collected above \$20,000 (but less than \$50,000) will be matched at 15%; and any amount collected above \$50,000 (up to \$250,000) will be matched at 5%. For example, if a charity collects \$250,000 it will receive \$24,500 in matching funds per the above formula. However, in the event the official participating charities collectively collect an amount that would result in matching funds in excess of the \$750,000 pool, the Calgary Shaw Charity Classic Foundation reserves the right, in its sole discretion, to substitute alternative matching percentages for those outlined above.
4. Payment of pledges is to be made to **CALGARY SHAW CHARITY CLASSIC FOUNDATION** and not the soliciting charity. Calgary Shaw Charity Classic Foundation will make payment to the participating charities of all collected pledges earned by that charity.
5. You can view a full list of Rules & Regulations or submit pledges online at [shawcharityclassic.com](http://shawcharityclassic.com).



The Shaw Charity Classic and Birdies for Kids would like to thank our proud matching program partner.



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A BERKSHIRE HATHAWAY ENERGY COMPANY

# Official Donation Card

**Birdies for Kids**  
Suite 1700, Bow Valley Square III  
255 5th Avenue SW  
Calgary, AB T2P 3G6  
587-293-4653  
[birdies@shawcharityclassic.com](mailto:birdies@shawcharityclassic.com)  
[www.shawcharityclassic.com](http://www.shawcharityclassic.com)

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



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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 added fees, and have the potential to 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 of \$0.01 or more for each birdie made by Champions Tour players during the 2015 Shaw Charity Classic (August 7 - 9).

#### 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 made. We estimate 900 birdies will be made during the 2015 Shaw Charity Classic.

#### Which charities can I donate to?

A complete list of Birdies for Kids participating charities can be found at [shawcharityclassic.com](http://shawcharityclassic.com) on the 'Birdies for Kids' page under the 'Charity' tab.

You can review the list and choose the charity you would like your pledge to benefit. If you do not indicate a charity on your pledge form, your donation will go to the 'Calgary Shaw Charity Classic Foundation' and will be included in the matching funds for the program.

#### 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 your donation from the Foundation following the tournament. Cash may also be used for one-time flat donations only on this form.

#### If you make a one-time flat donation:

- Please include a cheque with this donation form.
- Please include cash with this donation form.
- Please include your credit card information and you will be charged immediately.

#### If you make a per-birdie pledge:

- Please indicate you would like to pay by cheque and you will receive an invoice by email immediately following the tournament.
- Please include your credit card information and you will be charged after the tournament ends on August 9th, 2015.

#### Matching Program

The most exciting part of the program comes together from various corporate supporters with AltaLink being the Founding Partner. For every dollar raised by each charity, up to 50% will be matched. This means that if you give a one-time flat donation of \$50, up to an additional \$25 will be given to your charity of choice.



#### Keep for Your Records

I pledged:

\$ \_\_\_\_\_ for every birdie made during the 2015 Shaw Charity Classic, or

\$ \_\_\_\_\_ as a one-time flat donation (\$10 minimum)

\* Your pledge is based on actual number of birdies made.

If 900 birdies are made, my total pledge would be:

\$0.01 = \$9    \$0.02 = \$18    \$0.03 = \$27    \$0.04 = \$36  
\$0.05 = \$45    \$0.08 = \$72    \$0.10 = \$90    \$0.25 = \$225

## Official Pledge Form

### Step 1: I pledge and promise to donate to the Birdies for Kids Program:

\$ \_\_\_\_\_ for every birdie made during the 2015 Shaw Charity Classic

OR

\$ \_\_\_\_\_ as a one-time flat donation (\$10 minimum)

### Step 2: Please direct my contribution to the charity below:

**PMAST**

### Step 3: My contact information (please print clearly):

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

COMPANY NAME (IF COMPANY DONATION) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

I wish to share my personal information with, and receive future mailings from, my designated charity.

### Step 4: My payment information (please print clearly):

I plan to pay by cheque for my per birdie donation. Please invoice me after the tournament.

I have enclosed my cash payment.

My one-time flat fee cheque is enclosed and is made payable to **Calgary Shaw Charity Classic Foundation**.

I plan to pay by credit card. (Flat donations will be billed immediately, while per birdie pledges will be billed after the tournament)

VISA

MASTERCARD

NAME ON CARD \_\_\_\_\_

CREDIT CARD NUMBER \_\_\_\_\_

CVV# \_\_\_\_\_ EXPIRATION DATE (mm/yy) \_\_\_\_\_