

2021 INFORMATION PACKAGE

August 12, 2021 • The Wilds • 18 Hole Best Ball



Fare

the families

[Golf Classic]

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Ronald McDonald
House Charities®
Newfoundland & Labrador

FORE the Families Golf Classic is an annual fundraiser to keep families close at Ronald McDonald House Newfoundland and Labrador when sick or injured children and their families must travel to St. John's for medical reasons. Teams of FORE golfers of all skill levels join together for fun, networking, prizes and ultimately help families with a sick child.

This year, everything has changed. However, one thing that has not changed, is the commitment of our sponsors and golfers to support sick children and their families at Ronald McDonald House.

This year, we have moved the event to **August 12, 2021 with a 1pm shotgun start**. Same great golf experience, same great food, and the same great result: supporting the programs and services at Ronald McDonald House to help sick children and their families be together, and near the medical services, they need.

Thursday August 12, 2021 Event Schedule: *(in full compliance with public health restrictions)*

- 12:15pm Registration – Simple Check in
- 12:45pm Opening Toast – All teams in their carts
- 1:00 pm Shot Gun Start – 18 Holes of Golf
- 5:30 pm Meal/Awards (TBC: eat in or take out)

The FORE the Families Golf Classic is all about supporting sick children and their families. There will still be lots of fun throughout the golf course, great exercise and several opportunities for players to win great prizes.





Changes for COVID-19 Safety

The annual FORE the Families Golf Classic is an important event that raised more than \$75,000 in 2019 to support the programs and services at Ronald McDonald House for sick children and their families.

Families with a sick child need to be stronger than ever as they manage their own family crisis during a global crisis. Right now, it is hard for all families to stay close – but it is even harder for a family with a sick or injured child, especially those who must travel far from home during these extraordinary circumstances. As our province's family care charity, we understand the importance of keeping families close, especially during these difficult times. **Our families need you, now more than ever.**

RMHC NL has experienced a significant reduction of funding due to cancellation of fundraising events, suspended in house volunteer programs, cancelled program support from outside groups and increased costs due to heightened infection control processes as a result of COVID-19. **We need your help now more than ever!** The Organizing Committee have been busy working behind the scenes to organize the Annual FORE the Families Golf Classic that is safe for everyone and complies with all public health restrictions.

Event Day	Changes for COVID-19 Safety	Comments
Registration	No registration. No line-ups. Register and pay in Advance and just check in on event day	Receive your Registration Package that includes <ul style="list-style-type: none"> • 4 passes – 18 holes of Golf • 4 meals • 2 Golf Carts • Fundraising Information • Lottery Tickets
Registration Bags	4 Registration Bags will be place on golf carts	No contact pick up
Fundraising	Easy Online fundraising option – as well as pledge sheets if needed	Incentives and prizes will still be awarded
Golfing	Shot Gun Start	No more than 2 teams per hole – Shot Gun Start All participants must comply with physical distancing at all times
Lottery Tickets	Request tickets as part of your advance registration	Will be available during event if it is safe to do so
Celebration Meal	Meal provided for you and your team following your golfing experience that is compliant with current public health restrictions. Either take-out or eat in	Awards, Prizes and Trophies will be announced via Facebook Live on October 1, 2020 and emailed to participants
The Night BeFORE /After tournament mixer	Any organized mixer will be based on safety and the current public health restrictions	

The Wilds Golf Resort is an 18-hole championship golf course and resort located 35 minutes west of St. John's on the Salmonier Line. Every distinctive hole is designed to showcase the natural brooks, wetlands and ravines that define this stunning region of the province. Don't be surprised to see a moose wandering the fairway, or an osprey soaring overhead, but don't get distracted by the scenery. The Wilds is a course for the golfer who enjoys a challenge. Even the best golfers will be tested by over 6750 yards of play, with a par of just 72. No need to fear, less accomplished golfers can enjoy the challenges of The Wilds from tee positions better-suited to their skills, and should do fine as they navigate the contoured fairways, 71 bunkers and large hilled undulating greens. www.thewilds.ca

Accommodations

The Wilds Hotel is a "pet friendly" and smoke-free hotel, located in the beautiful wilderness of NL. With stunning views, friendly staff, free wireless internet throughout the hotel, and an outdoor pool overlooking the mountains. Book accommodations early!



