Estimating The Charitable Impact Of Golf

November 2012
Overview

• World Golf Foundation commissioned the NGF to conduct a study aimed at determining the amount of money raised for charitable organizations in 2011, primarily through professional and amateur tournaments (e.g., charity events conducted at local golf facilities).
The Charitable Impact Of Golf

- Golf was used as a vehicle to raise $3.9 billion for charity in 2011, including both amateur and professional tournaments.

- Nearly 12,000 golf facilities (75% of the total) hosted an event:
  - 143,000 total events were held, attended by 12 million participants.

- The majority of charitable organizations who conduct golf events (85%) find them important to their fundraising efforts:
  - Golf events raise significant amounts of money and are relatively easy to organize.
  - They provide exposure and networking opportunities among supporters, which leads to additional giving.
## Amount Raised From Local Golf Events: Estimation Process

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<tbody>
<tr>
<td>Total Facilities</td>
<td>15,751</td>
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<tr>
<td>% that held charitable golf events</td>
<td>75%</td>
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<tr>
<td>Average number of events held per facility</td>
<td>12.1</td>
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<td>Average raised per charitable golf event</td>
<td>$26,300</td>
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<td>TOTAL RAISED IN 2011</td>
<td>$3.8 Billion</td>
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- 11,800 facilities
- 143,000 events
Importance Of Golf In Fundraising Efforts

Why Golf Is Important In Their Fundraising Efforts:

- Raises a significant amount of money
- Fun, popular, people like to golf
- Gets people together, bonding, networking, relationship-building
- Creates exposure/public awareness for charity name and message
- Easy and efficient to raise money and organize
- Reaches an affluent demographic that are more likely to give: contributors and sponsors
- Creates networking opportunities that lead to additional giving

Base: Charities that held a golf event in 2011 to raise money for their charity (n=263)
FACILITIES:

• 872 facilities surveyed (by telephone & internet); June-July 2012
• 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:

• 545 charities surveyed/researched; June-July 2012
  – Primary research: 263 by telephone interview (from a random sample of charities and charity referrals from golf facilities)
  – Secondary research: 282 via published reports

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