



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.
- Four grounds tickets to each day of the tournament, Friday through Sunday.

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.

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

Dominion Energy Charity Classic | The Country Club of Virginia, James River Course | October 18 - 20, 2024