

8th Annual
GORDON HOFFMAN
CHARITY GOLF CLASSIC
FOOTHILLS
ACADEMY
SOCIETY
A Leader in Learning Disabilities since 1979



All Proceeds to Support



8th Annual Gordon Hoffman Charity Golf Classic



Monday, August 21, 2017 Event Schedule

- 7:00 am Registration and breakfast
- 8:30 am Shotgun start
- 2:30 pm Banquet Dinner, Awards & Auction



Priddis Greens Golf & Country Club



Priddis Greens Golf & Country Club
1 Priddis Greens Drive; Priddis, AB T0L 1W0
403.931.3316

Priddis Greens is among Calgary's finest golf and country clubs, and has been the recipient of numerous awards. Their two 18-hole courses challenge players of every ability, over 36 holes that lie among the well treed valleys of the Rocky Mountain foothills. Priddis Greens is an equity club, and sells 75% equity Memberships. Priddis Greens was chosen to host the LPGA Canadian Pacific Women's Open in August 2016.

Contact Information

Are you interested in becoming a sponsor or need more information?

Loretta Geernaert

Fundraising Assistant

Foothills Academy

403.270.9400 ext. 208

lgeernaert@foothillsacademy.org

Janice Nelson

Manager, Communications and

Fund Development

Foothills Academy

403.270.9400 ext. 237

jnelson@foothillsacademy.org

Bob MacDonald

Golf Tournament Chairperson

403.259.2233

bob.macdonald@shaw.ca

Proceeds to Support



Foothills Academy Society

745 37 Street NW

Calgary, AB T2N 4T1

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www.foothillsacademy.org

Foothills Academy Society



"I truly believe Foothills Academy has changed our lives for the better. I almost feel I cannot put into words exactly how grateful we are that Foothills Academy exists. We now have a happy 18 year old that will graduate high school this year and go on to post secondary education with confidence and the tools for success." Laura S.

Learning Disabilities and ADHD affect 1 in 10 people in Calgary. These are bright people who struggle with learning and attention issues. With the right supports these young people can achieve anything. Without the right supports, many end up dropping out of school, possibly turning to drugs and alcohol, suffering with mental health conditions like anxiety or depression or ending up in the justice system. Foothills Academy Society changes lives.

For 37 years, Foothills Academy School has offered a school program to students in grades 3 – 12. We focus on a wide range of strategies to help students find success; ensuring students reach their full potential. The aim for our students is to go on to successful and meaningful post secondary education. We build on students' strengths to enable them to become the great individuals that they are all capable of being.

Foothills Academy's Community Services offers programs and services to the wider community. Here children and adults can find help through one-to-one tutoring programs; children and teens can participate in therapeutic recreational programs including Camp Amicus – a unique camp experience for young people with LD/ADHD who may never have had a successful camp experience before. Psychologists do assessments to find the reason for an individual's struggles and counsellors are there to support children, adults and families having a difficult time. Parents and educators increase their understanding and skills through our parent and educator workshops. In 2016, nearly 1,000 children, youth and adults were served by Community Services.

As a charitable society, Foothills Academy takes pride in never turning a person away because of their financial situation. This year our goal is to raise at least a million dollars to support bursaries for the School and Community Service Programs. Supporting the identification and treatment of children with LD/ADHD as early as possible is an investment not only in that child's future but it will benefit us all in the future. With the right supports, every child can go on to achieve great things.

All proceeds from the Gordon Hoffman Charity Golf Classic will be directed to the bursary fund at Foothills Academy Society. In 2017, all funds raised by this tournament will be eligible for the matching program offered by Birdies for Kids (BFK) presented by Altalink.

Gordon Hoffman, Q.C.



"I am a people person, and enjoy the practice of law. I attempt to help clients with their problems, and to secure positive results, if possible, amicably, efficiently and practically. I assist clients as their lawyer, friend, and advisor, and if I am not able to help, I refer or introduce them to someone else who will get the job done."

Gordon is a lawyer whose practice area encompasses Personal Injury Law, Real Estate and Corporate Law. He has had a long history of involvement in the area of Learning Disabilities. Gordon has been a founder, chairman, director, solicitor, and executive member of many volunteer boards including *Project Warmth Society of Alberta, Theatre Calgary, Child Find Alberta, Alberta Champions In Recognition of Community Enrichment, and Operation Kickstart Society*. Gordon has received many awards, the most recent thereof being The City of Calgary Citizen of the Year Award of 2010, the Diamond Jubilee Medal Queen Elizabeth II 60th Anniversary 2012, Calgary Catholic Separate School Board Co-Honoree Community Sheppard Leadership Award 2012, the Governor General's Caring Canadian Award 2014, Calgary Herald's Compelling Calgarian 2015, CTV inspired Albertan 2016 and Sovereign's Medal for Volunteers, Canadian Honours System.



