

SHAW CHARITY CLASSIC FOUNDATION

"In 2020, thousands of donors from across Canada "chipped in" for more than 200 charities that support Alberta youth through the Shaw Charity Classic and its charitable giving program, Shaw Birdies for Kids, presented by AltaLink. From July 13 to August 30, 2020, Canadians were able to text-to-donate \$10 to the Shaw Charity Classic Foundation.

Shaw Communications matched every donation dollar-for-dollar, up to a total of \$150,000. The donation was matched again up to an additional 50 percent by the Shaw Charity Classic Foundation, turning \$10 into a donation of up to \$30 to participating charities. Although we were not able to come together for the 2020 Shaw Charity Classic tournament due to the pandemic, the community spirit of the tournament continued through the Chip in for Kids text-to-donate initiative."

*- Jaime Young
Manager, Marketing & Community Impact*



In 2020, the Shaw Charity Classic Foundation raised over **\$23,000** for children's charities in Alberta.

About Shaw Charity Classic

The Shaw Charity Classic is the lone Canadian stop on the PGA TOUR Champions schedule and a 3x Presidents Cup award winner for charitable contributions. Since 2013 the tournament has raised over \$61M to support over 200 youth charities in Alberta. Although we were not able to come together for the 2020 Shaw Charity Classic tournament due to the pandemic, the community spirit of the tournament continued through the Chip in for Kids text-to-donate initiative.

Shaw Birdies for Kids presented by AltaLink is a non-profit program under the Calgary Shaw Charity Classic Foundation. This program is designed to help raise new funds for local charities, engage the community in the tournament, and provide matching funds for each charity involved.

Contact MGFC



support@mobilegiving.ca



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Toll-free: 1-855-643-6431



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Charity Registration Number: 849455662 RR 0001

