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Birdies for Charity

Community spirit is the driving force on the links at The Principal Charity Classic, and Central Iowans have a great opportunity to benefit area children's programs by raising additional funds through Birdies for Charity. Participating organizations will receive 100% of EVERY DONATION collected on their behalf and have the potential of extra money through our "Bonus Bucks" program which is sponsored by Sammons Financial Group.

Program Overview

Birdies for Charity is a fundraising program designed to give participants an opportunity to generate contributions based on the number of "birdies" made by Champions Tour players during The Principal Charity Classic in 2012. With 879 birdies made in last year's tournament, Birdies for Charity raised nearly \$173,000 for local organizations serving area youth programs. **If your organization receives at least \$1,500 in collected donations you will qualify for the "Bonus Bucks" program. This program gives charities the opportunity to receive a 25% match on the total pledges collected. The top 25 charities will also receive additional Bonus Bucks up to \$2,500. We will also have several monthly give a way prizes for charities and donors. Birdies for Charity is sponsored by Sammons Financial Group. Check the Bonus Bucks scenario on the website for information on how your donation total can increase.**

Applications for Participation will be Reviewed Based on the Following Criteria

- Must have 501(c)(3) status as recognized by the IRS and a significant portion of the organization's programming must target youth in Central Iowa

OR

- A high school in Polk, Dallas, Warren or Story county

Responsibilities of Participating Organizations

- Participating organizations and their volunteers will solicit pledges of \$.02 or more per birdie, or a flat donation of \$10 or more from individuals or corporations (online or via pledge form)
- Participating organizations and their volunteers will collect completed pledge forms and return them to The Principal Charity Classic for processing
- With the exception of postage for mailing collected pledge forms to The Principal Charity Classic for processing, there is NO cost for taking part in the program

Responsibilities of The Principal Charity Classic

The Principal Charity Classic will not solicit pledges on behalf of any participating organization, but will provide:

- Online donation administration
- Pledge forms for participating organizations
- Program administration, invoicing, processing and accounting

Benefits to Central Iowa Children's Charities

- Fundraising potential leveraged by success of The Principal Charity Classic, with a goal of \$200,000 raised through Birdies for Charity in 2012
- Participating charities will receive 100% of their collected donations with the potential of more money through our "Bonus Bucks" program.