



Peer Mediation And Skills Training (PMAST) & Birdies for Kids—presented by AltaLink

It's 2017 and Canyon Meadows Golf and Country Club is once again hosting the Shaw Charity Classic, one of the largest and most successful events held in the city of Calgary. The Shaw Charity Classic is a PGA Tour Champions event featuring professional golfers including Golf Hall of Famers Tom Watson, Fred Couples and Colin Montgomerie.

In the past four years, this tournament has raised over \$13.8 million supporting over 125 charities benefitting Alberta children and youth. Once again, AltaLink is presenting the Birdies for Kids charitable foundation, a non-profit program run under the Calgary Shaw Charity Classic Foundation. The motto for the tournament's charitable efforts is 'Helping Kids. Changing Lives' which mirrors Peer Mediation And Skills Training's goals and objectives.

Funds raised for PMAST through BFK will help us to provide conflict resolution skills to more Calgary youth, their schools, families and communities. This training provides youth with life-long conflict management, dispute resolution and communication skills, helping them to build better relationships in all aspects of their lives. It brings youth together to create change towards reducing and eliminating bullying. The funds raised in 2016 paid for two programs at Nelson Mandela High School, a new school in Calgary's North-East area.

Why is this important??? Canadian Adult Prisons cost Taxpayers (Stats Can) **\$10,673,000 PER DAY.**

Mark A Cohen, Professor of Management and Law at Vanderbilt University says "We estimate the present value of saving a 14-year-old high risk juvenile from a life of crime to range from **\$2.6 to \$5.3 million**" including societal costs.

Did you know that bullying and conflict are two of the most important issues facing youth today and social media has just increased that exponentially. About 1/3 of Alberta households surveyed said that bullying has directly affected their family members (Ipsos Reid 2006). While PMAST agrees that counselling and bullying awareness programs are important - they are not enough. To really create change for today and tomorrow, we need to be pro-active and teach our youth how to successfully deal with the conflict in their lives. We need to change the dynamics of these youth, their families and those around them for this and future generations.

PMAST programs cost \$120,000 per school per year, to provide full-time services to 600—2000 youth and their families and staff, depending upon the size of the school. **That's a good Deal!**

We need your support! In order to provide this service to Calgary youth we need funds for program delivery. We have more requests for our services than we can provide, especially with limited school budgets. You can help provide these services to our youth. This is your opportunity to make your dollars count—BFK adds up to an additional 50% of every dollar donated.