



100 John West Way
Aurora, Ontario
L4G 6J1
(905) 727-3123
aurora.ca

Application to Receive Funds

The Aurora Mayor's Charity Golf Classic has raised over \$1 million to date and has financially assisted several community organizations to provide much needed services to residents living in the Town of Aurora. Recipient selection is conducted annually by the application review and disbursement committee of the Town of Aurora Mayor's Charity Golf Classic and is based on the information provided in this application.

Funding Criteria and guidelines;

- Individual applicants and community groups must demonstrate financial hardship or a limited means to retain funds in another manner. Individual applications demonstrating financial hardship will be kept confidential.
- Individuals and organizations may not receive funding for more than two consecutive years.
- Funding requests for more than \$5,000 in a calendar year will not be accepted.
- Funding requests for more than 50% of an initiative will not be considered and applicants must demonstrate how the remaining funds will be or have been obtained
- Applications should demonstrate a benefit to the residents of the Town of Aurora that receiving the funding will provide
- Successful applicants will be required to report back in any way they deem appropriate regarding the utilization of funds within six (6) months of receiving funds

Name of Individual or Community Group *

Whiskey, Wine & MR Menswear Committee

What percentage of your organization's clients reside in Aurora? *

85%

Address

Street Number and Name *

225 Industrial Pkwy S #1

City/ Town *

Aurora

Province *

Ontario

Postal Code *

L4G 3V2

Contact Information

Email Address *

mosmond@southlake.ca

Phone Number *

(905) 836-7333

On a separate document, please outline your initiative and any supporting documentation you have. The information being provided should align with the funding criteria guidelines found above. Please attach your documentation with this this form.

To whom it may concern,

As a long-time Aurora resident, owner of the local clothing store MR Menswear, and two-time cancer survivor, I believe in the power of our community. Seeing my loved ones and neighbours rallying to support me during my cancer journey has inspired me to give back. Since 2016, my biannual fundraising event, Whiskey, Wine & MR Menswear, has championed cancer care at Southlake Health. This event is a staple in the community, bringing together more than 300 people to enjoy an evening of food, drinks, and fashion, all while helping our local hospital continue to deliver leading edge care close to home for other cancer patients, just like me.

I am writing today to apply for \$5,000 in funds from the Aurora Mayor's Charity Golf Classic, which will help cover the expenses of hosting the event and empower us to achieve our ambitious \$75,000 fundraising goal. Additional funds will be generated through sponsorship opportunities, in-event drink tickets, online and live auctions, and in-event fundraising, including donations toward our Southlake's Next Top Model competition.

The population of Aurora is the third-largest user base within Southlake's catchment area. In 2024, Southlake saw over 27,000 inpatient admissions, with Aurora residents accounting for 3,119 of those admissions (behind only residents of Newmarket and Georgina). Southlake is also home to renowned regional programs, like its Regional Cancer Centre. Aurora residents are among the highest-volume users of the Regional Cancer Centre. In 2024, Southlake supported over 16,000 chemotherapy and supportive treatment visits, with more than 1,700 of those visits specifically from residents of Aurora. There were also over 86,800 outpatient visits, with over 8,850 of these visits from Aurora residents. Aurora residents also made up 1,732 of the over 27,300 Radiation Fractions completed in 2024 in the Regional Cancer Centre.

When you hear "you have cancer," you want to be close to home. That's why I am so grateful Southlake and its Regional Cancer Centre are there to provide our communities with the advanced cancer care they need and deserve, without having to take on the burden of travelling to a downtown Toronto hospital. The money raised through Whiskey, Wine & MR Menswear will support **HERE is Where Cancer Meets its Match**, Southlake's \$20M campaign to grow its capacity, minimize wait times, and bring the latest lifesaving technology to the Cancer Centre. Contributions from Southlake supporters are crucial to ensuring that the hospital's talented cancer clinicians have access to state-of-the-art equipment and an environment that enables them to deliver the best care and increase the chances of survival for cancer patients.

