



GOLF'S HUMAN IMPACT

FACT SHEET



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More than any other sport or activity, golf has a longstanding history of giving back to society. It starts with the values of sportsmanship, respect and integrity that are inherent in the game and passed on to kids who learn the game, and continues with billions of dollars raised annually for charities across the country. A few examples:

CHARITY

- According to an economic impact study prepared by SRI International, the national charitable impact of golf in 2005 was \$3.5 billion. More than \$130 million of that money was generated by the PGA TOUR, LPGA and other professional tours, but the majority of it was created through the 16,000 golf facilities in this country providing venues for local fundraisers.

GOLF'S POSITIVE VALUES AND LIFE SKILLS

- Each of golf's major organizations support and educate around the game's inherently positive values—playing by the rules, integrity, sportsmanship, fellowship. Programs built and supported by the industry are proving to have a lifelong effect on those they touch.
- The First Tee impacts the lives of young people by providing learning facilities and educational programs that promote character-developing and life-enhancing values through the game of golf. The First Tee has reached more than 1.2 million young people at more than 500 learning facilities and program affiliates. And The First Tee National School Program, which trains physical educators to introduce children to golf and The First Tee nine core values, has reached almost one million students since 1997.
- The United States Golf Association, through its “For the Good of the Game” Grants Initiative, supports organizations that use the game and its values as a vehicle to improve the quality of life for individuals and for society in general. More than \$59 million has been dedicated to this initiative over the last 11 years and the continued commitment of \$5 million annually keeps focus on positively impacting young people, individuals with disabilities, as well as caddie and other work-based programs. By the end of this decade, the USGA expects to have invested \$65 million through this initiative to grow the game.

NATIONAL SUPPORT OF EDUCATION

- Support of scholastic achievement is a very common cornerstone of golf. The industry generates scholarships at every level of the game from the national associations to the state associations right down to the local community level.
- Over the past three decades, The PGA of America has helped 2,400 students while contributing approximately \$4.4 million in scholarships. Their scholarship program continues to thrive today, along with those created and supported by tournaments on the PGA TOUR and through the LPGA Foundation.

GOLF'S SUPPORT OF THE MILITARY AND PEOPLE WITH DISABILITIES

- Golf has enjoyed a long-standing relationship with the U.S. Military over the years, creating numerous opportunities for men and women of the Armed Forces-and their families-to be associated with and benefit from the game.
- In partnership with PGA TOUR players and through its network of Tournament Players Clubs, the PGA TOUR has raised more than \$2.5 million for military homefront groups that directly support service men and women and their families. The TOUR also supports the military by sending care packages to troops overseas, hosting military appreciation celebrations during PGA TOUR tournaments and inviting wounded soldiers to play in pro-ams and other "Birdies for the Brave" fund-raising events.
- The PGA of America and USGA collaborated to create the inaugural Patriot Golf Day in 2007, resulting in donations of more than \$1.1 million. This money provides scholarships to the families of veterans who have been injured or perished in the line of duty in Iraq or Afghanistan.
- In 2001 the golf industry spearheaded The National Alliance for Accessible Golf to increase participation of people with disabilities in the game. Since its inception, the Alliance has promoted the game of golf for persons with disabilities through community-based programs, technical assistance and assisting golf industry associations and organizations serving people with disabilities.