

Birdies For Charity



An innovative way for your charity to capture 115% of your fundraising efforts with no extra cost to your organization.

Monterey Peninsula Foundation



- Nonprofit Foundation
- AT&T Pebble Beach National Pro-Am
- Nature Valley First Tee Open at Pebble Beach



AT&T Pebble Beach National Pro-Am

- Since 1937, a tournament synonymous with great golf, good times and a star-studded field...all in the name of charity & run by volunteers
- Pebble Beach Golf Links, Spyglass Hill, and Monterey Peninsula Country Club Shore Course
- 156 professional & amateur teams
- "Cut" to low 60 pros and 25 teams for last day
- \$6,400,000 player purse
- February 6-12, 2012



AT&T Pebble Beach National Pro-Am



Our Mission:

The Monterey Peninsula Foundation enhances the quality of life in Monterey County and surrounding areas through strategic disbursement of charitable funds generated by hosting the AT&T Pebble Beach National Pro-Am and the Nature Valley First Tee Open at Pebble Beach.



Over \$93 million raised for charity

A Charitable Classic Since 1937



Birdies for Charity Background

Currently 18 PGA TOUR Tournaments run Birdies for Charity programs

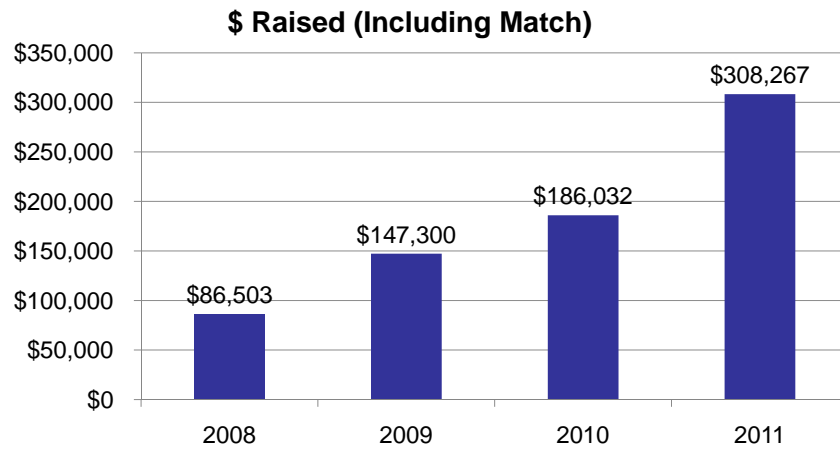
AT&T Pebble Beach National Pro-Am BFC history:

- - \$78,000 in 2008 31 participating charities
- - \$135,000 in 2009 79 participating charities
- - \$170,000 in 2010 86 participating charities
- - \$272,000 in 2011 81 participating charities
- - \$350,000 in 2012 ?

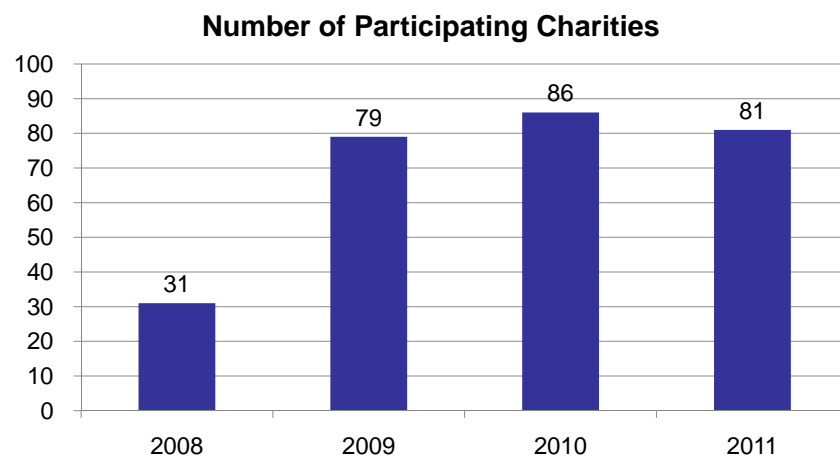
Total raised with MPF match: \$725,000 in four years



