

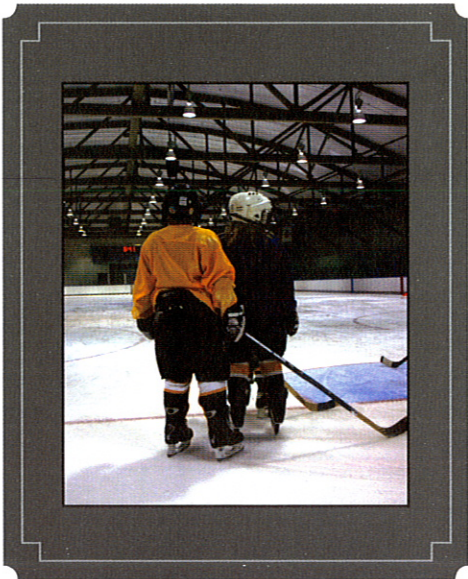
## LOOK HOW FAR WE'VE COME!

Completion of the South Fish Creek Complex, through the construction of two additional arenas, has been a goal of the South Fish Creek Recreation Association (SFCRA) since the Complex opened in 2001.

The facility was originally designed for four ice surfaces rather than the current two but, in 1999, the City and SFCRA decided to build a scaled back facility due to capital constraints.

Over the last year, SFCRA has updated and upgraded the original plans to expand and complete the four-arena design. Through careful planning and study, SFCRA has refined the original plans to include:

- A new centralized main entrance.
- Two new arena pads featuring year-round flexible use for all sports.
- Ten new dressing rooms which include two flex change rooms for co-ed players.
- Multi-purpose community rooms.



## PLEDGE FORM

### DONOR INFORMATION (please print or type)

Name	
Billing Address	
City	
Province	
Postal Code	
Telephone (home)	
Telephone (business)	
Fax	
E-mail	

### PLEDGE INFORMATION

I (we) pledge a total of \$ \_\_\_\_\_ to be paid:  
 \_\_\_ now \_\_\_ monthly \_\_\_ quarterly \_\_\_ yearly

I (we) plan to make this contribution in the form of:  
 \_\_\_ cash \_\_\_ cheque \_\_\_ credit card \_\_\_ other

Credit Card type	
Credit Card number	
Expiration Date	
Authorized Signature	

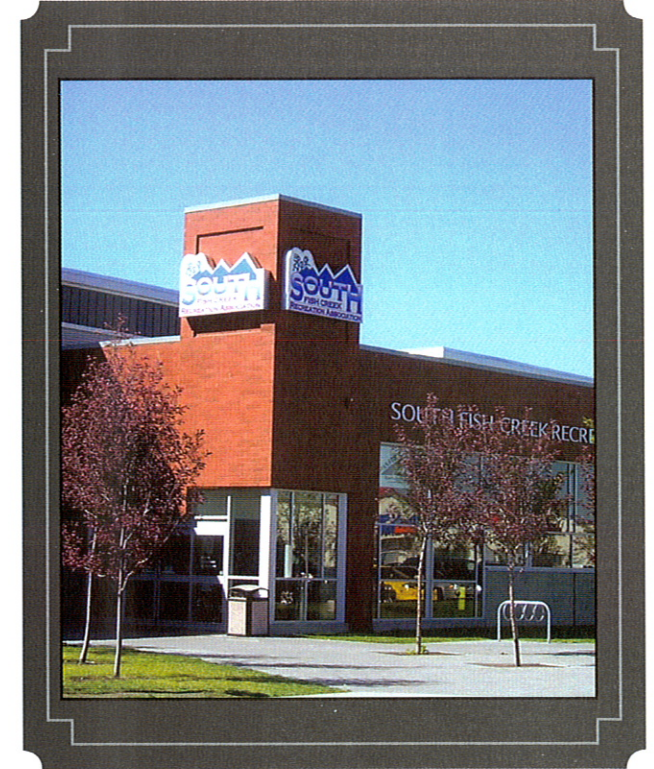
Gift will be matched by \_\_\_\_\_  
 (company/foundation)

