

PGATM
OF AMERICA

REACH FOUNDATION

APRIL
2023 - 2024
MARCH



IMPACT REPORT



Greetings,

As we cap off another thrilling golf season, I hope this finds you and your families safe and healthy. The conclusion of our fiscal year every March naturally beckons a moment of reflection — a chance to look back on our achievements and milestones. From our many activations and events at the PGA of America’s various Championships, to launching our new brand and logo, the PGA of America REACH Foundation has experienced an exceptional year of growth.

Driven by the surge for golf in seemingly every corner of the country, our team and the over 31,000 PGA of America Members remain dedicated to making the sport accessible to all — whether it’s through nurturing young talent in PGA Jr. League, supporting our Veterans and active duty military through PGA HOPE, or engaging underserved communities and emerging leaders with PGA WORKS. Record participation has become not just a trend, but the standard within the golfing community.

As we turn the corner to 2025, we look forward to celebrating every step of the way and looking back on how far we’ve come. We extend our heartfelt gratitude to you — our PGA of America Golf Professionals, partners, Trustees, program participants, and friends of golf. Your unwavering passion and vision for the Foundation is a direct representation of our vision to create unified access to golf so all can love this game, too.

This report encapsulates our key programs and highlights from the past year; however, statistics alone cannot convey the profound impact golf continues to have on lives across the country. Transforming lives through golf remains our singular mission at the PGA of America REACH Foundation. Thank you for your steadfast support, and here’s to an exciting year ahead.

Best regards,
Don Rea Jr., PGA

Don Rea Jr., PGA
President, PGA of America





PROGRAMMATIC OVERVIEW

GROWTH AT A GLANCE

Military Veterans – PGA HOPE (Helping Our Patriots Everywhere)

is helping Veterans thrive and find community through the game of golf. In 2023, more than 12,000 Veterans were served through PGA HOPE programs in all fifty states. Led by over 3,500 PGA of America Golf Professionals who have been trained in adaptive military cultural competency – PGA HOPE is positioned to continue its mission of serving those who served.



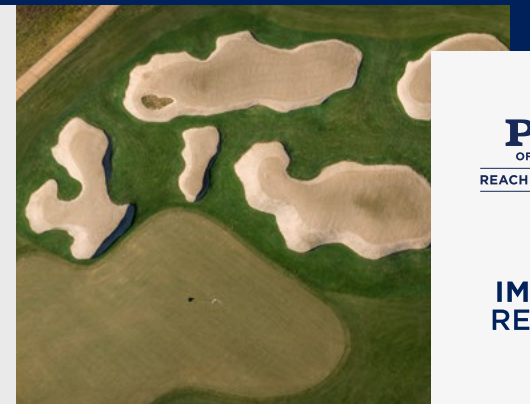
Youth – PGA Jr. League is committed to removing barriers and opening doors for families to create new memories through the game of golf. In 2023, over 5,000 girls and boys learned the benefits of playing the game of golf through needs-based and military scholarships. Additionally, the first-ever PGA Opportunity Leagues were piloted at three locations.



Diverse Communities & Inclusion – PGA WORKS is designed to holistically open doors for young leaders. There were 30 PGA of America Section offices who hosted a PGA WORKS Fellow while 25 John & Tamara Lundgren PGA WORKS Scholarships were awarded. Our signature career connection event - Beyond The Green - brought together more than 370 young leaders to showcase the power of golf in their careers. Finally, the PGA WORKS Collegiate Championship hosted its 36th edition at the historic Shoal Creek Club.



Access - To sustain affordable access to golf for communities and individuals of all backgrounds and abilities, the Foundation awarded three grants with a total impact of \$750,000. Access to golf has never been more imperative as we aim to preserve the values that game instills in us all.





PGA HOPE (Helping Our Patriots Everywhere) is helping build a community where Veterans can thrive through the game of golf. Thousands of Veterans and active duty military members are creating a newfound sense of belonging by using the therapeutic aspects that the game of golf provides.

