



Dear Participating Charities:

As the new presenting sponsor for **Birdies for Charity**, I'd like to welcome you to the program for 2016! SouthWest Water Company was a supporting sponsor of the 2015 tournament and we are very proud to increase our involvement for the coming year.

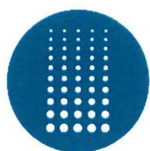
Community Citizenship is one of our guiding principles at SouthWest Water Company. Accordingly, we place great importance on supporting worthwhile charities and other organizations who serve our neighbors in need. There is no doubt that **Birdies for Charity** is helping local charities carry out vital missions in their own communities.

The 2015 campaign was a great success with 77 charities and other community organizations raising a total of \$515,663 – a whopping 62 percent increase over 2014! That total includes \$40,000 in **Bonus Bucks**, which was shared proportionately with the top 10 charities that collected the most money. We hope each charity will start **now** to plan for a dynamic program to identify donors and solicit contributions. Keep in mind that 100 percent of the funds each charity collects will be returned to that charity and – new in 2016 – each charity raising over \$1,000 will receive at least a **6% match from SouthWest Water Company Matching Funds**.

Thank you for your efforts to make 2016 the best year yet for your clients as well as the most successful **Birdies for Charity** ever!

Best of luck,

Craig Sorensen
Managing Director
SouthWest Water Company



**SouthWest
Water Company**

With Water Comes Responsibility