

WORLD GOLF
— FOUNDATION —



Estimating the Charitable Impact of Golf

January 2017

NGF

Overview

- World Golf Foundation commissioned the NGF to conduct a study aimed at determining the amount of money raised for charitable organizations in 2016, primarily through amateur tournaments/charity events conducted at local golf facilities.

The Charitable Impact of Golf

- \$3.9 billion was raised for charity through golf in 2016
 - Despite fewer golf facilities and golfers today compared to five years ago (the last time charitable impact was measured), golf maintained the same level of charitable fundraising as in 2011
 - Over the last five years, it is estimated that close to \$20 billion has been raised to benefit charities across the country
- More golf facilities than ever hosted a charitable golf event in 2016
 - 12,700 golf facilities (84% of total supply) hosted at least one event in 2016
 - 143,000 total events were held, attended by 12 million participants
- The majority of charitable organizations who conduct golf events (86%) find them important to their fundraising efforts
 - Golf events continue to raise significant amounts of money and are relatively easy to organize
 - They provide great exposure and networking opportunities among supporters, which leads to additional giving

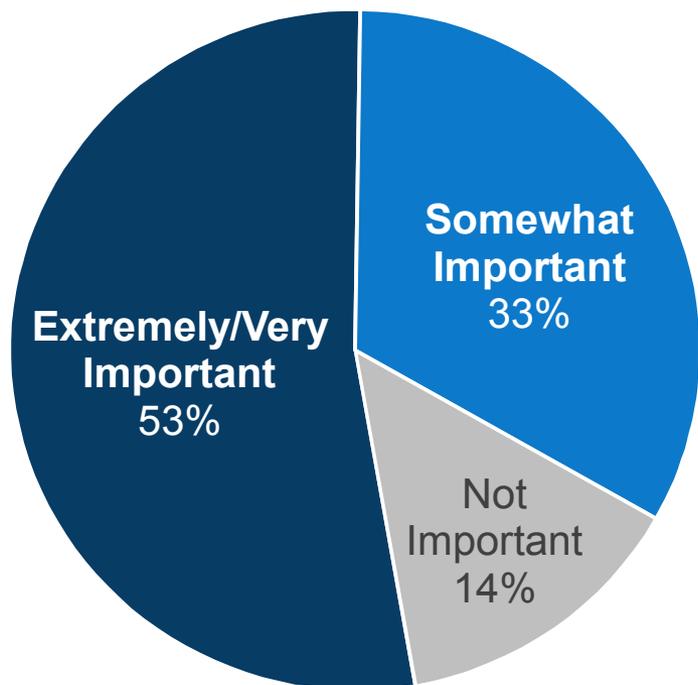
Amount Raised from Local Golf Events

Estimation Process

	<u>2011</u>	<u>2016</u>	<u>% Change</u>
Total facilities in the U.S.	15,751	15,121	-4.0%
Percent that held charitable golf events	75%	84%	+12.0%
Facilities that held charitable golf events	11,800	12,700	+7.5%
Average number of events held per facility	12.1	11.2	-7.0%
Total charitable golf events	142,700	142,600	-0.1%
Average raised per charitable golf event	\$26,300	\$26,400	+0.4%
TOTAL RAISED	\$3.75* Billion	\$3.76* Billion	+0.3%

* Approximately an additional \$180 million contributed from in-kind and cash donations

Importance of Golf in Fundraising Efforts



Why Golf Is Important

- Raises a significant amount of money
- Provides great exposure/public awareness of charity and cause
- Fun/enjoyable activity that brings people together (networking, relationship-building)
- Easy to organize and efficient way to raise money
- Reaches an affluent demographic that are more likely to give: contributors and sponsors
- Creates networking opportunities that lead to additional giving

Methodology

Facilities

- 600 facilities surveyed (by telephone & internet); Oct/Nov 2016
- Representative sample balanced by type, size, fee and region
- Facility interviews yielded:
 - Total number of charitable golf outings hosted
 - Number of participants per charitable golf event
 - Total cash donated to charity

Methodology

Charities

- 560 charities surveyed/researched; May/Dec 2016
 - Primary research: 200 by telephone interview (from a random sample of charities and charity referrals from golf facilities)
 - Secondary research: 360 via published reports

- Charity research yielded:
 - Amount raised per charitable golf event
 - Perceived importance of golf in fundraising