- PGA HOPE continues to be on the forefront of scalability – with a record breaking number of PGA of America Golf Professionals getting trained, there is so much room for growth with experts in the game of golf leading every step of the way.
- Veterans who come to PGA HOPE represent a wide array of military branches, war theaters and generations. The number one goal is to bring these individuals together so they can feel like themselves.
- Through an MOU with the U.S. Department of Veterans Affairs, Veterans are able to receive direct referrals to PGA HOPE as a form of therapy and wellness.



New Veterans and Active Duty Military Served:

12,000

12.2%
Women

87.7%
Men

1,185
702
366

PGA of America
Golf Professionals
Certified to Instruct

6-8 week sessions

total program
locations



50
States



WE BELIEVE GOLF
HAS THE POWER
TO SAVE LIVES.

5.8%
Reserve/
National Guard
7.6%
Active Duty

86.6%
Veteran

Military Status

All 6
U.S. Military Branches of
Service Represented

Average Cost
\$276.47
Per Veteran

8.2%
Returning to
the Game

23.6%
Frequent Player
(At Least 1 Full
Round a Year)

68.7%
Beginner/
Somewhat
Familiar

Golf Experience

Top 5

PGA Sections by # of
Veterans served:

- Carolinas
- Northern California
- Middle Atlantic
- Philadelphia
- Kentucky

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**IMPACT
REPORT**

IMPACT STORY

GAME CHANGERS

How a Lifelong Love for Golf Led Air Force Veteran Colleen McBratney to PGA HOPE

STORY BY // JAY COFFIN

You can gauge Colleen McBratney's level of happiness simply by asking her how much golf she's been playing.

"Looking back at it now, golf really has always been a good barometer of my own health and wellness," says McBratney, the first female orthopedic surgeon to reach the rank of Colonel in the Air Force. "When I look back at my career I could tell you, at each place that I was stationed, how my life was going based on how much golf I was getting to play."

These days, McBratney, who retired two years ago, is at Tucson Country Club in Arizona as many as five days a week, fine-tuning her game and her body for a run at achieving her next golf goals: to qualify for either the U.S. Senior Women's Amateur or U.S. Senior Women's Open. In fact, when asked her age, she even relates that to her goal, saying, "I'm a year too young to play senior women's amateur golf."

This week McBratney, 49, is representing the Southwest PGA Section as one of 20 Veterans (pictured above) selected to participate in PGA HOPE National Golf and Wellness Week in Washington, D.C., hosted by Congressional. PGA HOPE (Helping Our Patriots Everywhere) is a flagship military program of PGA of America Reach Foundation, the charitable foundation of the PGA of America. PGA HOPE introduces golf to Veterans and Active Duty Military to enhance their physical, mental, social and emotional well-being.

"Watching the courage that I've seen other Veterans in PGA HOPE have to take care of themselves after their service has inspired me to have the courage to do the same," she says.

FINDING GOLF AT ALL TURNS OF LIFE

McBratney was born in California but moved around as a youth before settling

in Tulsa, Oklahoma during high school. She first started playing golf as a freshman and vividly recalls finishing last in her first competitive tournament and shooting 151. Four years later she was runner-up in the high school state championship.

Legendary Tulsa women's golf coach Dale McNamara invited McBratney to walk onto her team but she had bigger plans and knew that she wanted to become a surgeon. A friend of McBratney's played basketball at the Air Force Academy and told her that she'd love everything about the vibe in Colorado Springs. So she headed there to play on the golf team while earning an education. Only one of those two things happened.

"During basic training they cut the women's golf team," McBratney remembers. "But I always said, if I go to the Academy I promised myself I would not quit."

"So I was there, we're doing marching and basic training and I'm looking out at the beautiful athletic fields and I'm thinking, 'I could hit my 7-iron a long way out there.'"

