

TRAVELERS CHAMPIONSHIP—BEYOND GOLF

The Travelers Championship is Connecticut's largest annual professional sporting event and one of only two New England stops on the PGA TOUR. Held each year at TPC River Highlands in Cromwell, Conn., the tournament is an economic winner for the state and region, creating millions of dollars in local impact and generating money for charitable organizations. Each year the tournament donates 100 percent of net proceeds to charity and also provides a platform for our charitable partners to raise awareness for their missions. In 2016, the tournament generated a record \$2.8 million for 160 charities. This brings the total to more than \$36 million for regional charities since 1952.



Together, anything's possible.

HOW IT WORKS

**SIMPLY MAKE A ONE-TIME FLAT-RATE DONATION
OR
PLEDGE TWO CENTS OR MORE PER BIRDIE MADE
AT THE 2017 TRAVELERS CHAMPIONSHIP**

After the tournament, you'll be mailed an invoice for your pledge amount.

In 2016, there were 1,841 birdies made at the Travelers Championship by the PGA TOUR professionals. 100% of your donation will benefit your designated charity. Also, your employer may be able to support your charity through a matching gift!

YOU GIVE, WE GIVE MORE

With the support of CohnReznick and Ford, your designated charity can receive a bonus! Each organization that raises money through the Birdies for Charity program will receive at least a 15% bonus on top of the pledges collected, up to a maximum bonus of \$11,250 (equivalent to 15% of \$75,000 in donations collected).

TWO EASY WAYS TO DONATE

1. Online - For convenient online pledging, visit www.TravelersChampionship.com/Birdies-for-Charity

2. Fill out the attached pledge form. Please return all pledge forms and checks to:

CohnReznick
Attn: Birdies for Charity
350 Church Street, 12th Floor
Hartford, CT 06103

Please make checks payable to "Travelers Championship"

Please see reverse side of form for more details.

KEEP FOR YOUR RECORDS

Your pledge is based on the actual number of birdies scored.

I pledge \$ _____ flat-rate donation OR
\$ _____ per birdie.

For example, if 1,800 birdies are made during the Travelers Championship, your total pledge would be:

\$.02 = \$36.00	\$.50 = \$900.00
\$.05 = \$90.00	\$ 1.00 = \$1,800.00
\$.10 = \$180.00	



PLEDGE FORM

☐ I pledge and promise to donate the following amount for every birdie made during the 2017 Travelers Championship. I understand that the total number of birdies and my pledge will be calculated at the conclusion of the tournament and that I will be charged at that time.

PER BIRDIE PLEDGE	FLAT-RATE DONATION
\$.02 _____ \$.05 _____	I would like to make a one-time donation in the amount of \$ _____ <i>*Minimum \$10.00</i>
\$.50 _____ \$ 1.00 _____	
Other: _____	
<i>*Minimum: \$0.02</i>	

Charity of Choice: _____

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: (_____) _____

Email: _____

FORM OF PAYMENT

Check Enclosed _____ **Invoice Me** _____ **Credit Card** _____

MASTERCARD _____ VISA _____ AMEX _____

Credit Card Number _____

Expiration Date: _____

Security Code/CVV# (on back of card) _____

Please provide accurate payment information. If you have selected a flat-rate donation and a credit card payment, your card will be charged immediately. If you have selected a per birdie pledge, your balance due will be applied to your invoice or card at the conclusion of the tournament. You will receive confirmation of payment.

Since 2012, the Travelers Championship's Birdies for Charity program has opened the door for Journey Home in three very important ways.

- It has given our board and staff a "fun" way to solicit donations without having to take on a heavy workload. It has also sensitized each of us to our fundraising obligations.*
- It has helped us build awareness of Journey Home and its mission to a growing base of donors and prospects for future campaigns.*
- From a modest beginning in year one, our Birdies for Charity fundraising doubled in year two and more than doubled again in year three, offsetting funding cuts from other sources during these critical growth years.*

**Mark F. Fox,
Journey Home, Inc.**

GOLF 101

A GREAT GOLF SWING CAN MAKE ALL THE DIFFERENCE.

