

Red Deer Royals Alumni Association



April 2017

Dear Royals Supporter:

The Central Alberta Community has been really generous in helping the Red Deer Royals Marching Show Band get into their new facility – The Kinsmen Fieldhouse, “Home of the Red Deer Royals” at St. Joseph High School on the east side of Red Deer! If you’re in the Clearview Market shopping centre area, you can’t miss the facility – just to the east. It has the Royals name in huge block red letters on the outside of the building! BTW, this is the first permanent home for the Royals in the 48 years of their existence!

BUUUUUUT, while the Royals Alumni Association has raised almost \$2 million for the project over the past decade, we still have a ways to go to pay our half of the cost of the amazing facility. In fact, we still have \$700,000 to go! Considering that Royals had their first rehearsal in the Fieldhouse in April, time is definitely of the essence.

Can you please help us out? To push us up towards the completion of our financial commitment, we’ve launched a “virtual brick” fundraising initiative. Rather than go with traditional “brick and mortar” recognition of our donors – which is costly, quickly gets out of date, and is open to damage and defacement – we’re going with electronic recognition on three large screen monitors inside the Fieldhouse itself. Our donors will be recognized on these prominent screens on a continual basis during all public functions in the facility.

So what does it take? The cost of a “virtual brick” is \$300. And we have a way of turning that into more money than you actually donate. ATB Financial has a program called “**ATB Cares**” that will top up your donation with an additional 15%.

How to donate? Just go to atbcares.com, hit the “Donate” button, and enter “Red Deer Royals” in the search field. Likely the first name in the list you’ll get will be “Red Deer Royals Alumni Association”, and that’s the group to donate to. Just follow the instructions and make your donation. It’s pretty simple! A reminder that a minimum donation of \$300 will get your “virtual brick”. And ATB will bump that up, putting us not one, but two steps closer to our financial commitment. And every cent that you donate goes to the Fieldhouse. There are no administrative fees, salaries, or other expenses either by the Royals Alumni Assn. nor by ATB Financial.

Attached are a few things you may be interested in, including information on the **tax savings** implications of a donation. We’re a registered charity and will provide a receipt that you can use when you complete your income tax return. (We also think you’ll enjoy reading the “In Their Words” attachment!)

Just a note: ATB Cares maxes out at \$150,000 in these grants each year. They begin in April so it’s important to make donations pretty early to ensure getting the grant.

Thank you for your ongoing support of the Red Deer Royals and the amazing work they do in our community, as well as their many vital contributions to life and living in Central Alberta!

We really hope you’re going to be able to help us out with a donation to our “virtual brick” program!

Sincere best regards,

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