



Steve Flesch
2022 Mitsubishi Electric Classic Champion

May 1 – 7, 2023

BIRDIES FOR CHARITY

2023 PROGRAM OVERVIEW

HOW THE DOES THE BIRDIES FOR CHARITY WORK?

The Birdies for Charity program provides metro Atlanta non-profit organizations with a unique and risk-free opportunity to raise additional funds to support their mission. Once approved, participating charities will ask for donations from supporters. Donors will simply fill out the form below and make a one-time flat donation to the Gwinnett Championship Foundation. The money is collected and 100% of the funds PLUS any potential matching funds earned will be donated to the select organization.

IS MY ORGANIZATION ELIGIBLE TO PARTICIPATE?

To participate in the program, the following two criteria must be met:

- Have 501(c)(3) status as recognized by the IRS
- Be registered in metro Atlanta, Georgia

HOW CAN BIRDIES FOR CHARITY MAXIMIZE MY ORGANIZATIONS FUNDRAISING EFFORTS?

Birdies for Charity is not a separate initiative meant to add work to your annual fundraising efforts. Instead, it is a program designed to easily integrate into your already existing fundraising efforts. We encourage you to promote the Birdies for Charity to your current supporters so their dollars can go further with the matching program your organization is eligible for once you reach \$1,000 in charitable contributions.

HOW DOES THE MATCHING PROGRAM WORK?

Organizations receive 100% of every donation received, PLUS once \$1,000 in charitable donations is reached, the organization will receive up to a 10% match on all donations with special thanks to the Gwinnett Championship Foundation.

The match program will be determined based on the total pledges received during the 2023 program and the total matching funds available. No payment will be made on uncollected pledges. See below for an example of how we would calculate the percentage match. Donations will be matched at a maximum of 10% for each organization.

OVERALL PROGRAM (example)

Total Program Pledges	\$300,000
Total Matching Funds Available	\$20,000
Match Percentage	6.7%

INDIVIDUAL ORGANIZATION (example based on 6.7% match)

Total Organization Pledges	\$25,000
BFC Matching (6.7%)	\$1,675
TOTAL Organization Payout	\$26,675

BIRDIES FOR CHARITY

2023 PROGRAM OVERVIEW (con't)



RESPONSIBILITIES OF PARTICIPATING ORGANIZATIONS:

Request donations from individual or corporate partners

Collect completed pledge forms and return them to the Mitsubishi Electric Classic for processing

With the exception of postage for mailing pledge forms collected by the organization to the Mitsubishi Electric Classic for processing, there is NO cost to take part in the program.

RESPONSIBILITIES OF THE MITSUBISHI ELECTRIC CLASSIC:

The Mitsubishi Electric Classic will not solicit pledges on behalf of any participating organizations, however we will provide the following support to our participating organizations:

- PDF Pledge Form
- Program Administration
- Payment Invoicing, Processing and Accounting

WHAT IMPORTANT DATES DOES MY ORGANIZATION NEED TO BE AWARE OF?

Registration Opens: November 1, 2022

Registration Closes: December 14, 2022

Official Donation Period: January 2 – May 7, 2023

Distribution Of Funds: June 2023 *(date subject to change)*

HOW CAN WE MARKET THE PROGRAM? CAN WE USE YOUR LOGO?

We encourage you to notify your donors via traditional communication (newsletter, mailings, e-blast, word-of-mouth, etc.) that you are participating in the 2023 Mitsubishi Electric Classic Birdies For Charity program.

Limited use of trademarks of the Mitsubishi Electric Classic and Birdies For Charity will be granted to all participating charities, Samples of all materials bearing the trademarks must be submitted for review and receive approval prior to distribution.

Unauthorized used of the trademarks of the Mitsubishi Electric Classic and / or Birdies for Charity is strictly prohibited and is grounds for removed from the program.

HOW DO I ENSURE DONATIONS MADE BY OUR DONORS ARE CREDITED TO MY ORGANIZATION?

When distributing the pledge forms to donors, please ensure they write your organizations name on the form where it states "CHARITY SELECTION". The Mitsubishi Electric Classic cannot be responsible for the correct crediting of donations unless the forms are filled out correctly and in their entirety.

MORE REASONS TO JOIN THE BIRDIES FOR CHARITY FAMILY!

All participating organizations will receive ten (10) Good Any Day tickets to the Mitsubishi Electric Classic. We encourage you to use these however your organization will benefit the most!

WHO DO WE CONTACT WITH QUESTIONS REGARDING THE PROGRAM OR PAPERWORK REQUIRED?

Please contact MacKenzie Tritt, Tournament Services Manager, with any questions regarding the program.

Office Direct: 706.885.8291

E-mail: mackenzie@mitsubishielectricclassic.com