The Gordon Hoffman Charity Golf Classic

We are extremely fortunate to have renowned Calgary philanthropist, Gordon Hoffman, lending his name and support to our charity golf tournament. Started in 2010, the Gordon Hoffman Charity Golf Classic has raised close to \$600,000 to support programs and services benefitting individuals and families in Calgary affected by Learning Disabilities and ADHD.

Tournament Details

On Monday, August 21, 2017 the 8th Annual Gordon Hoffman Charity Golf Tournament will be held at Priddis Greens Golf & Country Club in support of children with Learning Disabilities and ADHD. This first class, private golf course will provide an amazing venue for this event. Registration includes a unique tee gift, 18 holes of golf on a challenging, private golf course, power cart rental, breakfast, lunch and banquet dinner with awards, silent auctions plus more! Come and enjoy a fun day of golf and support a great cause!



How to Participate

There are many ways to participate in the Gordon Hoffman Charity Golf Tournament.

- Sponsorship** - Becoming a sponsor provides you with a fantastic opportunity to promote your business to the 200+ golfers who attend the tournament and beyond through additional promotional activities. You can promote your business while you give back to the community. Bronze level and higher will be recognized in the Calgary Sun and Jewish Free Press thank you ads after the tournament. Your support could completely change the outcome for a young person with a Learning Disability. As part of the sponsorship package, you will receive complimentary registration(s) based on the level of sponsorship. See following pages for options.
- Registration Fee** - The registration fee for golfers is \$300. Register as a team and save money. Foursomes are \$1,100 and twosomes are \$550. Golfing fees include green fees, cart rentals, gift, breakfast and banquet dinner, silent auction and more.
- Dinner** - Can't join us for golf? Come for a deluxe dinner (\$75 per person) and bid on the great silent auction items. Priddis chefs are renowned for the quality of their food.
- Donation** - Do you want to support the tournament but can't come? Consider making a donation to Foothills Academy Society and receive a charitable tax receipt and recognition in the tournament program. Donations of items that will appeal to our golfers in our auction or as golf prizes (groups of four) are also appreciated.



Making Your Support Go Further through Birdies for Kids Presented by Altalink



We are excited to announce that in 2017 Foothills Academy Society is participating in the Birdies for Kids (BFK) presented by Altalink program. BFK is a non-profit program run under the Calgary Shaw Charity Classic Foundation. All donations through BFK are matched up to 50%. All funds raised by the Gordon Hoffman Charity Golf Classic will be eligible for the matching program. Whether you are sponsoring, registering or donating, your contribution will go further thanks to this charitable program which is helping to support children and youth based charities across Alberta.

Gordon Hoffman Charity Golf Classic 2016



Sponsorship Opportunities

Becoming a sponsor is a great opportunity to promote your business to the more than 200 golfers who attend the tournament while giving back to the community at the same time. See the chart on the next page for a full list of sponsorship levels.

Presenting Sponsor \$10,000

Sponsorship supports our school program which educates students from grade 3 - 12. Providing students with specially trained teachers, small classes and robust supports is essential for helping each student achieve their potential.

This level of sponsorship will be customized in consultation with the Presenting Sponsor to benefit both the sponsor and Foothills Academy Society. If desired, this level of sponsorship can include golfing fees for 8 golfers, presenting sponsor logo on all materials, full-page advertisement in the event program, table recognition at the banquet and more. Please contact Bob MacDonald at 403.259.2233 or bob@networkalliance.com for additional information.

Gold Sponsor \$5,000

Your sponsorship helps Foothills offer programs like our one-on-one Read/Write and Math tutoring program. Children and adults who are struggling with literacy skills can make tremendous gains to their skills and self-esteem.