McBratney graduated from the Air Force Academy in 1996 and after four years of med school, she moved to San Antonio for another five years of residency. The golf course at Lackland Air Force Base was just down the street, beyond the parade field from hospital. She'd head there as often as possible to practice and would take a bag of balls to dial in distances with her wedges. It was there when she learned there was an Air Force golf tournament.

In fall of 2001, McBratney participated in that championship and finished second, which qualified her for the Armed Forces golf event the next week in Santa Barbara, California.

"I had to call back to my program director and say, 'Sir, can I stay another week, I just made the team,'" McBratney recalls. "The rest of my five-year residency I took grief for that."



There were plenty of times during her 25-year career when golf was not as high of a priority. She wasn't particularly fond of her time in Alaska from 2010-13 for multiple reasons and while deployments to the Middle East and Pacific Theater were considered highlights because "that's where you were really connected to the operational mission," it rarely was possible to go hit a bag of balls to blow off steam.

During McBratney's career, among other impressive duties, she cared for 27 different sports teams at the Air Force Academy and later focused her sports medicine expertise on the Special Warfare's Pararescue community, as well as fighter pilots within Air Combat Command. She ended her career having helped create embedded human performance optimization (HPO) teams to deliver proactive sports-medicine focused care to military athletes in all service branches.

DISCOVERING PGA HOPE

McBratney misses the Air Force dearly, saying that it's not the stress of the jobs she held as much as it is the people that she cared for and worked with. That's why she volunteers with the local Pararescue Foundation in Tucson, using golf as a way to support special operators and their families.

In fact, volunteering is how McBratney first learned about PGA HOPE exactly one year ago.

While talking about ideas for a golf and yoga retreat with Michael Clare, a PGA of America Assistant Professional at Tucson Country Club, he explained the program to her and mentioned how he went through specific training to become a PGA HOPE Instructor. McBratney thought perhaps her game was too advanced for the sessions, but Clare convinced her otherwise. So she attended lessons nearby at the Randolph Golf Complex, became hooked, and 12 months later is an Ambassador representing her PGA Section in the nation's capital.

"Her presence here and her dedication to what she has done is a testament to her enthusiasm," Clare adds. "She is dynamite. She's very sincere and a go-getter. She's awesome."

McBratney knew that there was potential for her to be interviewed while in Washington, so she wrote down a few thoughts on the notes app of her phone so she could be prepared.

"The golf course provides a safe, outdoor environment for a sport that is based on integrity, respect for others, and trust that everyone follows the same rules and holds themselves accountable," she wrote. "All of the human performance skills that it takes to be good at golf are the same ones that made us good at our military jobs."

GOLF, THE ULTIMATE WELLNESS TOOL

Speaking of good, McBratney was great at her respective military jobs, and often was the first woman to accomplish many of them. But she's quick to point out that she does wish that there wasn't as much focus on her achievements.

"I'm proud of everything, don't get me wrong," she says. "I'm glad that makes me a good representative of the Academy. But when it comes to (PGA HOPE), I'm another Veteran. I want to set an example of what a female Veteran looks like."

"I just go up to someone and say, 'Hey, I'm an Air Force Veteran, where were you stationed, what job did you do.' Sometimes my accomplishments get highlighted when really what I want to highlight is the purpose of this program, the connection between Veterans, taking care of each other and the health and wellness program."

"I needed to take time and recover physically and mentally from doing what I was doing for 25 years. I didn't even recognize that golf would be the tool. I knew I wanted to play golf afterward, but I had no idea that I would get to use my sports medicine background with my military leadership background as a commander and use golf to apply those things."

When she's not volunteering with the Pararescue Foundation or recruiting Veterans to join PGA HOPE, McBratney is hard at work sharpening her game, which is down to a 6.7 handicap index after having shaved three full strokes off it in the last 24 months. She can't wait to attempt to qualify for the two senior women's USGA events next year.



True to her ambitious personality, she caddied for a friend in this year's U.S. Senior Women's Amateur as a way to scout the competition that she'll face next year. She knows she has the determination to compete at that level, she just needs more competitive reps.

