



Fundraiser Overview

2022 Swing FORE Camp Charity Golf Fundraiser

In support of Camp Health, Hope & Happiness

Set a goal. Make a plan. Achieve your fundraising goals.



JOIN THE SWING FORE CAMP FUNDRAISER

Participate in the **Swing FORE Camp Fundraiser**. The purpose of this peer-to-peer fundraising campaign is to raise money for Camp He Ho Ha and inclusive summer camps for people with disabilities.

Help us by “joining the campaign”, sharing the campaign with your friends and family, and attending the charity golf tournament. Your support creates opportunities for hundreds of children and adults with disabilities to experience adapted summer camp programs designed to meet their special needs and interests.

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WELCOME TO THE CAMP HE HO HA FAMILY!

Congratulations, you have “joined the campaign” Thank you for participating with us!

To help make your fundraising journey easier, we have created this comprehensive Fundraiser Overview and the accompanying [Toolkit](#). Inside you will find instructions, messaging templates, graphics, and more. Everything you need to achieve your fundraising goals and *make summer camp dreams come true!*

SWING FORE CAMP FUNDRAISER



Join us once again to raise money for kids and adults with special needs and have fun golfing in the annual Swing FORE Camp Charity Golf Tournament & Fundraiser.

Get started by joining the campaign. When you “**join the campaign**”, you are committing to raise money and collect donations for Camp He Ho Ha. Our user-friendly peer-to-peer fundraising platform allows you to easily connect with your friends and family to collect donations and recruit a fundraising team. This platform is your one-stop-shop to share your campaign, check your progress and update your activity.

Raise a minimum of \$500 to earn your complimentary registration to the **2022 Swing FORE Camp Charity Golf Tournament & Fundraiser** on Friday, August 12, 2022. The tournament format will be Texas Scramble with a shotgun start, and includes 12 holes of golf, a power cart, a wrap-up banquet, silent auction, prizes, games, and more. Don't miss out! *More details are in the section “Golf Tournament: 2022 Swing FORE Camp Fundraiser” on page 3.*



HOW TO PARTICIPATE

We are so excited you want to join this year's **Swing FORE Camp Fundraiser** and collect donations for children and adults with disabilities to attend summer camp at Camp He Ho Ha. *Here's how to get started.*

Step ①: Join the campaign

Click on the “**join the campaign**” button on our page at <https://swingforecamp.camphehoha.com/>

Create an account and a personal fundraising page. It's super easy and we've already done a lot of the work for you!



Step ②: Set a clear goal

Set a goal of how much you want to raise.

★ To attend the **2022 Swing FORE Camp Charity Golf Tournament & Fundraiser** at Pineridge Golf Resort you **MUST raise a MINIMUM of \$500** in donations/pledges.

Funds raised can be a combination of online and offline donations. ALL funds must be received by Camp at the time of registration (12:00 noon) on August 12, 2022, to qualify for registration, and prize entries.

Step ③: Register

Complete the [registration form](#) for each golfer attending the charity golf tournament. All participants **MUST** raise a minimum of \$500 in pledges/donations to be eligible to attend the Tournament Fundraiser.

Q: “How much does it cost to register if I don’t collect donations?”

A: In the past, registered golfers have been able to pay a registration fee or raise \$500 or more in donations. This year the fundraiser is being run a little differently, and we have removed the registration fee. To enter the tournament participants will 1)raise a minimum of \$500 in donations or 2)receive a complimentary registration with a qualifying sponsorship.

Step ④: Recruit your team or join a team

Friends, family and co-workers unite! Create a fundraising team to have a bigger impact. (If you are joining a team and do not know the team name, contact the team leader.)

★ Try planning additional fundraising activities (bake sale, car wash, bottle drive, movie night, office putting challenge) with your team to meet your goal!

Step ⑤: Share and fundraise

This campaign is designed to be social. Easily share your fundraising page directly to social media and via Email. Check out the #SwingFORECamp [Toolkit](#) for how-to guides, email and social media templates, event information, graphics, Camp He Ho Ha information, tips to help you be successful, and more!

