Estimating the Charitable Impact of Golf

January 2017
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.
$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

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

* 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