Golf Carts









































































Golf Cart rentals are now included with team registration.



Thank you for
helping me
Stay with my
❤️ Family. ❤️

Benefits of Corporate Sponsorship and Participation

- ♥ **PARTICIPATION AND NETWORKING** may help convert the 79% of consumers who would be likely to switch from one brand to another brand, if the other brand is associated with a good cause.
- ♥ **SERVE** your community by actions, not words.
- ♥ Build **RELATIONSHIPS** between your Brand/Company and our stakeholders.
- ♥ **ALIGN** with a well-respected and trusted BRAND – Ronald McDonald House Newfoundland and Labrador
 - National – 15 Houses across Canada
 - Global reach in 53 countries and regions
 - Serving countless families and children since 1974
 - Event naming as "Your Company" name presents FORE the Families Golf Classic
- ♥ Increase **VISIBILITY** with "Your Company" logo on promotional materials (event pledge forms, email blasts, posters, advertising, and web ads). We anticipate this event to sell out quickly!!

Sponsorship Level	Presenting Sponsor \$7500 (x1) cash only	Gold \$4000 (x3) cash or inkind	Silver \$3000 (x3) cash or inkind	Bronze \$2000 (x4) cash or inkind	Hole IN One Sponsor (x3) \$750 cash	Hole Sponsor (x18) \$350 cash or inkind
Event naming as “Your Company” proudly presents FORE the Families Golf Classic						
Named as Presenting Sponsor predominantly on all materials, news releases and articles relating to the event						
Opportunity for Employee Engagement as a member of the event organizing committee						
Speaking Opportunity at the event – either in person or video						
Logo on all event signage						
Corporate logo placement on all event promotional materials and correspondence						
Opportunity to have booth for on-site product sampling demonstrations and/or corporate display						
Opportunity to provide golfer gifts bearing company logo and/or coupons or items in golfer gift bags						
Logo on Registration Bags						
One team of 4 which includes 18 holes of golf, 4 carts, 4 meals & 4 Gift Bags Up to 2 Teams for Presenting Sponsor & Gold	       	       	   	   		
Keepsake Plaque presented during dinner presented by a RMHC Family where possible						
Corporate Banner (provided by the sponsor) displayed during event	 <i>All day</i>	 <i>Only during designated times And dinner</i>	 <i>Only during designated times And dinner</i>	 <i>Only during designated times</i>		
Corporate logo with link on website www.RMHCNL.ca						
Special Recognition on social media						
Detailed Post Event Report for sharing with employees and stakeholders						
Special Recognition in various predetermined area and during the dinner	 <i>Opening, Golfing, Dinner & Awards</i>	 <i>Dinner or Golf Carts or Snack on a Cart</i>	 <i>Awards, Registration or Photography</i>	 <i>Putting Challenge, Champagne Toast, The Night Be-FORE or Prize</i>	 <i>Desinated Hole with prize sample on site with 2 representatives</i>	 <i>Designated Hold Sign</i>
Opportunity for first right of refusal in the following year						

Team Participation

Minimum \$900

- ♥ 18 Holes of Golf
- ♥ 4 golfers per team, maximum
- ♥ Two Golf Carts
- ♥ 4 complimentary meals (burger/fries or fish/chips)
- ♥ 4 Golfer Gift Bags
- ♥ Fundraising incentives for individuals raising \$250 or more
- ♥ Prizes for the top 3 Individuals that raise the most money
- ♥ Game prizes: Best Team, Team Photo Challenge
- ♥ lotteries
- ♥ Opportunity to win great prizes
- ♥ Opportunity for first right of refusal in the following year

ONLINE AUCTION

All registered golfers will be given
exclusive opportunity to
participate in an ONLINE Auction

Details to follow!!

TEAM PHOTO CHALLENGE



Take a Team Photo

Post to social media, tag
#2021FOREtheFamilies

All teams that participate in the **Team PHOTO Challenge** will be entered to win prizes.

TOP TEAM TROPHY



Once your team finishes 18 Holes of Golf, turn in your scorecard to The Wilds. They will compile a summary for all teams in the FORE THE FAMILIES GOLF CLASSIC and will determine the Tournament Champions.