★ Maximize your success, share your reason for participating in the **Swing FORE Camp Fundraiser**. The email /social media post templates and images in the [Toolkit](#) make sharing easier! Remember to link to your fundraising page URL and use the hashtags #SwingFORECamp & #CampHeHoHa.

Step ⑥: Say ‘Thank you’

Saying a simple thank you makes everyone feel important. Whether someone gives \$10 or \$1,000 they give it from their heart, and that is all that matters. Remember:



- EVERY DOLLAR COUNTS! Thank each donor, no matter how large or humble their support.
- Raise more money by encouraging your friends and donors to invite more people to contribute.
- Know that each donation you receive makes a significant difference to Camp and the hundreds of children and adults with disabilities we serve each year.

Fundraising can be hard, and whether you hit milestones or speedbumps, say thank you to everyone! You are working not just to reach a goal, but to know you changed lives!

GOLF TOURNAMENT: 2022 SWING FORE CAMP FUNDRAISER

After you have raised donations through your campaign, we want to celebrate with you at the **Charity Golf Tournament & Fundraiser** at Pineridge Golf Resort. This event is complimentary to all Swing FORE Camp participants who have raised a minimum of \$500 in pledges/donations.

Important Event Details:

Date: Friday, August 12, 2022

Time: 12:00pm (Noon) Registration

Location: Pineridge Golf Resort, Seba Beach, Alberta (53213 Hwy 31)

Registration: No registration fee. Participants must raise a minimum of \$500 to attend or purchase a qualifying sponsorship. (Access the [Registration Form](#))

What to Expect at the 2022 Swing FORE Camp Charity Golf Tournament & Fundraiser:

Golf with friends, coworkers and camp supporters who have fundraised alongside you in this campaign. Participate in fun on the course activities, bid on items in the action and golf to win prestige and prizes. The event includes:

- | | |
|---|-----------------------------------|
| • 12 holes of golf (Texas scramble) | • Complimentary BBQ lunch |
| • A power cart | • Buffet banquet dinner |
| • A challenging and approachable course | • Prizes (see Page 5) |
| • Fun on the course activities | • Live and silent charity auction |
| • Golf themed mini games | • 50/50 and raffle prize draws |
| | • Fun & friendship |



Check out the Swing FORE Camp [video on YouTube](#) to get an idea about what to expect at Camp He Ho Ha's **Charity Golf Tournament & Fundraiser**.

Schedule

- 12:00 pm – Registration (Pineridge Golf Resort Clubhouse)
 - Complementary BBQ Lunch
- 1:00 pm – Team Assignments and Announcements
- 1:30 pm – Texas Scramble Shot Gun Start
 - On the hole activities, and mini games
- Evening – Banquet Dinner
 - Team and individual Prizes
 - Silent and Live Auction

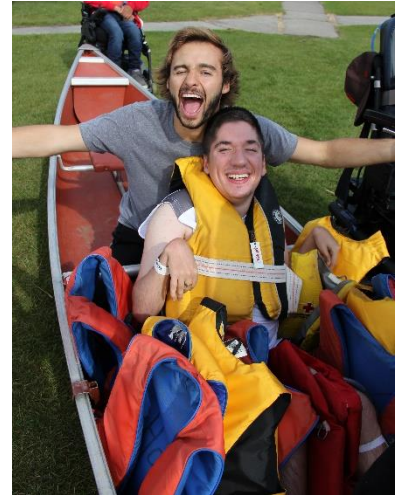


ABOUT CAMP HE HO HA

Camp Health, Hope & Happiness provides week-long adapted summer camps to people of all ages living with all types and degrees of disability. The facility, located 90 kilometres west of Edmonton on Lake Isle, is fully modern and barrier-free. All programs and activities are designed with the needs of people living with disabilities in mind. Activities include a climbing wall and low ropes course, swimming pool, arts and crafts, barge rides, archery, canoeing, mini golf, performing arts, and more.

