

2023 INFORMATION PACKAGE

June 16, 2023 • The Wilds • 18 Hole Best Ball

Fare

the families
[Golf Classic]



Ryan Renouf and his Family
Cape St. George, NL
RMHC NL guests since April 2022



Ronald McDonald House
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 event has **raised more than \$600,000** in ten years.

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.**

This event kicks off in Thursday evening with the option for our registered golfers to take full advantage of the networking opportunities and participate in the Night Be-FORE pre-tournament MIXER. This exciting pre-event social will take place at Gimmies Lounge and Includes advance registration, entertainment, games and a perfect time for great corporate networking,

Thursday June 15, 2023 Event Schedule: *(in full compliance with public health restrictions)*

- 8:00pm Registration – Simple Check In
- 8:30pm The Night Be-FORE Kitchen Party, pre-tournament mixer
Gimmies Lounge

On Friday, each registered team will enjoy 18 holes of golf, and plenty of games and prizes. A celebration barbeque lunch will follow the FORE the Families Golf Classic. It provides an opportunity for players to relax and network, win prizes, and for Ronald McDonald House to acknowledge and thank all sponsors and participants.

Friday June 16, 2023 Event Schedule: *(in full compliance with public health restrictions)*

- 7:15am Registration – Simple Check in
- 7:45am Opening Toast – All teams in their carts
- 8:00am Shot Gun Start – 18 Holes of Golf
- 1:30pm Celebration Lunch and Awards

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



Family is medicine and right now its helping three-year-old Ryder Renouf of Cape St. George, NL, fight cancer at Ronald McDonald House

It is hard to put into words how a parent feels when their child has been diagnosed with cancer. It has to be one of the most difficult experiences for a family. And for families who don't live close to the medical 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 the early months of 2022, Ryder was often not feeling well. It would start like the common cold and then go away. Fast forward to April, Ryder started spiking high fevers, complaining of pain and stopped eating. That's when his parents, Ashley and Ian, knew that something wasn't right.

After spending 2 nights in the Corner Brook hospital, which was already two hours away from their home in Cape St. George, the pediatrician indicated that Ryder's bloodwork was concerning and they would need to travel to the Janeway Children's Hospital or further testing.

"My mind instantly went into panic mode because we didn't know what was wrong with Ryder, and we also have a daughter Brynlee and a brand new puppy to think about." said Ryder's mom Ashley

Later Ryder was diagnosed with Leukemia. Their world was turned upside down. Ryder has been taken away from his extended family, friends, his preschool and playing outside, to spending long days at the hospital receiving treatments in another city hours away from home. Brynlee's life changed too. To complete grade 1, she needed to transfer schools to St. John's.

"I've always heard of RMHC and seen advertising but didn't know exactly what RMHC entailed. When our social worker sat down and explained what RMHC was all about, that's when we knew this was where we needed to be during this long road ahead." Ashley continued.

Ashley and Ian have meet several other families who are going through the same or a similar illness with their children. **"It's nice to be able to talk to them about it and share stories or resources! The volunteers and staff are always going above and beyond to help us out when needed! You couldn't ask for any better!"** said Ashley Renouf

At Ronald McDonald House there are plenty of programs and resources to support families far from home with a sick child. **"Being able to stay at the RMHC made things so much easier for my family. It meant that we could all be together and not have to stress at the cost or all the little things in daily life."** Ashley continued

While Ryder's battle with cancer continues, with treatments expected to continue into 2025, the Renouf Family have come to rely on the programs and services at Ronald McDonald House to keep their family together.



10
years
2012 – 2022



Ronald McDonald
House Charities®
Newfoundland & Labrador



The Renouf Family
Brynlee, Ian, Ashley and Ryder Renouf
of Cape St. George, NL

Fore
the families
[Golf Classic]



Ronald McDonald House
NEWFOUNDLAND
& LABRADOR

The Night Be-FORE Kitchen Party pre-tournament *MIXER*

Don't Miss
The Night
Be-FORE
[pre-tournament mixer]

This event kicks off on Thursday evening with the option for our registered golfers and sponsors to take full advantage of networking opportunities and participate in the **Night Be-FORE Kitchen party** pre-tournament *MIXER*.

This exciting pre-event social is held at Gimmies Lounge at The Wilds. It includes advance registration, 2-for-1 Molson Products, food, door prizes, Live entertainment, games, friendly competition and a perfect time for great corporate networking.





FORE the Families · Friday June 16, 2023

Registration No registration on event day. Register and pay in advance and just check in on event day. No line-ups. Teams of 4 golf and receive 2 golf carts and 4 meals. Registration bags will be placed on golf carts before the shot gun start.

