

2022 Willow Park Charity Classic



“Alone we can do so little; *together* we can do so much.”
—Helen Keller—

2022 Application

The Willow Park Charity Golf Classic (the Classic) began with a simple idea — a belief in the importance of giving back to the community by supporting worthwhile causes on behalf of the Willow Park Golf & Country Club (Willow Park) and its members.

Since 1988, through the generosity of Willow Park directors and members, and through the support of sponsors, donors, players and volunteers, the Classic has donated over \$11.1 million to Calgary charities. The Recipient Charity receives 100% of the proceeds from cash donations and both live and silent auctions.

The Classic is a two-day golf tournament with 144 players and over 70 volunteers. It is held on the Wednesday and Thursday of the week following Stampede. We also host a Sponsors Appreciation Day on the Tuesday prior to the tournament to thank our generous sponsors for their contribution to the Classic.

The Classic is administered by an Operating Committee (the Committee) comprised of volunteers and certain employees of Willow Park. Each volunteer is responsible for various activities carried out by the Committee.

Thank you for your interest in partnering with us. This application has been developed to ensure we consider each proposal consistently. The information you provide will remain confidential and allows us to evaluate each application against our current strategy in order to make an informed decision. We recognize that there are many worthy causes in our city and we are careful in selecting an organization/project which is compelling to the owners, sponsors, participants, volunteers and the Operating Committee.

This application addresses a set of criteria to assist us with this decision. We look to fund sustainable initiatives where the funds raised support a one-time requirement and is not allocated to general operational expenses. It is paramount that the selected proposal benefits the Calgary community, and that the organization has the resources to assist in the year-long planning and fundraising efforts required to make the Classic a continued success.

If you are unsure if you qualify, or would like more information, please do not hesitate to reach out to us. We are happy to discuss your application and answer any questions you may have.

Application Deadline: Friday April 23rd, 2021
Follow-up Site Visits for Short-Listed Applicants: Mid May 2021
Notification of Selection: Mid June 2021

Regards, Katrina Bradley, Diana Wennerstrom & Don Bannerman
Willow Park Charity Golf Classic Selection Committee
Email: wpcccharityapplications@gmail.com

2022 Willow Park Charity Classic Application



Requirements:

Since inception, the Classic has funded many different organizations and projects. Throughout the years, we have maintained a set of criteria which we adhere to:

- 1) Support Calgary and area registered charities.
- 2) Fund sustainable initiatives.

This includes, but is not limited to:

- Capital projects.
- Repayment of debt incurred for prior capital spent.
- Multi-year programs.
- Endowments.
- Training programs.
- Other sustainable initiatives that will have a long-term impact.

However, we are open to considering creative projects that do not necessarily fit into the types mentioned above.

- 3) As we seek to make a transformational impact, the proceeds raised during the Classic should represent more than 50% of the total proceeds required to fund the selected initiative.
- 4) The ability of the Recipient Charity to encourage their existing supporters to contribute to the Classic by partially or fully matching proceeds raised during the tournament. Other creative ways to maximize the total proceeds raised would also resonate with our sponsors, players, members and the Committee.

Planning for the Classic takes 12 months and requires significant time and resources from both the Recipient Charity and the Committee:

- The primary responsibility of the Recipient Charity is to procure items that will be auctioned off during the Classic. Typically, the live auction has 10 to 12 high-value (\$3,000+) items and the silent auction is comprised of approximately 100 items, experiences or packages. The Committee will also help secure items in addition to those procured by the Recipient Charity.
- Representatives from the Recipient Charity are expected to attend a monthly meeting to update the Committee on its fundraising progress.
- During the event, representatives from the Recipient Charity will be required to work with our Auction Coordinator to set up the auction room. Also, representatives should be available during all three days of the Classic to network with sponsors, players and volunteers.
- Volunteers are always needed during the three days of the Classic. Willow Park will supply most of the volunteers but more may be required.

2022 Willow Park Charity Classic Application



Contact Information:

Name of Organization: _____

Contact & Title: _____

Address: _____

Business Phone: _____ Cell Phone: _____

Email: _____ Website: _____

Social Media Links: _____

Organization Information:

Year organization was established: _____ Number of full-time staff: _____

Purpose of your organization (mission, vision and goals):

Describe the services your organization provides and those you impact:

Annual operating budget _____ Percentage from Government? _____

Current audited financial statement Yes No

Are you governed or managed by a Board of Directors/Council/Committee? Yes No

(If yes, provide names with roles)

Please describe any additional information regarding your organization's relationship with the Classic or Willow Park:

Are you aware of any Willow Park members who volunteer with your organization?

(please provide their names and roles)

Indicate the resources/volunteers your organization can dedicate to working with the Committee to ensure a successful event through ongoing meetings, solicitation of sponsors and auction items and marketing efforts:

2022 Willow Park Charity Classic Application



Initiative / Program Description

Please describe the initiative.
(include short and long-term benefits)

What are the predicted outcomes for this initiative?

Who will benefit from this initiative?
(be specific, include number of individuals anticipated to be impacted as well as geographical area)

Does this initiative target a specific demographic or segment of society? Yes No
(please specify)

When will this initiative start and end?

2022 Willow Park Charity Classic Application



Fundraising/Sponsorship Information

What is your total fundraising goal for this initiative?

How much has been raised to date?

How much has been or will be secured by government(s)? *(please list)*

How will funds raised through the Classic make an impact? Are there other benefits for your organization in partnering with the Classic?

Describe your fundraising/sponsorship team at your organization: *(including Board or other volunteers)*

Has your organization hosted a golf tournament as part of your fundraising efforts? Yes No
Is one planned for 2022? Yes No

If not a golf tournament, has your organization hosted other special events *(gala, run, dinner, etc.)*?
 Yes No *(please describe your successes)*

Detail your experience in identifying and securing new major sponsors *(in the \$2,000 to \$50,000 range)*

Describe your experiences in securing high-value silent and live auction items and packages:

Do you have any additional resources that your team can bring to or leverage through the event?
(ie. donor matching funds)

2022 Willow Park Charity Classic Application



Results / Reporting

What will success look like for this initiative?

When will you be able to report back on the success of the initiative to the Committee?

Recognition

If your organization is successful, how will the Classic be recognized?

Additional Information

Is there anything else we should know about your organization or this initiative?

If you have any additional essential documents to include, please attach them.