\_\_\_ form enclosed \_\_\_ form will be forwarded

\_\_\_ I (we) wish to have our gift remain anonymous

Signature(s)
Date

Please make cheques, corporate matches, or other gifts payable to:  
 SOUTH FISH CREEK RECREATION ASSOCIATION  
 100-333 Shawville Boulevard SE, Calgary, Alberta T2Y 4H3  
 403.201.8652 Charitable #898395934 RR0001



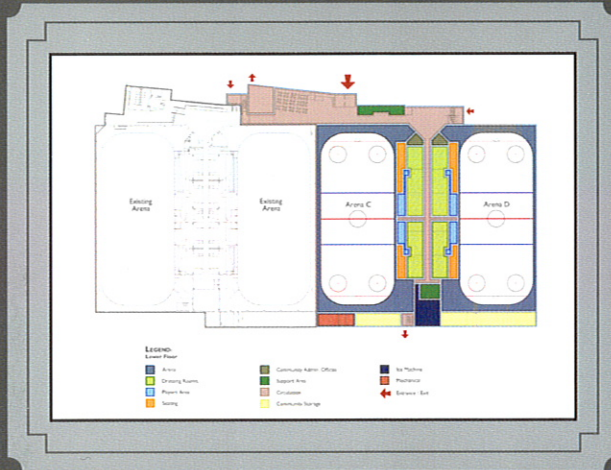
## SOUTH FISH CREEK RECREATION ASSOCIATION

### Building Community Campaign

**Vincent Duckworth, Campaign Director**  
 SFCRA Building Community Campaign  
 Phone: 403.973.9696  
 Email: Vincent@rosswmarsh.com

## MOVING AHEAD, TOGETHER.

In order to secure \$22.1 million for this project, SFCRA has launched a major capital campaign. This campaign, The SFCRA Building Community Campaign is seeking support from a wide array of constituents, both public and private, in the form of philanthropic gifts, grants and sponsorships.



**“This expansion completes our original vision of having four ice surfaces at the South Fish Creek Complex. A dream come true.”**

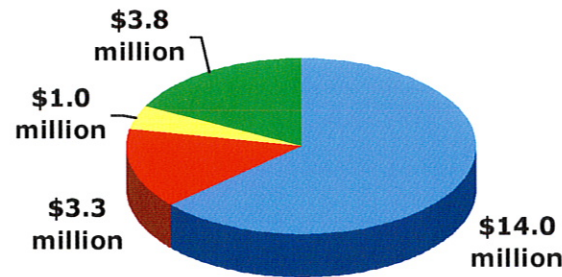
– Simone Mersereau

## WE NEED YOUR HELP

SFCRA is currently working with a number of potential sponsors and donors to secure the funding needed to complete most of the fundraising. **To raise the final \$300,000, SFCRA is asking community and local businesses to make a financial commitment to the expansion project.** You can help by:

- Making a personal financial commitment to the expansion project (see donation form on reverse)
- Sharing this document with your personal and business networks and asking them to consider making a financial commitment to the expansion project.

## PROJECT FUNDING SOURCES



- City of Calgary
- Province of Alberta
- Government of Canada
- Private and Corporate Gifts

## FUNDING COMMITMENTS TO DATE

- \$14 million: City of Calgary
- \$3.26 million: Province of Alberta
- \$640,000: SFCRA Community Partners

## DRAMATIC NUMBERS

Since 1983, when Calgary’s population was 620,000, only three new arenas (a total of six ice surfaces) have been constructed in Calgary. In 2007, two arenas were actually shut down, resulting in a net gain of only four rinks in 23 years. This was during a time when Calgary’s population had grown nearly 40%. The average age of arenas in Calgary is over 30 years.

Calgary’s deep south was identified as the most under-served area of the city in terms of ice availability relative to demand.

**“12 rinks needed in next decade.”**

– Calgary Herald 2006