With the limitations of government funding for new hospital equipment and upgrades to healing spaces, fundraising events like mine are vital to Southlake's ability to provide residents of Aurora with exceptional healthcare services. The added support from the Aurora Mayor's Charity Golf Classic will ensure that the funds raised by Whiskey, Wine & MR Menswear will have the most significant possible impact on Southlake and the care it provides to its cancer patients in Aurora and beyond. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Mike Rathke". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Mike Rathke

Owner and Founder, MR Menswear



SPONSORSHIP OPPORTUNITIES

OCTOBER 30, 2025





ABOUT WHISKEY, WINE & MR MENSWEAR

Join us for the 2025 Whiskey, Wine & MR Menswear event, featuring a fashion show where the evening's stylish volunteer models are also brilliant physicians from Southlake Health. The physician model who raises the most donations from their fundraising page will earn the coveted title of **Southlake's Next Top Model**.

WHY WE FUNDRAISE

When you hear "you have cancer," you want to be close to home. Thankfully, Southlake and its Regional Cancer Centre are proud to provide our communities with the cancer care they need and deserve.

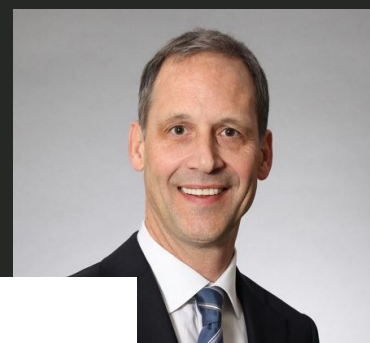
The funds raised through the Whiskey, Wine & MR Menswear event will support **HERE is Where Cancer Meets its Match**, Southlake's \$20M campaign to grow our capacity, minimize wait times, and bring the latest technology to our Cancer Centre. Funds raised will ensure that Southlake's talented cancer clinicians have the state-of-the-art equipment and spaces to deliver the best care and chance to survive cancer – HERE, close to home.



Mike and his parents

MIKE RATHKE'S STORY

As a long-time resident of Aurora and the Owner and Founder of MR Menswear, Mike Rathke is a true philanthropic champion for his community — demonstrated by the tremendous support the community has shown him. As a two-time cancer survivor, seeing his friends, family, and community rally around him inspired Mike to give back. Since 2016, the Whiskey, Wine & MR Menswear Fashion Show has supported Southlake Health, ensuring our hospital continues delivering leading edge care close to home to thousands of patients just like Mike.



If you have cancer, this is the place to be. We have such incredible talent here — doctors, nurses, radiation therapists, and many. Thanks to the generosity of our donors, we can put the latest cancer care diagnostic and treatment equipment and technology in their hands.”

Dr. Peter Anglin, Physician Leader, Southlake's Regional Cancer Centre
2025 event fashion show model



SPONSORSHIP OPPORTUNITIES

Supporting Southlake Health isn't just good for the community – it's good for business! Your customers and employees care about access to leading edge healthcare, close to home. Demonstrate your commitment to the health of your customers, employees, family, friends, and neighbours while bolstering your brand and elevating your profile through the sponsorship opportunities below.

Sponsor Benefits	Next Top Model Sponsor \$10,000	Auction Sponsor \$5,000	Entertainment Sponsor \$5,000	Bar Sponsor \$2,500	Food Sponsor \$2,500	Gift Sponsor \$1,500
Sponsorship announcement on Southlake Health Foundation social media channels	X	X	X	X	X	X
Inclusion on event webpage	X	X	X	X	X	X
Mention of sponsorship in event-related hospital communications	X	X	X			
Company logo included in all promotional materials	X	X	X			
Complimentary VIP tickets to the event	6	4	4	2	2	2
Company logo included on in-event step and repeat photo wall	X	X	X	X	X	X
Recognition specific to your custom activation	X	X	X	X	X	
Speaking opportunity at the event	X					
Verbal recognition of sponsorship during formal remarks	X	X	X	X	X	X
Opportunity to include item in swag bag for all attendees (approx. 500)	X	X	X	X	X	X
Inclusion in post-event thank you	X	X	X	X	X	X
Invited to join and participate in post-event ceremonial cheque presentation	X					

Custom sponsorship packages available.