All Gold Sponsors receive 4 tournament registrations plus specific benefits for each \$5,000 sponsor choice:

Dinner – Prominent signage with logo as the Dinner Sponsor in the dining room

Gift – Corporate recognition with logo as Gift Sponsor with the gift given to the golfers

Cart – Corporate recognition with logo as Cart Sponsor on all the carts

Silver Sponsor \$2,500

Your sponsorship helps Foothills offer psychological services. An assessment can identify reasons why an individual is struggling at school or at work. Counsellors who understand LD and ADHD help treat mental health concerns such as anxiety and depression that frequently accompany LD/ADHD.

All Silver Sponsors receive 2 tournament registrations plus specific benefits for each Silver sponsor choice

Breakfast – Signage with logo as the Breakfast Sponsor on the dining room tables during breakfast

Refreshment – Corporate recognition with logo as Refreshment Sponsor

Prize Table – Corporate recognition with logo as Prize Table sponsor on the Prize table

Bronze Sponsor \$1,500

Your sponsorship helps Foothills offer Amicus therapeutic recreational programs through overnight camp, day camp and recreation programs. Amicus programs help young people develop social skills, build self-confidence and self-esteem preventing social isolation.

All Bronze Sponsors receive 1 tournament registration plus specific benefits for each Bronze sponsor choice:

Million Dollar Hole in One Contest – Signage with logo as the Million Dollar Hole in One Sponsor at the hole during the contest

Snack Hole – Corporate recognition with logo as Snack Hole Sponsor

Driving Range - Corporate recognition with logo as the Driving Range Sponsor

Hole Sponsor: \$500

Your sponsorship helps Foothills offer our popular Parent Workshops. Helping parents access reliable, practical information about their child's Learning Disability or ADHD is important to increase knowledge and parenting skills of our families.

As a hole sponsor, you have the opportunity to demonstrate or promote your product or service to our golfers on your designated hole.



"Camp Amicus gave my son the opportunity to be his authentic self and fit in with the other campers. He did not have to worry about not fitting in. It was such a relief for me to know that he was spending his time with qualified counselors who really "get" my son. Thank you so much!"

Sponsorship Opportunities

Sponsorship Level	Presenting \$10,000	Gold Level \$5,000	Silver Level \$2,500	Bronze Level \$1,500	Hole Sponsor with Golfers \$1,500	Hole Sponsor \$500
# of golfer registrations included	customized	4	2	1	4	0
Identified as Presenting Sponsor with name and logo on all materials	✓					
Company logo placement on player gifts or identification as gift sponsor	✓	Gift Sponsor				
Company banner/signage displayed	customized	✓				
Preferred starting hole position	customized	✓				
Preferred table reservations for banquet	customized	✓				
Logo placement on golf carts	customized	Cart Sponsor				
Verbal recognition at awards banquet	customized	✓	✓			
Company logo on tv monitors at event	customized	✓	✓	✓		
Company logo recognition at specific activity	customized	Dinner Sponsor	Breakfast, Refreshment or Prize Table	Snack hole, Million \$ Hole in One or Driving Range		
Company logo on all advertising materials including thank you ads in the Calgary Sun and Jewish Free Press	customized	Large	Medium	Small		
Sponsor Ad/Profile in banquet program	customized	1/2 page	1/4 page			
Tee box hole sign with company logo	customized	✓	✓	✓	✓	✓
Acknowledgement on website, social media and newsletters	customized	✓	✓	✓	✓	✓
Acknowledgement in Foothills Academy Society's annual report	customized	✓	✓	✓		

Additional Sponsorship Opportunities: Foothills Academy Society holds three separate fundraising events each year. If you would like to sponsor more than one event, a customized sponsorship package can be arranged. Please contact Trevor Anderson (tanderson@foothillsacademy.org) at Foothills Academy or call 403.270.9400 ext. 214.



“Not only did it (Read/Write program) help with Owen’s reading and writing skills but it also helped with his self-confidence. The Read/Write program at Foothills Academy is an excellent literacy resource for my son. The one on one instruction is key to its success.”



8th Annual Gordon Hoffman Charity Golf Tournament Sponsorship and Registration Form

Date: Monday, August 21, 2017
Where: Priddis Greens Golf & Country Club
Shotgun Start: 8:30 am, Texas scramble

All Golf Registrations Include: Green Fee, Power Carts, Breakfast, Lunch and Dinner Banquet with Awards, Silent Auction and more!