Start a Personalized Online Fundraising Page

www.RMHC.ca

<https://www.rmhcncanada.ca/fundraisers/fore-the-families-golf-classic-1>

With an online fundraising page to support your efforts, you can collect donations easily and funds are sent straight to Ronald McDonald House Charities Newfoundland and Labrador. Supporters receive an instant tax receipt.

1. **Visit rmhc.ca** Click on fundraising, then active fundraisers. View “**2021 FORE the Families Golf Classic**” or click on it <https://www.rmhcncanada.ca/fundraisers/fore-the-families-golf-classic-1>
2. On the right side, click on “Create Your Fundraiser”, make an account and sign in
3. Fill out the four sections:
 - **Step 1:** Fundraiser Details: Your Fundraiser name (your name, or your team name), your goal, fundraiser description. **Information such as which RMHC Chapter you are supporting and fundraiser end date will be pre-filled with our event info and cannot be changed.
 - **Step 2:** Upload an eye-catching image or video to your campaign. Perhaps a photo of why you are golfing or one from the past tournament for RMHC you attended
 - **Step 3:** There isn't anything needed here as you are making a campaign under the main campaign, proceed to step 4
 - **Step 4:** Review. Make sure all the information is correct and that everything looks good. You are ready to publish your fundraiser and start raising funds!

Once your fundraiser is live, start sharing it around and raise as much as you can!

SENDING EMAILS

Sending emails to family and friends is one of the most successful ways to fundraise. Pick from one of our email templates (or create your own), select your recipients, and send.

It's that easy!

You'll be able to send more emails
(and raise more money!) than ever
before!

EMAIL TEMPLATE

Subject line *[short and compelling, avoid CAPS and Exclamations]:*

Dear [insert name],

You might have heard that I am fundraising to support the program and services offered to sick children and their families at Ronald McDonald House. This charity is very important to me because *[supply a personal reason that appeals to the reader's emotions].*

I'm encouraged by the support I've already received, but I still need help reaching my fundraising goal of *[insert dollar amount]*. Would you be willing to make a contribution to my fundraiser? A gift of any amount would be greatly appreciated. To donate, simply click the link to my fundraiser below:

[Insert link to your personalized fundraising page]

It would also mean a lot if you could share my fundraiser link on social media. The more exposure I get, the faster I will reach my goal.

I'd love to talk to you more about my fundraiser and participation in the annual FORE the Families Golf Classic, so please don't hesitate to reach out.

Sincerely,

[Your name]



Fundraising Incentives & Prizes

(Items may not be exactly as shown)

Raise \$250 or more

And receive an embroidered *Ronald McDonald House* POLO SHIRT
(Mens or Ladies)



Black, Red or White

Raise \$500 or more

And receive an embroidered *Ronald McDonald House*
Fleece (Mens or Ladies)



Black, Red or Graphite

Raise \$1000 or more

And receive an embroidered *Ronald McDonald House*
Jacket



Black or Graphite

Grand Prize Draw

\$500 Exclusive Gift Package

For every **\$100 raised** on a pledge sheet
(above your team registration fee), you will receive a
ballot to be entered into a draw for this Exclusive
Prize Package!

***Draw will take place at the conclusion of the
event during the Friday luncheon.***



LOTTERY

\$2000 Gift Cards

Only 1500 Tickets printed \$5 each

Draw Date: August 12, 2021 at The Wilds

Purchase tickets online now at: [COMING SOON](#)

Licence # TBC

MEET AIDEN O'KEEFE OF GOOSE BAY

It is hard to put into words how a parent feels when their child has been diagnosed with a serious illness. It has to be one of the most difficult experiences for a family. And for families who don't live close to the care and resources they need, there is an added stress, distance. RMHC gives families with a sick child what they need most – each other.

In November 2020, 11-year-old Aiden O'Keefe experienced upper leg pain. It coincidentally happened in the early hours after a regular hockey practice so at first it was thought to be an injury from the game. As time went on the pain got worse and Aiden had to use crutches. Aiden had several medical tests over the coming weeks, but it wasn't until December when he was taken to the hospital emergency in Goose Bay that they discovered irregularities in his blood that was considered suspicious for leukemia.

