



March 1, 2023

Re: Letter of Endorsement

Dear Corporate and/or Community Member,

The Shaw Charity Classic is a PGA TOUR Champions event featuring professional golf legends like Bernhard Langer, Vijay Singh and Mike Weir. In 2022, the Shaw Charity Classic returned in record fashion with Canadians chipping in to raise a record \$17,489,219 for 260 children's charities across Alberta.

In nine years of existence, the tournament has raised over \$93 million for charity with Alberta children being the primary benefactors of these dollars. Over 260 Alberta-based charities have benefited from the Shaw Charity Classic.

In 2023, we are launching the ninth year of a charitable program called Shaw Birdies for Kids presented by AltaLink (BFK). BFK is a non-profit program run under the Calgary Shaw Charity Classic Foundation. The Foundation was formed in conjunction with the Shaw Charity Classic golf tournament as the philanthropic arm.

BFK was introduced for the 2015 tournament to create a new avenue to raise money with the proceeds enhancing a diverse portfolio of children & youth charity programs. We are continuing it in 2023 with an expanded number of outstanding Alberta charities.

BFK is a program designed to help raise funds for local charities, engage the community in the tournament, and provide matching funds for each charity involved. The program itself acts as a partnership builder between donors and charities, as all money will flow through the Calgary Shaw Charity Classic Foundation towards Alberta charities. All administrative costs and efforts for the program including website administration, credit card fees, promotional materials, invoicing, etc. will be covered by the Shaw Charity Classic tournament. This means that **100% of all donated funds** through the Foundation will go directly to the charity selected.

On top of your donation, the most exciting part of BFK is the matching pool. For your generous contribution, up to **50% will be matched** and the funds will go directly to your chosen charity.

Thank you in advance for supporting Alberta charities and participating in Birdies for Kids. If you have any questions about the program, please contact me at the below email or phone number.

Sincerely,

Graham Childs
Tournament Coordinator
Birdies for Kids | Shaw Charity Classic
birdies@shawcharityclassic.com
587-293-4658