<input type="checkbox"/> Presenting Sponsor(\$10,000) <input type="checkbox"/> Dinner Sponsor(\$5,000) <input type="checkbox"/> Cart Sponsor (\$5,000) <input type="checkbox"/> Tee Gift Sponsor \$5,000 <input type="checkbox"/> Breakfast Sponsor (\$2,500) <input type="checkbox"/> Prize Sponsor (\$2,500) <input type="checkbox"/> Refreshment Sponsor (\$2,500) <input type="checkbox"/> \$1 Million Hole in One Sponsor (\$1,500) <input type="checkbox"/> Snack Hole Sponsor (\$1,500) <input type="checkbox"/> Driving Range Sponsor (\$1,500) <input type="checkbox"/> Hole Sponsor with Golfers (\$1,500)	<input type="checkbox"/> Hole Sponsor (\$500) <input type="checkbox"/> Additional Golfer with Sponsorship (\$275) <input type="checkbox"/> Golf Only - Foursome (\$1,100) <input type="checkbox"/> Golf Only - Twosome (\$550) <input type="checkbox"/> Golf Only - Single Golfer (\$300) <input type="checkbox"/> Dinner Ticket Only (\$75) x _____ <input type="checkbox"/> Cash Donation _____ <input type="checkbox"/> Merchandise/Service Donation (provide details on other side)	Total Payment Calculation: Sponsorship: _____ Golf Fees: _____ Player Packs: _____ Cash Donation: _____ Dinner Tickets: _____ TOTAL: _____
Add On: Pre-Paid Player Packs Player Packs (\$60) x _____ (includes 2 Mulligans, a chance to play in the Million Dollar Hole in One Contest, drink ticket and other on-course activities)		



In 2017, all funds raised by the Gordon Hoffman Charity Golf Classic are eligible for up to 50% matching by the Birdies for Kids (BFK) presented by Altalink program. Whether you are sponsoring, registering or donating, your contribution will go further thanks to this charitable program which is helping to support children and youth based charities across Alberta.

MAIN CONTACT INFORMATION

Main Contact: _____ Phone Number: _____
 Company: _____ Email: _____
 Address: _____

GOLFER INFORMATION

Player #1: _____ Player #3: _____
 Email: _____ Email: _____
 Player #2: _____ Player #4: _____
 Email: _____ Email: _____

PAYMENT Choose one of the following: Visa MC Invoice Cheque (payable to Foothills Academy)

Please accept the total amount of: _____
 Credit Card Number: _____ Expiry: _____ CVV: _____
 Cardholder Name: _____ Signature: _____

In compliance with the Alberta Charitable Fundraising Act, we are required to inform you that during this fiscal year we hope to raise \$1.1 million dollars at a cost of \$180,000.

Please mail or fax form to: Foothills Academy Society 745 37 Street NW, Calgary, AB T2N 4T1
Phone: 403.270.9400 ext. 237 Fax: 403.270.9438 Email: lgeernaert@foothillsacademy.org
Charitable Registration: 11892 7060 RR0001



Gordon Hoffman Charity Golf Classic Merchandise/Service Donation Form

I/We agree to provide the following new item(s)/service(s) to be used to raise funds in support of the children at Foothills Academy Society at the Gordon Hoffman Charity Golf Classic.

Please print and provide a separate form for each item.

Item or Service _____ **Retail value:** \$ _____

Detailed description of above: (complete accuracy is necessary) For services, please provide a gift certificate.

Are there any gift restrictions eg. conditions, minimum bid, etc.}? _____

Do you require a tax receipt? No Yes **Amount of attached receipts:** \$ _____

*A charitable tax receipt will be provided for any item or service within the limits of regulations as set out by CRA. ***

Note an invoice/sales receipt indicating actual amount paid is required in order to issue a donation tax receipt.

Tax receipt and/or acknowledgement to be issued to:

Individual name: _____, or Company/Organization: _____

Attention To: _____

Address: _____

City, Province: _____ Postal Code: _____

Telephone: _____ Email: _____

Signature: _____ Date: _____

Is item to be delivered? No Yes

If yes, please deliver it to

Foothills Academy Society

745 37 Street NW

Calgary, AB T2N 4T1

Attn: Loretta Geernaert

Is item to be picked up? No Yes

If yes, date available: _____

Contact Name: _____

Phone #: _____

Email: _____

THANK YOU!

Please mail or fax form to: Foothills Academy Society 745 37 Street NW, Calgary, AB T2N 4T1

Phone: 403.270.9400 ext. 237

Fax: 403.270.9438

Email: lgeernaert@foothillsacademy.org

Charitable Registration: 11892 7060 RR0001