



Callaghan Playground Development Project

The population has exploded in South West Edmonton in the last 5 years, and playgrounds are in high demand by the community and its children. In the community of Callaghan, 23 percent of our residents are under the age of 15, with this number growing every year. Playgrounds are places for community members to gather and socialize all while supporting and building a strong community. Playgrounds encourage social interaction and physical well-being, creating a vibrant meeting place that strengthens a community.

The Blackmud Creek Community League has taken on the ambitious goal of raising the necessary funds to bring this playground amenity to our community. The average cost of a community playground in our city is \$650,000, making this our fundraising target. *Neighbourhoods depend on the support of community businesses to help fund projects like these.*

The Community League has already raised \$100,000 towards our playground. In order to start construction and stay on track for 2017 construction, we must raise the next \$25,000 of our \$650,000 target by June 2015. Once we have achieved this goal, we can apply for the matching Province of Alberta and City of Edmonton grants that will turn our \$125,000 into \$500,000! Our community will then raise the remaining \$150,000 to make this exciting playground a reality.

There are three levels of sponsorship:

- Bronze (\$1,000 contribution):** Plaque to display in your business recognizing you as a Bronze Sponsor AND recognition at the park grand opening AND recognition on permanent signage at the park recognizing your business as a Bronze Sponsor.
- Silver (\$2,500 contribution):** Plaque to display in your business recognizing you as a Silver Sponsor AND recognition at the park grand opening AND recognition on permanent signage at the park recognizing your business as a Silver Sponsor.
- Gold (\$5,000 contribution):** Plaque to display in your business recognizing you as a Gold Sponsor AND recognition at the park grand opening AND recognition on permanent signage at the park recognizing your business as a Gold Sponsor.

We are also looking for silent auction items for a variety of fundraising events we will be holding over the next few months. All silent auction donors will be recognized at the event at which the item is auctioned.

We hope you are as excited as we are to enhance the community of Callaghan and will donate to the playground campaign!

Cheques can be made out to "Blackmud Creek Community League" and can be mailed directly to:
Blackmud Creek Community League
Box 22516, Southbrook PO
Edmonton, AB T6W 0C3

We thank you in advance for supporting our efforts to build this fantastic amenity that will enrich our community for many years to come. Thank you in advance for your generosity!

Sincerely,

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