

THE CHARITABLE IMPACT REPORT

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GOLF
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VISION FOR
THE FUTURE

In 2002 we commissioned the National Golf Foundation to determine the amount of revenue generated by the game of golf every year for charities across the country. What follows is a brief summary of that study.

We have long known that professional tournaments generate many millions of dollars each year for the various charities they support, and to some extent that has been quantified; PGA TOUR tournaments, for example, are over the \$600 million mark for total contributions in the organization's history.

But we have also known that the majority of dollars raised each year were done so by small, local, one-day fundraising events run by volunteers for the most part, with contributions by facility owners and their staffs, and supported avidly by local companies and individuals.

We felt that it would be valuable to have a global perspective on this issue, and asked the NGF to undertake this rather challenging task.

The Impact of Golf on Charitable Giving in the U. S.

EXECUTIVE SUMMARY

Methodology

In 2002, the National Golf Foundation (NGF) conducted interviews with a representative sample of 1,000+ golf course facilities in the United States in an effort to quantify the impact golf has on charitable giving each year.

During these interviews, specific, detailed information was collected with regards to the charitable events hosted by each facility within the past year. Specifically, each facility was asked to provide the following:

- » Number of charitable outings hosted
- » Specific charitable organization sponsors for each event
- » Specific number of participants for each event
- » Total charitable revenue raised at each event
- » Total fees, services, and dollars donated by the facility for each event

Once this specific information was collected, over 400 charities cited in the 1,000+ facility interviews were contacted to validate the information provided by the facilities.

The results of these surveys were then analyzed to determine an accurate average for each facility type throughout the United States. This analysis was balanced to account for different sizes, types, and regions of facilities throughout the United States.

Results

The results are dramatic:

The annual impact of golf on charitable giving exceeds \$3.2 billion!

- As illustrated below, it is estimated that over 140,000 charitable golf outings are held each year in the United States, with over 15 million total participants. The collective revenue generated for these charities exceeds \$2.9 billion.
 - » Total Number of Charitable Outings: 140,000+
 - » Total Number of Participants: 15,000,000
 - » Total Revenue Generated: \$2,900,000,000
- In addition, golf facilities across the United States provide discounted fees, services, and staff time for these events that collectively exceeds \$250 million.
- Professional golf tournaments in the United States generate between \$75 and \$100 million per year for the charities they support.

Consequently, the total generated annually is estimated to be \$3,225,000,000. This does not include the contributions to charity made by the many corporations within the golf industry.

Event Specifics

National charitable organizations, such as the American Cancer Society, United Way, and Special Olympics, clearly use golf on a regular basis to help raise money for their respective causes. These events are often large and well attended and typically raise from \$25,000 per outing to as much as several hundred thousand dollars.

However, the majority of charitable golf outings are conducted by local organizations tied to their respective communities. These community outings include local churches (e.g. 1st Presbyterian Church of Belmont), local law enforcement organizations (e.g. Crime Stoppers, Policeman's Fund), and local community causes (e.g. Roanoke Island Historical Society). These local community outings seem to average about \$10,000 per event.

Facility Earnings

While golf facilities play an integral role in golf's impact on charitable giving, they also benefit from these events. As the table below illustrates, facilities typically gross between \$2,300 and \$5,800 per event.

Facility Earnings From Charitable Outings

Facility Type	Number of Outings/Year	Revenue Per Event
Premuim	13.4	\$5,859
Standard	10.6	\$4,181
Value	4.8	\$2,329

The total gross revenue amount generated annually for facilities across the country by charitable outings is approximately \$650 Million.