



2016 RSM Birdies Fore Love Program Rules

RSM's Birdies Fore Love program is a giving platform tied to The RSM Classic. Each year, RSM makes a difference for at-risk youth through Birdies Fore Love thanks to stellar participation from its partners, principals and employees, gifts from clients and friends of the firm, and a generous match provided by the RSM US Foundation.

Through Birdies Fore Love, RSM offices commit to raising funds for a local charity that aligns with the missions of the RSM US Foundation and Davis Love Foundation. In 2015, the program more than doubled the prior year's giving, raising almost \$1.3 million for 65 charities in the local communities where RSM's employees live and work. The strong fundraising through Birdies Fore Love coupled with proceeds from the tournament brought the 2015 total donation to over \$2 million and the program total to more than \$4.8 million. In 2016, we hope to meet our new goals and exceed our 2015 giving.

RSM US Foundation and Davis Love Foundation missions

Each participating charity must meet the missions of the RSM US Foundation and the Davis Love Foundation.

RSM US Foundation Mission:

- Building tomorrow's middle market leaders by:
 - Enhancing educational outcomes through programs for individuals to have a career path to become an entrepreneur or middle market business leader
and/or
 - Supporting organizations committed to providing a more stable environment for youth in the areas of hunger, housing and health, which will help them excel in education

Davis Love Foundation Mission

- The ambitious mission of the Davis Love Foundation is to help build a better future for children and their families who are at risk of poor educational, economic, social and health outcomes. It provides grants and donations to community-based programs that focus on children and families in need.

RSM US Foundation 2016 match details

The RSM US Foundation will potentially provide a match this year, contingent upon the firm reaching several goals. Donations made before Oct. 5, 2016, will count toward the potential match. The details of the goals and match are below.

- Foundation dollars provided to regions for meeting the following targets¹
 - 75 percent partner participation
 - When a region reaches 75 percent partner participation, it receives \$20,000 to be distributed among the local office charities²
 - 50 percent employee participation
 - When a region reaches 50 percent employee participation, it receives \$20,000 to be distributed among the local office charities³
 -

¹ A region is not eligible to receive RSM US Foundation funds unless 100 percent of its offices participate. It is permissible for two or more offices to support a single charitable organization.

² Significant "in kind" donations (valued at over \$25 for employees, \$100 for partners/principals) will be counted toward participation percentages as long as they are tracked by the office champion. The minimum monetary donation is \$10 to be counted as participation. Half of the funds will be distributed based on a mathematical calculation proportional to the percentage over the goal. The remaining half will be distributed evenly among the charities within the region.



- General fundraising match
 - 50 percent (or \$0.50 per \$1) up to a maximum RSM US Foundation contribution of \$250,000
 - If fundraising exceeds \$500,000, the \$250,000 distribution will be done proportionately based on total amount raised for the program
 - Fundraising goals
 - Central Region - \$125,000
 - Northeast, Southeast and Great Lakes - \$100,000 per region
 - West - \$75,000
- Incentive from the RSM US Foundation for The RSM Classic Challenge to drive engagement during tournament week (Fantasy Golf)
 - The top ten offices in The RSM Classic Challenge will receive an additional \$5,000 donation for their charity

Guess the Birdies contest rules

RSM employee participants, along with family, friends and external stakeholders, will be eligible to win the grand prize associated with the Birdies Fore Love program's Guess the Birdies contest, where the person who guesses the correct number of birdies that occur during tournament play at the 2016 RSM Classic will win a trip to Sea Island, Georgia. There were 1,534 birdies carded in 2015.

The Grand Prize will be a trip for two to Sea Island. The trip includes luxury accommodations for two nights for two people (one room) at The Cloister or The Lodge, resort fee and tax fee included. One round of golf per person (two total) on any of Sea Island's three championship courses (cart and forecaddie included). Dinner for two at Chef's Table in the Georgian Room (excludes alcohol). Two Sea Island Essential Massages. Round trip airfare for two to either Savannah or Jacksonville airport, depending on availability (from a U.S. city, coach class). This prize is to be used on a space available basis by Nov. 30, 2017.

Only one guess per person will be allowed, regardless of any donation amount. In the event of a tie, a tie-breaker event will determine the winner. And if no one correctly guesses the number of birdies, then the person who comes the closest without going over will be awarded the grand prize. No donation is required to participate; you can submit a guess via the official donation form, submit to your office champion or go online at socialresponsibility.rsmus.com.

RSM employee incentive contest rules

To increase employee participation, RSM will provide an incentive program/prizing that is available only to RSM employees (although the giving from their friends, family and clients will count toward overall figures used to determine the winning offices). The RSM incentive program will run from Aug. 1 – Oct. 5. Donations will be accepted during and after this time, but only donations received during the above period will count toward the employee incentive program.

How to Win

To be equitable and to provide friendly competition, we will divide the 86 RSM offices into three tiers based on size. Some offices may choose to combine their efforts to support one charity and therefore will be classified into whichever category equals the sum of their employees.

Categories (tiers):

- SMALL: Offices with 1 – 50 employees
- MEDIUM: Offices with 51 –150 employees
- LARGE: Offices with 151+ employees



The top office in each tier will be identified by the highest total raised per employee. For example, if a 30-person office raises \$5,000, the determination will be \$167 per employee. If a 40-person office raises \$5,000, that equals \$125 per person raised. In this example, the 30-person office would be the top office from that tier. For each tier, one office champion (non-partner/principal) from the winning office who participated in the Birdies Fore Love program will win a trip to The RSM Classic for them (and a guest).³ Another trip to The RSM Classic will be awarded to a participating employee. All participating employees from the three winning offices will be entered into this drawing, and the winner will be randomly selected.⁴

Birdies Fore Love leadership will work with the winners of the trips to coordinate the trip dates. Each winner will attend for a separate three-day, two-night period that will be determined by Birdies Fore Love leadership. Trips will fall within the week of the 2016 RSM Classic, which takes place Nov. 14 - 20. Birdies Fore Love leadership will work with winners to find a time during the week that works for them should they have client or office commitments during their chosen timeframe.

Prize	Winner	Determination
Trip to RSM Classic	1 Office Champion from the Small Tier Winning Office	Drawn from top performing office, 1 from each tier
Trip to RSM Classic	1 Office Champion from the Medium Tier Winning Office	Drawn from top performing office, 1 from each tier
Trip to RSM Classic	1 Office Champion from the Large Tier Winning Office	Drawn from top performing office, 1 from each tier
Trip to RSM Classic	1 Participating Employee from any Winning Office	Randomly selected, must have participated in BFL