SPONSORSHIP OPPORTUNITIES

\$10,000

Next Top Model Sponsor

- Sponsorship announcement on Southlake Health Foundation social media channels
- Inclusion on event webpage
- Mention of sponsorship in event-related hospital communications
- Company logo included in all promotional materials
- Six (6) complimentary VIP tickets to the event
- Company logo included on in-event step and repeat photo wall
- Recognition specific to your custom activation
- Speaking opportunity at the event
- Verbal recognition of sponsorship during formal remarks
- Opportunity to include item in swag bag for all attendees (approx. 500)
- Inclusion in post-event thank you
- Invited to join and participate in post-event ceremonial cheque presentation

\$5,000

Auction Sponsor

- Sponsorship announcement on Southlake Health Foundation social media channels
- Inclusion on event webpage
- Mention of sponsorship in event-related hospital communications
- Company logo included in all promotional materials
- Four (4) complimentary tickets to the event
- Company logo included on in-event step and repeat
- Recognition specific to your custom activation
- Verbal recognition of sponsorship during formal remarks
- Opportunity to include item in swag bag for all attendees (approx. 500)
- Inclusion in post-event thank you

\$5,000

Entertainment Sponsor

- Sponsorship announcement on Southlake Health Foundation social media channels
- Inclusion on event webpage
- Mention of sponsorship in event-related hospital communications
- Company logo included in all promotional materials
- Four (4) complimentary tickets to the event
- Company logo included on in-event step and repeat
- Recognition specific to your custom activation
- Verbal recognition of sponsorship during formal remarks
- Opportunity to include item in swag bag for all attendees (approx. 500)
- Inclusion in post-event thank you



\$2,500

Bar Sponsor

- Sponsorship announcement on Southlake Health Foundation social media channels
- Inclusion on event webpage
- Two (2) complimentary tickets to the event
- Company logo included on in-event step and repeat
- Recognition specific to your custom activation
- Verbal recognition of sponsorship during formal remarks
- Opportunity to include item in swag bag for all attendees (approx. 500)
- Inclusion in post-event thank you

\$2,500

Food Sponsor

- Sponsorship announcement on Southlake Health Foundation social media channels
- Inclusion on event webpage
- Two (2) complimentary tickets to the event
- Company logo included on in-event step and repeat
- Recognition specific to your custom activation
- Verbal recognition of sponsorship during formal remarks
- Opportunity to include item in swag bag for all attendees (approx. 500)
- Inclusion in post-event thank you

\$1,500

Gift Sponsor

- Sponsorship announcement on Southlake Health Foundation social media channels
- Inclusion on event webpage
- Two (2) complimentary tickets to the event
- Company logo included on in-event step and repeat
- Verbal recognition of sponsorship during formal remarks
- Opportunity to include item in swag bag for all attendees (approx. 500)
- Inclusion in post-event thank you





2025 SPONSORSHIP REGISTRATION

October 30, 2025

PLEASE COMPLETE & SUMBIT THIS FORM TO SECURE YOUR SPONSORSHIP TODAY

Send to Catherine Chown at cchown@southlake.ca

- ☐ \$10,000 Next Top Model Sponsor
- ☐ \$5,000 Entertainment Sponsor
- ☐ \$5,000 Auction Sponsor
- ☐ \$2,500 Bar Sponsor
- ☐ \$2,500 Food Sponsor
- ☐ \$1,500 Gift Sponsor

Contact Name _____

Contact Title _____

Sponsor Name (as it should appear in print)

Address _____ City _____

Province _____ Postal Code _____ Telephone _____

Email _____

I would like to donate to the event:

Amount: \$ _____

☐ Visa ☐ MasterCard ☐ American Express

Cardholder Name: _____

Card #: _____ Exp: _____ CSV: _____

☐ Cheque (Payable to Southlake Regional Health Centre Foundation)