Fundraising package will be mailed out in advance of event and will include information on fundraising, incentives, prizes, lottery information, pledge sheets, RMHC NL newsletter and lottery tickets (as requested).

Fundraising Easy online fundraising option – as well as pledge sheets if needed. Incentives and prizes will be awarded during the celebration lunch following golf.

Lottery Tickets Request tickets as part of your registration to ensure you get your tickets and avoid line ups on event day. If quantities allow, tickets be available during event.

Golfing Shot Gun Start at 8am. No more than 2 teams per hole.

Celebration Meal Meal provided for you and your team following your golfing experience. Awards, Prizes and Trophies will be announced during the celebration meal.

This event will follow all public health restrictions in place at the time of the event.

The Wilds, one of the top-rated 18-hole golf courses in Newfoundland and Labrador, is renowned for its clear greens and a variety of gorgeous fairways; expansive, challenging and undulating. 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.

To book a room, call 709-229-5444

Team Participation

Minimum \$1000

Golf Teams Include:

18 Holes of Golf

4 golfers per team, maximum

Two Golf Carts

4 Complimentary Meals

4 Golfer Gift Bags

Fundraising Incentives for individuals raising \$239+

Prizes for the Top 3 Individual Fundraisers

Lotteries

Live and Silent Auctions!

Opportunity to win great prizes

First right of refusal in the following year

Games Included:

Best Team

Team Photo Challenge

Longest Drive

Straightest Drive

Closest to the Pin

Additional Games available for purchase:

Mulligans

Putting Challenge

Beat the Pro



TEAM PHOTO CHALLENGE



Take a Team Photo and
Post to social media, tag
#2023FOREtheFamilies

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 determine the Tournament Champions of the **FORE THE FAMILIES GOLF CLASSIC**

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



Presenting Sponsor

\$7,500

includes two FOREsomes
cash only
1 available

SOLD OUT!

- Event naming, "Your Company" proudly presents FORE the Families Golf Classic on all materials, news releases and articles relating to the event
- Speaking Opportunity at the event (in person or video)
- Corporate logo placement on www.RMHCNL.ca (with link), along with all event promotional materials and correspondence, as Presenting Sponsor
- Opportunity for Employee Engagement as a member of the event organizing committee
- Opportunity to provide golfer gifts bearing company logo and/or coupons in golfer gift bags
- Keepsake Plaque presented during dinner presented by a RMHC Family where possible
- Special Recognition on social media
- Opportunity to have booth for on-site product sampling demonstrations and/or corporate display
- Detailed Post Event Report for sharing with employees and stakeholders
- Opportunity for first right of refusal in the following year

Gold Sponsor

\$4,000

includes one FOREsome
cash or in kind
3 available

**ONLY 2
REMAINING**

luncheon sponsor
snack on a cart sponsor
golf cart sponsor

- Company name and logo prominently displayed at designated areas
- Corporate logo placement on www.RMHCNL.ca (with link), along with all event promotional materials and correspondence as Gold Sponsor
- Opportunity for Employee Engagement as a member of the event organizing committee
- Opportunity to provide golfer gifts bearing company logo and/or coupons in golfer gift bags
- Keepsake Plaque presented during dinner presented by a RMHC Family where possible
- Special Recognition on social media
- Opportunity to have booth for on-site product sampling demonstrations and/or corporate display
- Detailed Post Event Report for sharing with employees and stakeholders
- Opportunity for first right of refusal in the following year

*Have something else you're interested in sponsoring?
We are open to ideas! Please contact Heather Butler,
CFRE at (709) 733-5073 or heatherbutler@rmhcnl.ca*



Silver Sponsor

\$3,000

includes one FOREsome
cash or in kind
3 available

registration sponsor
prize sponsor
photography sponsor

**ONLY 3
REMAINING**

- Company name and logo prominently displayed at designated areas
- Corporate logo placement on www.RMHCNL.ca (with link), along with all event promotional materials and correspondence as Silver Sponsor
- Opportunity to provide golfer gifts bearing company logo and/or coupons in golfer gift bags
- Keepsake Plaque presented during dinner presented by a RMHC Family where possible
- Special Recognition on social media
- Opportunity to have booth for on-site product sampling demonstrations and/or corporate display
- Detailed Post Event Report for sharing with employees and stakeholders
- Opportunity for first right of refusal in the following year

Bronze Sponsor

\$2,500

includes one FOREsome
cash or in kind
3 available

champagne toast sponsor
awards sponsor
night be-FORE sponsor

**ONLY 2
REMAINING**

- Company name and logo prominently displayed at designated areas
- Corporate logo placement on www.RMHCNL.ca (with link), along with all event promotional materials and correspondence as Bronze Sponsor
- Keepsake Plaque presented during dinner presented by a RMHC Family where possible
- Special Recognition on social media
- Opportunity to have booth for on-site product sampling demonstrations and/or corporate display
- Detailed Post Event Report for sharing with employees and stakeholders
- Opportunity for first right of refusal in the following year

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Beat the Pro Sponsor

\$500

cash or in kind
1 available

SOLD OUT!