*You do not need to be a golf fan to help solicit donations.
We summarized everything you need to know below!*

PAR: The perfect score on any given hole. It is the normal expected score of a PGA TOUR professional.

Example: If par is 4 on a hole, that means the golfer is expected to take 4 shots to make the hole.

BIRDIE: The score of one stroke below par on a hole.

This score is one score better than a par.

Example: If par is 4 on a hole, that means that if the golfer takes 3 shots to make it into the hole, they have scored a birdie.

WHAT DOES THIS MEAN? As the players do better during the tournament, your charity gets more money!

PGA TOUR professionals are anticipated to make an average 1,500 – 2,000 birdies on Monday and Wednesday – Sunday of the Travelers Championship.

BIRDIES FOR CHARITY RULES

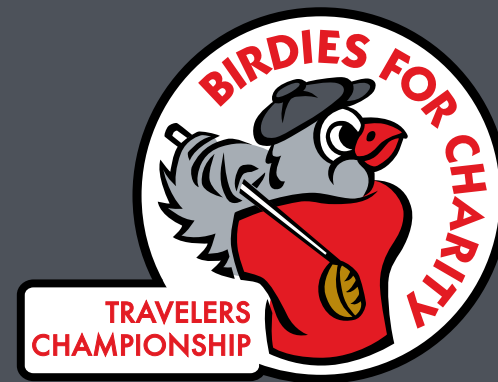
- All participating organizations must be publicly supported and recognized by the Internal Revenue Service as a 501(c)3.
- Per birdie pledges and flat-rate donations will be accepted through 6:00 p.m. EDT Sunday, June 25, 2017.
- If this pledge form is not legible, the Travelers Championship and the Birdies for Charity staff is not responsible for processing the donation.
- All per birdie pledges and flat-rate donations are 100% tax deductible.
- The total number of birdies will be calculated at the conclusion of the tournament.
- Flat-rate donations made by credit card will be processed immediately. Flat-rate donation invoices will be sent at the conclusion of the tournament. For per birdie pledges, the balance due will be calculated and invoiced or applied to the donor's card at the conclusion of the tournament. All participants will receive confirmation of payment.



TRAVELERS CHAMPIONSHIP

TravelersChampionship.com/Birdies-for-Charity

Thanks to generous donors like you, the Travelers Championship has generated more than \$35 million for charities.

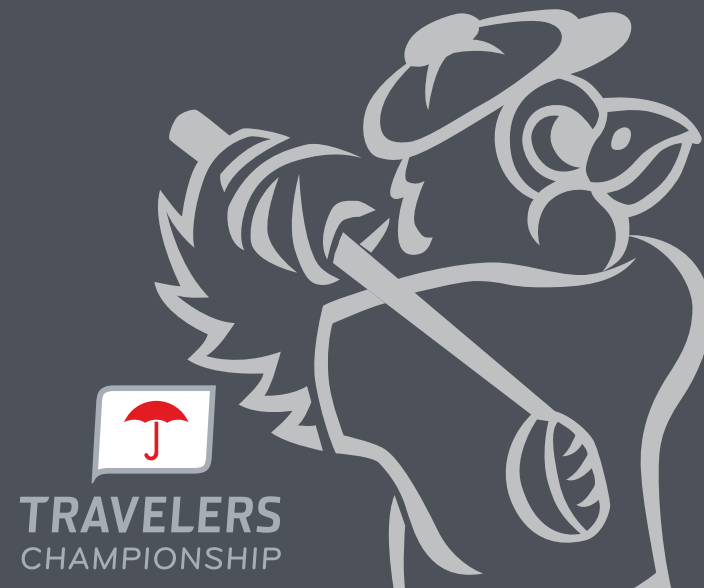


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ACCOUNTING • TAX • ADVISORY

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Alliance
The Voice of Community Nonprofits



**PLEDGE FOR YOUR
CHARITY TODAY!**