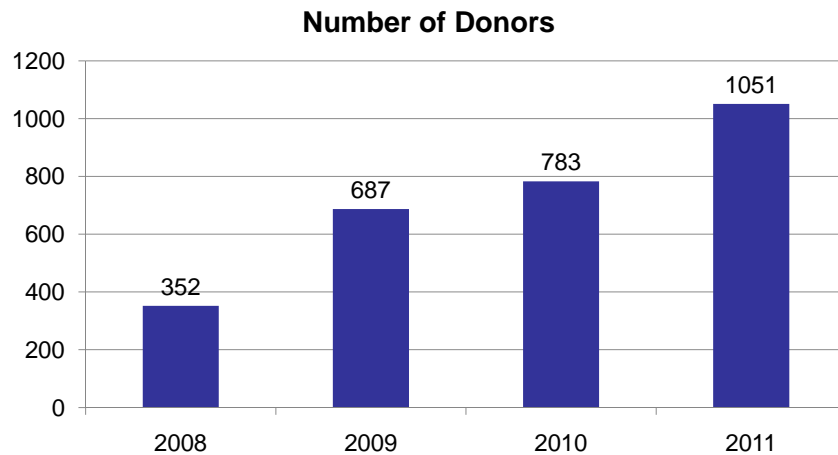
Birdies for Charity History



Birdies for Charity History



Birdies for Charity History



Birdies For Charity

- Fundraising program based on the number of birdies made by PGA TOUR players during the 2012 AT&T Pebble Beach National Pro-Am
- Average over the last 5 years is 1832 birdies
- Three Key Components
 - Pledge Drive and Matching Funds
 - Guess the Birdies Contest
 - Charity Shoot-Out



Pledge Drive and Matching Funds

- Each charity solicits pledges from individuals or corporations
- Pledges are made similar to walk-a-thon
 - one cent or more per birdie or a one time flat donation (i.e. \$20.00 or more)
 - donors complete pledge form or donate online
 - MPF hosts online donation site & provides pledge forms
- Charities mail completed pledge forms to MPF for processing



Pledge Drive and Matching Funds

2011 BFC TOP EARNING CHARITIES	\$ Raised (includes match)	# DONORS
Pajaro Valley Shelter Services	\$37,380	46
Carmel Mission Foundation	25,288	16
Planned Parenthood	22,470	18
Harmony At Home	21,824	158
Marine Life Studies	19,878	26
Bay Area Women's Sports Initiative	15,304	40
Carmel Valley Historical Society	15,427	12
Hospice of Santa Cruz County	14,097	14
Monterey Bay Blues Festival	12,311	54
CALSTAR	12,188	6
The Steinbeck House	11,965	122
Blind & Visually Impaired Center of Monterey County	11,500	2



Matching Funds

- MPF will invoice and collect pledge funds on your behalf
- MPF will provide a **15%** match (up to \$750 per donation)
- Each charity will receive 115% of all money collected
- Encourages regular donors to give through BFC to take advantage of the 15% match



Guess the Birdies Contest

- Opportunity to guess the total number of birdies made by PGA TOUR players during the tournament
 - available to anyone over 18 yrs. who pledges
- Helps elicit interest in pledging
- Monterey Peninsula Foundation (MPF):
 - process entries
 - select and notify winner
 - provide grand prize (Two United Airline tickets and a one night stay at The Inn at Spanish Bay, Pebble Beach, and golf for two at The Links at Spanish Bay)



Monterey Peninsula Foundation

Responsibilities:

- Design and production of pledge forms, and distribution of all materials (including posters) to participating charities
- Processing of pledge forms received from participating charities; includes an Excel spreadsheet with your donor information, and billing and collection of pledges
- Management of Guess the Birdies Contest
- Matching Funds – 15% match
- Provide branding opportunities including a website to facilitate online donations, and other recognition at the golf tournament (tournament program)