Opened in 1960, Camp He Ho Ha is Alberta's first summer camp for people with disabilities and the only facility of its kind that does not discriminate on the basis or type of disability. We are uniquely set up to serve participants with profound disabilities and complex medical conditions – many of whom would be denied a camping experience elsewhere. Our fully equipped, 24/7 staffed, onsite Medical Centre allows us to welcome individuals who require regular, specific, and detailed medical care. Our Kitchen staff address a variety of special diets and food allergies and prepare healthy, nutritious meals and snacks. Our 4:1 Camper/Counsellor ratio ensures that all campers have a safe, rewarding, and memorable summer camp experience.

Camp Health, Hope & Happiness Camp He Ho Ha knows the power of inclusion, self-satisfaction, and growth from new experiences. Yet 12% of Albertans (those living with disabilities) face daily barriers to access accessible programs and services and are at an increased risk of experiencing emotional loneliness and social isolation.



Together we can challenge this reality and create a brighter future for Alberta.

We offer inclusive services and programs to serve Albertans living with disabilities. At Camp, the reality of the rest of the world melts away and individuals with every type of physical and mental disability can just enjoy life and be themselves. Each summer, more than 700 children, youth, adults, and seniors with disabilities come from communities across Alberta to experience our overnight camps. Year-round, our free biweekly virtual Zoom camps serve 500 of these individuals and their families. Because of their experiences at Camp, many individuals discover new ways to overcome challenges, increase their independence, develop confidence, and enjoy very fulfilling lives.

HOW FUNDS ARE USED

Every dollar you raise directly provides an opportunity to over 700 individuals with mental and/or physical disabilities each summer to experience 6-days in an all-inclusive summer overnight camp, completely barrier-free.

All the care and adaptations that may be required for a person with a disability are provided by Camp He Ho Ha. This includes all personal care, activity adaptations, an accessible environment, and most importantly, unconditional love and acceptance. Our overnight programs also give much-needed respite to families and caregivers who can relax from the demands of caring for a family member with a disability, knowing their loved one is safe.






? **Did you know** that it costs Camp He Ho Ha over \$650 to send a child or adult with a disability to Camp for the Day? How many campers' dreams will you support with your fundraising efforts?



PRIZES

We are grateful for your participation in this fundraiser. As an extra fundraising incentive, we are pleased to offer the following prizes and incentives:

Prize			
Description	A prize draw entry to win a 2022 Club Car Onward Golf Cart valued at \$17,000.	A prize draw entry to win a 2023 Pineridge Golf Resort Adult Full Season membership valued at \$1,179.	Registration to the 2022 Swing FORE Camp Tournament on Friday, August 12, 2022.
How to Qualify	Raise \$1,000 or more in donations/ pledges	Raise \$500 or more in donations/ pledges	Raise \$500 or more in donations/ pledges
Details	Raise More to get more chances to win! For every additional \$500 raised above \$1,000, you receive one additional chance to win the golf cart prize.	Raise More to get more chances to win! For every additional \$100 raised above \$500, you receive one additional chance to win the PGR membership.	
*Get started with your campaign today to take your best shot at earning a terrific fundraising prize!			

* Prizes are not eligible for cash substitutions

In addition to the above fundraising prizes and incentives we are pleased to announce the following additional hole-in-one prizes:

Hole #4 Hole-in-One		\$10,000 Cash Generously sponsored by ECO Medical Equipment	
Hole #7 Hole-in-One		New Golf Cart Generously sponsored by KaeWest	
Hole #10 Hole-in-One		Prize \$100,000 Cash	

* Prizes are not eligible for cash substitutions.



SOCIAL MEDIA: SAMPLE MESSAGING

The **Swing FORE Camp Fundraiser Toolkit** contains several post templates and images. You can copy, paste, and personalize these to easily promote your fundraiser. See the examples below for ideas about what to post on social media:



Please Help! I want your donation to the [#ShootForCause](#) Fundraiser. Money raised benefits kids and adults with disabilities attending Camp He Ho Ha summer camps designed to meet their special needs and interests. ❤️ Support me by donating at [\[personal campaign page link\]](#), sharing my page, or just dropping some words of encouragement! 🏌️♂️ I am excited to hone my golf swing for the tournament and make a difference for special Albertans with special needs.



