



PROGRAM OVERVIEW

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- Birdies for Charity presented by TowneBank is a fundraising platform, operating in conjunction with the Dominion Energy Charity Classic, that enables local charitable organizations to receive a 10% bonus on charitable contributions.
- Birdies for Charity is designed as a platform that can be easily integrated into existing solicitation efforts.
- Participating charities will receive all donations collected on their behalf, minus credit card fees for online donations, plus the additional 10%. There is no minimum amount organizations must generate to receive the bonus.
- There is no monetary cap on donations accepted through the Birdies for Charity program; however, there is a \$10,000 maximum bonus per participating charity. There is a \$135,000 maximum bonus for the entire program that will be met on a first-come, first-served basis.

Example #1:

If Charity A generates \$50,000 through the Birdies for Charity program, Charity A will receive a \$5,000 bonus and thus will receive \$55,000 less any credit card fees.

Example #2:

If Charity B generates \$150,000 through the Birdies for Charity program, Charity B will receive the maximum bonus per charity of \$10,000 and thus receive \$160,000 less any credit card fees.

- This program is operated by PGA TOUR Charities, Inc., a 501(c)(3) charitable organization (EIN: 59-2774423).

BENEFITS FOR PARTICIPATING CHARITIES

- 10% bonus on every donation received through the program (maximum bonus of \$10,000 per charity.)
- Program and participation exposure from the Dominion Energy Charity Classic.
- Comprehensive toolkit of resources to aid in fundraising and solicitation efforts.

HOW TO BECOME A PARTICIPATING CHARITY

- Charitable organizations recognized by the Internal Revenue Service as a 501(c)(3) are eligible to participate.
- Interested charities are required to complete the online application, agree to the Terms and Conditions of participation and upload their 501(c)(3) IRS Determination Letter, Form W9 and banking information for ACH Direct Deposits. Banking information can be submitted on organization letterhead or via an official bank letter.
- PGA TOUR Charities, Inc. will approve or deny registrations. Charities may begin soliciting donations upon approval.

IMPORTANT: Registration for the 2024 program will open Wednesday, May 1, 2024. Returning organizations must re-register.

DONATION INFORMATION

- Participating organizations will solicit donations on their own behalf. The PGA TOUR and Dominion Energy Charity Classic will not solicit for any specific organization.
- One-time flat donations are the only type of donation accepted. There is a minimum donation amount of \$25.
- Donors have the option to donate online via credit card, by check, stock (minimum donation of \$1,000), donor advised fund, electronic funds transfer (EFT) or IRA minimum distribution.
- Online donations require a credit or debit card and are processed immediately. Credit card fees are 3.5% + \$.30. Donors have the option to cover the fees, and if not covered by the donor, they will be taken out of their donation. **The 10% bonus is calculated on the gross amount for online donations.**
- The final day for donations is October 20, 2024. **Donations will not be accepted after midnight on October 20, 2024.**

DONOR ACKNOWLEDGEMENT

- Participating charities will receive weekly online donation reports via email from OneCause, the online giving platform, thus will be aware of donations made online and are encouraged to send a thank you letter or email, in a timely manner, to continue the direct relationship with the donor.
- When a donation is received via check, donor advised fund, stock transfer, EFT or IRA contribution, Community Outreach Specialist, Kaitlin Luccarelli, will notify the charity. Thus, participating charities will be aware of all other contributions and are encouraged to send a thank you letter or email, in a timely manner, to continue the direct relationship with the donor.
- **PGA TOUR Charities, Inc. will send donation receipts for tax-deduction purposes.**

FUNDS DISTRIBUTION

- Funds will be distributed via ACH Direct Deposit in three installments to all participating charities with donated funds.
- Funds generated between May 1 (program launch) and June 30, not including the 10% bonus, will be distributed by August 31. Funds generated between July 1 and August 31, not including the 10% bonus, will be distributed by October 31. Funds generated between September 1 and October 20 (final day of the Dominion Energy Charity Classic), plus the 10% bonus on all funds donated, will be distributed by December 31, 2024. Dates are subject to change.
- Charities must provide banking information via organization letterhead or provide an official bank letter to receive funds via ACH Direct Deposit. Charities will have the option to upload these files at the time of registration or may email them to Community Outreach Specialist, Kaitlin Luccarelli, at KaitlinLuccarelli@pgatourhq.com.

DOMINION ENERGY CHARITY CLASSIC TOURNAMENT INFORMATION

- The Dominion Energy Charity Classic is a PGA TOUR Champions playoff event held at The Country Club of Virginia, James River Course every October.
- The event features the top 72 golfers on PGA TOUR Champions and is the first of three playoff events to determine the Charles Schwab Cup champion.
- The Dominion Energy Charity Classic has helped to give back over \$11 million to the community since the event's inception in 2016.
- The Dominion Energy Charity Classic has been awarded the PGA TOUR Champions Players' Award in 2016, 2017, 2019, and 2023, the PGA TOUR Champions Corporate Partnership Award in 2018 and the PGA TOUR Champions President's Award in 2022.
- Past Champions include Harrison Frazar ('23), Steven Alker ('22), Bernhard Langer ('21), Phil Mickelson ('20), Miguel Ángel Jiménez ('19) Woody Austin ('18), Bernhard Langer ('17) and Scott McCarron ('16).