- Special Recognition on Beat the Pro
- Recognition during celebration luncheon
- Detailed Post Event Report for sharing with employees and stakeholders
- Opportunity to have staff for on-site product sampling, demonstrations, corporate display, networking and prize giveaways
- In lieu of cash, sponsor can provide a prize for the winner valued at \$500
- Opportunity for first right of refusal in the following year

Longest Drive or Straightest Drive Sponsor

\$500

cash or in kind
2 available

SOLD OUT!

- Special Recognition on Lonest Drive or Straightest Drive
- Recognition during celebration luncheon
- Detailed Post Event Report for sharing with employees and stakeholders
- Opportunity to have staff for on-site product sampling, demonstrations, corporate display, networking and prize giveaways
- In lieu of cash, sponsor can provide a prize for the winner valued at \$500
- Opportunity for first right of refusal in the following year

Putting Challenge Sponsor

\$500

cash or in kind
1 available

- Special Recognition on Putting Challenge
- Recognition during celebration luncheon
- Detailed Post Event Report for sharing with employees and stakeholders
- Opportunity to have staff for on-site product sampling, demonstrations, corporate display, networking and prize giveaways
- In lieu of cash, sponsor can provide a prize for the winner valued at \$500
- Opportunity for first right of refusal in the following year

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CFRE at (709) 733-5073 or heatherbutler@rmhcnl.ca*



Interactive Hole Sponsor

\$500

cash or in kind
18 available

- Special Recognition on Sponsored Hole.
- Recognition during celebration luncheon
- Detailed Post Event Report for sharing with employees and stakeholders
- Opportunity to have staff for on-site product sampling, demonstrations, corporate display, networking and prize giveaways
- Opportunity for first right of refusal in the following year

Hole in One Sponsor

\$500

cash only
3 available

- Special Recognition on Sponsored Hole.
- Recognition during celebration luncheon
- Detailed Post Event Report for sharing with employees and stakeholders
- Opportunity to have staff for on-site product sampling, demonstrations, corporate display, networking and prize giveaways
- Sponsor to provide an item for a Hole-In-One prize
- Opportunity for first right of refusal in the following year

Closest to the Pin 50/50 Sponsor

\$500

cash only
3 available

**only 2
Available**

- Special Recognition on Sponsored Hole.
- Recognition during celebration luncheon
- Detailed Post Event Report for sharing with employees and stakeholders
- Opportunity to have staff for on-site product sampling, demonstrations, corporate display, networking and prize giveaways
- Sponsorship includes \$250 cash to the winner of the specified hole
- Opportunity for first right of refusal in the following year

Hole Sponsor

\$366

cash or in kind
18 available

**\$366 covers the cost
to host a family for 1
night and stock the
kitchen pantry**

- Special Recognition on Sponsored Hole.
- Recognition during celebration luncheon
- Detailed Post Event Report for sharing with employees and stakeholders
- Opportunity for first right of refusal in the following year

*Have something else you're interested in sponsoring?
We are open to ideas! Please contact Heather Butler,
CFRE at (709) 733-5073 or heatherbutler@rmhcnl.ca*

Let's raise \$87,235 for RMHC NL!

It costs \$239 to host one family, for one night

**If every Golfer raised \$239 each, above their
teams registration fees, we could make this
our best year yet!**



Ryder Renouf, Cape St. George
Current RMHC NL guest, **272 nights**
and counting



Weelo Leveque, St. Pierre et Miquelon
Stayed **585 nights** at RMHC NL



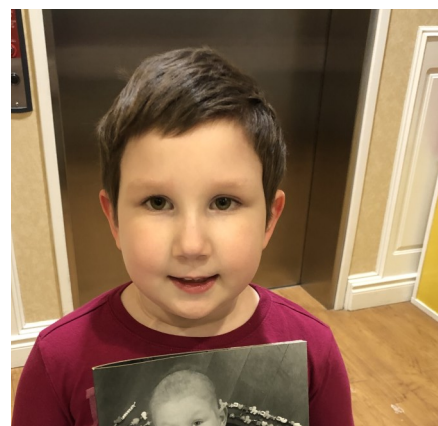
Michael Carroll, Labrador City
Stayed **489 nights** at RMHC NL



Josh Skinner, Massey Drive
Stayed **289 nights** at RMHC NL



Kaydee McIssac, Stephenville
Stayed **399 nights** at RMHC NL



Natalia Williams, Labrador City
Stayed **384 nights** at RMHC NL

Let's raise \$87,235 - the cost to host 1 family for 365 nights!