I am participating in the [#SwingFORECamp](#) Fundraiser 🏌️♂️ because I know how important specialized services are to people living with disabilities. As a long-time friend of Camp He Ho Ha, I know the unique facility and programs they provide to make dreams come true for kids and adults with disabilities. Donate to the cause, and learn more about Camp He Ho Ha on my campaign page: [\[personal campaign page link\]](#)

Check out the **Swing FORE Camp Fundraiser Toolkit** for more examples.

Camp He Ho Ha on social media

Follow Camp He Ho Ha on social media so you can be sure to get all the latest details about our programs, services, and fundraising events. During the campaign, we share a weekly **Swing FORE Camp Fundraiser** post on Facebook and Instagram that you can forward/share to your friends and followers to get them involved. You can find us using these handles on the following websites:

Facebook: [@hehoha1960](#)
 Instagram: [@camphehoha](#)
 YouTube: [Camp He Ho Ha](#)
 Twitter: [@camphehoha](#)
 LinkedIn: [@Camp Health Hope Happiness](#)



Hashtags

When you post on social media, use our hashtags so we can like your post, and other attendees can cheer you on. Try to use the following hashtags when posting about the **Swing FORE Camp Fundraiser**

#SwingFORECamp
#CampHeHoHa



EMAIL: SAMPLE MESSAGING

The **Swing FORE Camp Fundraiser Toolkit** contains several email templates you can use to contact potential donors and fundraising teammates. You can copy, paste, and personalize these templates easily to promote your fundraiser. See the example below for emailing your contacts:

EMAIL SUBJECT:

Why I am Participating

EMAIL MESSAGE:

Hi [Recipient Name],

I am participating in the **2022 Swing FORE Camp Fundraiser** to raise [\$1,500] by August 12, 2022!

The [Swing FORE Camp Fundraiser](#) raises money and awareness for Camp He Ho Ha, a fully accessible summer camp that serves over 700 individuals with disabilities each summer. Camp programs provide opportunities for people with physical and mental disabilities to increase their independence, try new things, form meaningful friendships, and more.

I am excited to raise money and awareness for [Camp He Ho Ha](#) because the work they do is so important. I know this because [insert connection to Camp He Ho Ha] [Insert personal story. (Think about a moment, experience, or how Camp He Ho Ha has impacted you).] That's why I support Camp He Ho Ha, and I hope you will too.

If I raise enough money [Camp can subsidize two campers for a week and] I can attend the **2022 Swing FORE Camp Charity Golf Tournament & Fundraiser**. 🏌️🏌️ I will enjoy 12 holes of golf, a banquet dinner, and I will have the chance to give even more to Camp at the live and silent auction.

Please donate to my campaign at [insert personal fundraising page link] and share this email with your friends and family.

Thanks for your support,

[Insert Your Name]

Check out the **Swing FORE Camp Fundraiser Toolkit** for more email templates.

CONTACT

We want your fundraiser to be successful! If you have any questions about the 2022 Swing FORE Camp Fundraiser, please contact:

Greg Nielsen
Greg@camphehoha.com
780-429-3277 ext 222.



SUPPORTERS

The Swing FORE Camp Fundraiser has various sponsorship opportunities available to promote your business and brand.

Sponsorship Benefits Include*:

- Complimentary tournament registration (\$500 value)
- Promotional table for company reps on a hole
- Company logo featured at the event
- Opportunity to include promotional materials/ swag
- Sponsorship recognition on Camp He Ho Ha social media (3,000+ reach/impressions)
- Recognition in the Camp He Ho Ha electronic newsletter (3,000+ person mailing list)

View the "Sponsorship Matrix" in the [Toolkit](#) for full details and an up-to-date listing of available sponsorships. Contact us today to let us help you promote your business.

**Not all sponsorship benefits are available at all sponsorship levels. See the "Sponsorship Matrix" for full details.*

Camp He Ho Ha is grateful for the support of all our sponsors. Please visit the [fundraising campaign](#) to see the most up to date list of our sponsors. Our sponsors at the time of publishing this overview are below:



Signage Sponsor

