



Support Kids On Track this summer with a matching offer!

To our supporters,

It's that time of year again; summer is approaching! Our team is busy wrapping up Clubs and is transitioning into Summer Day Camp mode. We're excited to celebrate our 25th year of Summer Day Camps for underserved families in Edmonton. It's because of your support that we've been able to create lasting change in our community.

At Kids On Track, our mission is to provide hope, direction, and ongoing support for children, youth, and their parents. We believe that every child deserves the opportunity to thrive, regardless of their financial or social circumstances.

We are reaching out to you today to ask for your support through a program called Shaw Birdies for Kids presented by AltaLink. We've been a charity partner for this program since its beginnings in 2015, and we've been tremendously blessed by their generosity toward Alberta-based kids' charities. This program offers us the chance to have **donations matched by up to 50%**, in addition to having no credit card fees. For example, **your donation of \$200 can instantly become \$300**. There's no catch! This is one of the most impactful matching opportunities of the year, and we need your help to take full advantage of it. The first \$20,000 donated to Kids On Track is matched by 50%, before moving to a 15% match. **We want to raise \$80,000 this summer!**

Your donation will go towards programs like our Summer Day Camps, which offer a fun, affordable, and engaging environment for children and youth who face barriers to accessing supports. These barriers can include financial constraints, transportation issues, and limited access to resources. **We want everyone, regardless of their socioeconomic background, to find connection and belonging at Kids On Track.**

Here's what one of our parents says about their experience with Kids On Track:

"My child has enjoyed every moment with KOT! We were introduced to Kids On Track from a friend and went to a couple of the outdoor events in the summer of 2020. We then received an email about the summer day camps and he went every day. He was able to "re-socialize" with people as he was on-line for school since March 2019. This program has helped us provide the skills to help him connect with his peers and meet new people. Kids On Track is truly an amazing program that is well run with genuine and caring people. Thank you."

It's our hope that we hear many more of these testimonies about our families' experiences at Kids On Track. With your help, we can continue to make a positive impact on the lives of children and their families. Every dollar counts, and your donation will go even further with this matching offer.

We are asking for your support today because the need is urgent. Many of the families we serve are facing difficult challenges, and our programs offer a lifeline of hope and opportunity. Your donation will help us continue to offer these crucial programs for those who need them most.

You can make donations online with this link: www.kidsontrack.org/birdies (QR code below) or you can mail a cheque made out to the Shaw Charity Classic Foundation with **Kids On Track** in the memo. Their address is:

Suite 4700, 888 3rd Street, Bankers Hall West Tower

Calgary, AB T2P 5C5

If you have questions about this program, please do not hesitate to reach out to me directly at josh@kidsontrack.org or 587-412-5554. Thank you for considering a donation to Kids On Track through Shaw Birdies for Kids presented by AltaLink. Together, we can make a difference in the lives of children and families in our community.

Sincerely,

Josh Dewling



Executive Director
Kids On Track

