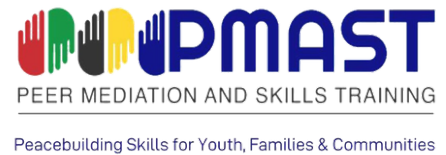




**Every birdie builds
a brighter future.**



IT TAKES A VILLAGE.

PMAST is proud to be part of Rogers Birdies for Kids presented by AltaLink, and your donation can go further than ever.

The Rogers Charity Classic raised \$26.6 million for over 300 Alberta children's charities in 2025. Through the Birdies for Kids program, 100% of every donation goes directly to the charity you choose, and donations are matched by up to 50%. That means your generosity has even greater reach.

At **PMAST**, the funds we raise through this program help us deliver conflict management and communication skills training to **over 100 youth** each year, including young people at the Calgary Young Offender Centre (CYOC). Our programs build healthy relationships, promote mutual respect, and give youth the tools to navigate conflict peacefully, skills that many of them missed during the COVID years, when so much of their development was disrupted.

The youth we serve at CYOC are 70–80% Black and Indigenous, underserved, racialized young people who face barriers that most of us will never encounter. Their overrepresentation in our justice system is a stark reminder that inequities persist. We see it every day, and we refuse to look away.

Three years ago, PMAST received federal and provincial funding to launch the **Youth Legacy Program**, designed to support at-risk youth and help them rebalance their lives. What we've discovered along the way is that these skills benefit all youth, helping them avoid situations that put them at risk and setting them up for lasting success. But this work takes a village. It has led to meaningful partnerships across Calgary with organizations, services, and community members who share our commitment

That funding has now expired—but our work cannot stop.

If you could see what we see at CYOC: young people managing ADD, ADHD, FAS, dyslexia, anxiety, and depression and still showing up with hope for the future, you would understand why we cannot walk away. We invite you to come and see for yourself. Join us on a Friday afternoon and hear directly from the youth in our programs. Just reach out and we'll send you an invitation.

Your support through Birdies for Kids will help us keep these programs alive. We can't stop now. [DONATE](#) and make your contribution go even further.

DONATE NOW

<https://rogerscharityclassic.com/charities/pmast/>