AT&T Pebble Beach National Pro-Am Grand Entrance



Monterey Peninsula Foundation

www.attpbgolf.com



Monterey Peninsula Foundation

Benefits:

- Allows a broader reach of charities to benefit from our tournament – this is the Foundation's Mission
- Strengthen the link between Monterey Peninsula Foundation/AT&T Pebble Beach National Pro-Am and charities



Participating Charities

Responsibilities:

- Familiarize your organization with BFC
- Designate a lead contact for your organization
- Promote BFC (website, eblasts, fundraisers, newsletter, etc.)
- Solicit pledges on behalf of organization
- Mail or drop off completed pledge forms to MPF in a timely manner for processing



Participating Charities

Benefits:

- No additional administrative costs
- **15%** match!
- Top 4 earning charities to have exhibition booth for a day at the AT&T Pebble Beach National Pro-Am Grand Entrance
- Branding Opportunities
- May complement other fundraising efforts or capital campaigns
- 2 Season Passes (worth \$300) – for active charities
- Additional **\$50,000** with SF 49ers vs. SF Giants Charity Shoot-Out



AT&T Pebble Beach National Pro-Am Grand Entrance – Exhibition Booth



AT&T Pebble Beach National Pro-Am Charity Shoot-Out



- **Tuesday, February 7, 2012** - MPF hosts the popular 49ers vs. Giants Charity Shoot-Out
- The Charity Shoot-Out is an opportunity to be represented by a 49ers or Giants team competing and raising funds for four BFC Charities
- At the 2011 BFC Shoot-Out, the four qualifying charities and their winnings were: American Heart Association (\$10,000), CALSTAR (\$1,000), Sunrise House (\$10,000), Interim (\$30,000)
- The four charities are selected through the Charity Shoot-Out Qualifier, a Closest to the Pin competition for Birdies for Charity participants
- The 2012 BFC Shoot-Out Qualifier will take place **Saturday, January 21** at Peter Hay Golf Course in Pebble Beach. Invitation letters and registration forms will be mailed to BFC participants in early December



AT&T Pebble Beach National Pro-Am Charity Shoot-Out Qualifier



AT&T Pebble Beach National Pro-Am Charity Shoot-Out Qualifier



 **2011 Charity Shoot-Out** 



San Francisco Giants Teams:
Mike Krukow & Duane Kuiper, Matt Cain & Cody Ross
 San Francisco 49ers Teams:
Harris Barton & Dwight Clark, Brent Jones & Jerry Rice



 **2011 Charity Shoot-Out** 



 2011 Charity Shoot-Out 



 2011 Charity Shoot-Out 





2011 Charity Shoot-Out **GIANTS**



Important Dates and Timeline

- Charities begin soliciting pledges November 1, 2011
- Deadline for charities to register for BFC December 1, 2011
- Charity Shoot-Out Qualifier January 21, 2012
- SF 49ers vs. SF Giants Charity Shoot-Out February 7, 2012
- Guess the Birdies deadline February 8, 2012
- Tournament Dates February 9-12, 2012
- Pledge forms must be received by MPF February 29, 2012
- Donor invoices mailed March, 2012
- Deadline to receive pledge money April 13, 2012
- Latest date money paid out to charities May 18, 2012



Next Steps

- Review notes from this session
- Consider ways to incorporate BFC with your fundraising goals and activities
- Educate your Board and solicit their support
- Register by December 1, 2011
- Designate a point person within your organization



Birdies For Charity

Questions?



Birdies For Charity

Monterey Peninsula Foundation
1 Lower Ragsdale Dr., Building 3, Suite 100
Monterey, CA 93940
Phone: 831-649-1533 Fax: 831-649-1763
www.montereypeninsulafoundation.org
www.attpbgolf.com

Contact: Nettie Porter nporter@attpbgolf.com