It costs an average of **\$239** to care for a family each night. Families can contribute **\$15** per night. No family is ever turned away if they are unable to pay.

**This is the impact of your donation in
providing programs and services at RMHC NL**

\$27	Could help provide a meal for a family in at the end of a long day
\$51	Could help provide a family with quality time watching a movie
\$83	Could help stock the playroom with toys and games
\$127	Could help stock the kitchen pantry with all the cooking essentials
\$239	Could cover the cost to care for a family for one night
\$478	Could cover the cost to care for a family for a two nights
\$1,673	Could cover the cost to care for a family for one week
\$3,346	Could cover the cost to care for a family for two weeks
*Average stay	
\$7,269	Could cover the cost to care for a family for one month
\$21,808	Could cover the cost to care for a family for three months
\$43,617	Could cover the cost to care for a family for six months
\$65,426	Could cover the cost to care for a family for nine months
\$87,235	Could cover the cost to care for family for one year

Fundraising Incentives & Prizes *(Items may not be exactly as shown)*

Raise \$239 or more

The cost to host 1 family for 1 night

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



Black, Red or White

Raise \$489 or more

The cost to host 1 family for 2 nights

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



Black, Red or Graphite

Raise \$956 or more

The cost to host 1 family for 4 nights

And receive an embroidered Ronald McDonald House Jacket



Black or Graphite

PLUS! Prizes for 1st, 2nd and 3rd TOP FUNDRAISER!

Start a Personalized Online Fundraising Page at www.RMHC.ca

<https://www.rmhc.ca/fundraisers/fore-the-families-golf-classic-2023>

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 **"2023 FORE the Families Golf Classic"** or click on it <https://www.rmhc.ca/fundraisers/fore-the-families-golf-classic-2023>
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!



Fundraising Tips & Tricks

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!

SOCIAL MEDIA: Posting on social media is a quick and easy way to reach a large number of people. Share your fundraising goal and ask for help reaching it. Don't forget to include your online fundraising page link.

IN PERSON: Ask people to sponsor you. Ask your coworkers, your neighbors, your family members to sponsor you

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]

Win \$2,000!!

Tickets are just \$5.00

Draw Date: June 20, 2023 at RMHC NL
License #: 23-1012700LT



How to get your tickets:

- Purchase with team - see last page for registration
- Purchase in person at RMHC NL, 150 Clinch Crescent
- Purchase over the phone, call Heather (709) 733-5073
- Purchase online at bit.ly/3lOLcby



How to Raise \$1000 in 10 days!

You've set up your fundraiser – congrats! Now the fun begins!
Here are **10 easy steps** to help you get on a fundraising roll and
help keep more families together and close to their sick child in hospital.



Done! You've Raised \$1,000.



FORE the Families Golf Classic · June 16, 2023

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

Choose Sponsorship Level

- **Presenting Sponsor** (1 available) **\$7500 (includes team)**
- **Gold Sponsor** (3 available) **\$4000 (includes team)**
- **Silver Sponsor** (3 available) **\$3000 (includes team)**
- **Bronze Sponsor** (3 available) **\$2500 (includes team)**
- **Beat the Pro Sponsor** (1 available) **\$500**
- **Longest/Straightest Drive Sponsor** (2 available) **\$500**
- **Putting Challenge Sponsor** (1 available) **\$500**
- **Interactive Hole Sponsor** (18 available) **\$500**
- **Hole In One Sponsor** (3 available) **\$500**
- **Closest to the Pin 50/50 Hole Sponsor** **\$500**
\$250 to RMHC NL and \$250 to winner of the game on specified hole
- **Hole Sponsor** (18 available) **\$366**
This amount covers the cost to host a family for 1 night and stock the kitchen pantry
- **Additional Luncheon Ticket** **\$50** Quantity ____
- **FORE-Some Team Registration** **\$1000/team** Quantity ____
Includes 4 golf passes for The Wilds, 2 Golf Carts and 4 meals
- **I wish to donate an item** for auction/registration bags. Please contact me.

Save time on event
day! Purchase
ticket bundles
now!!

Ticket Bundles please indicate quantity:

___Individual (1 bundle) **\$50**

1 bundle includes:

- 3 Mulligans (\$25)
- 3 chances at the Putting Challenge (\$5)
- 3 Tickets on the \$2000 Lottery (\$15)
- 1 chance to Beat the Pro (\$5)

___Team (4 bundles) **\$200**

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 \$239 or more)

- Cheque enclosed
- Send Invoice
- Credit Card



Card Number

Expiry Date

CVV

Name on Card

Signature

Golfer #1

email

Golfer #2

email

Golfer #3

email

Golfer #4

email