"It was extremely hard finding out Aiden had leukemia. No parent wants to hear their child has cancer. Cancer is scary. My mind was racing, I could barely speak, I was shaking. Then, seeing Aiden, and how well he was coping, I honestly told myself to smarten up and toughen up. I couldn't show weakness around my 11 year old son. He sees me as his strength. Little did he know, his strength is what gave me strength. Finding out we would have to be away from home for so long was really hard as well, because we also have two small girls, seven year old Ellie and Kacie who is just 18 months old." said Donalda, Aiden's mom.

Aiden was listed as critical and transferred immediately to the Janeway Children's Hospital in St. John's, NL, more than 1600km from his home, school, friends and family. It was then that they were introduced to the programs and services at Ronald McDonald House. Donalda and her husband Gary said that Ronald McDonald House didn't even cross their minds until the social worker at the hospital mentioned it to them. They always knew, however, that Ronald McDonald House was a special house for families who have a sick child at the hospital, but didn't understand the its extreme importance until they too became one of those families on December 17, 2020.

Donalda continued, "Staying here at the RMHC is absolutely and positively making supporting Aiden easier. Not only a little bit either. It's making it so much easier. RMHC is super close to the hospital. When Aiden is admitted, we are only across the parking lot and can be there in a flash if something were to happen. Likewise, when Aiden is with us at Ronald McDonald House if there is an emergency the hospital isn't far. I also don't have worry about cooking and cleaning (for the most part). All our attention and time is spent focusing and taking care of Aiden. Like I said this organization is by far the best there is."

Aiden's treatment plan will extend over the course of the next two years with the first 6-9 months in St. John's and the remaining treatments in Goose Bay. For the family, travelling back and forth to Goose Bay is simply not an option. The O'Keefe Family are very grateful to everyone that supports Ronald McDonald House.

"Thank you RMHC, for keeping our family together during a very difficult and stressful time." The O'Keefe Family.



Ronald McDonald
House Charities®
Newfoundland & Labrador

Keeping families close



The O'Keefe family

Donalda, Ellie, Aiden, Kacie, Gary

August 12, 2021

Team Name:			
Contact Person:			
Address:			
City:		Postal Code:	
Telephone:		Fax:	
Email:**			

Choose Sponsorship Level

- | | |
|--|------------------------|
| <input type="checkbox"/> Red Shoe Presenting Sponsor | \$7500 (includes team) |
| <input type="checkbox"/> Gold Sponsor | \$4000 (includes team) |
| <input type="checkbox"/> Gold: Golf Cart Sponsor | \$4000 (includes team) |
| <input type="checkbox"/> Gold: Snack on a Cart Sponsor | \$4000 (includes team) |
| <input type="checkbox"/> Silver: Awards Sponsor | \$3000 (includes team) |
| <input type="checkbox"/> Silver: Registration Sponsor | \$3000 (includes team) |
| <input type="checkbox"/> Silver: Photography Sponsor | \$3000 (includes team) |
| <input type="checkbox"/> Bronze: Putting Challenge Sponsor | \$2000 (includes team) |
| <input type="checkbox"/> Bronze: Champagne Toast Sponsor | \$2000 (includes team) |
| <input type="checkbox"/> Bronze: The Night Be-FORE Sponsor | \$2000 (includes team) |
| <input type="checkbox"/> Bronze: Prize Sponsor | \$2000 (includes team) |
| <input type="checkbox"/> Hole In One Sponsor | \$ 750 |
| <input type="checkbox"/> Hole Sponsor | \$ 350 |

☐ **FORE-some Team Registration** \$900/team X ____
New! 4 golf passes for The Wilds, 2 Golf Carts and four meals with registration

☐ **I wish to donate an item** for auction/registration bags.
Please contact me.

Ticket Bundles, please indicate quantity if applicable

☐ Individual (1 bundle) \$40 ☐ Team (4 bundles) \$160
1 bundle includes: 3 Mulligans, 3 chances at the Putting Challenge
+ 3 Tickets for the \$2000 Gift Card Lottery

Payment:

Please complete and return; limited team/individual spaces available

Total \$ _____

☐ Our team will fundraise the registration fees – Please send us a fundraising Package.
(Incentive prizes will be awarded to those players raising \$250 or more)

☐ Cheque enclosed

☐ Send Invoice

☐ Credit Card



Card Number	Expiry Date	CVV
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Name on Card	Signature
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Team information:

Golfer #1	email
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Golfer #2	email
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Golfer #3	email
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Golfer #4	email
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