"I can trace my entire career with golf as the main theme," McBratney says. "That's not going to stop now."

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IMPACT
REPORT

I have learned that Veterans are drawn to golf because it reflects the things we valued during our military service.



WE BELIEVE IN THE
NEXT GENERATION
OF GOLFERS.



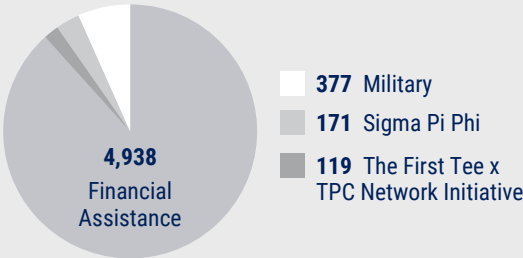
We envision a world where golf is accessible for every child, everywhere, regardless of their background or circumstance. Through the Jr. League Scholarship Fund and Opportunity Leagues, the PGA of America REACH Foundation is committed to opening the game to all by providing wrap-around support to young golfers in high-need communities.

- Designed to support up to 40 kids, Opportunity League grants pay for all PGA Professional instruction, uniforms, course access, team food and beverage costs, transportation, equipment, and each child's Youth On Course annual membership fee.
- The PGA of America REACH Foundation provides financial scholarships for girls and boys to join existing teams and is creating Opportunity Leagues to offer more comprehensive support including clubs, shoes, transportation, and more.



5,605

PGA Jr. League Scholarships in 2023



The Murphy Family Opportunity Fund is leading the way. The endowment ensures that 5 Opportunity Leagues will serve 200 girls and boys each year, forever, including 1 League in the Murphys' home community of Tulsa, Oklahoma. Thanks to the Murphy Family, PGA Jr. League is on its way to changing thousands more lives through the joy, values, and community of golf!

Fall '23 Opportunity League Locations



Targeted Markets
for expansion of
Opportunity Leagues:

- Rosemead, CA
- New York City, NY
- Tampa, FL
- Atlanta, GA
- Tulsa, OK
- Phoenix, AZ
- Miami, FL

IMPACT STORY

GAME CHANGERS

In Dallas, Keeton Park's PGA Jr. Opportunity League Creates One Big Golf Family

STORY BY // HAYDEN LEWIS, PGA

Jose Rodriguez admits that golf was never really on his radar growing up in the Skyline neighborhood just east of downtown Dallas.

"I saw myself going into politics or law," recalls Jose. "When I was in high school, my geography teacher – who also happened to be the golf coach – encouraged me to pick up the game. I told myself that plenty of businessmen and lawyers play golf, so maybe this is something I can pick up and use later in life."

One afternoon, as Jose was spending a practice session at nearby Keeton Park Golf Course, he caught the eye of PGA of America Golf Professional Tony Martinez, Keeton's Director of Golf. During his junior year at Skyline High School, Jose interviewed for a part-time job with Tony. Five years later, Jose – now 22 – finds himself working full-time at Keeton Park alongside his sixteen-year-old brother, Erik, who has since come on board to help manage the outside services and golf car fleet.

"I remember one day I saw Jose going to the golf course and, as a younger brother, I instinctively wanted to go with him," says Erik. "I also joined the golf team and fell in love with the game just by being around it. I love working here with my brother and the rest of the staff."

Tony speaks highly to the similarities he sees between the Rodriguez brothers and his own history. By sharing the game with the rest of his family, he knows first-hand the benefits of what the game can provide – particularly in regards to his own son, Ty, who is pursuing PGA of America Membership and is Keeton Park's Head Golf Professional.

I think I can describe it best as finding happiness.

"I'm the same story as Jose," says Tony. "Golf has that effect. It sort of trickles down to the whole family."

A FAMILY AFFAIR AT KEETON PARK

For the Rodriguez brothers, family is everything. Between their three sisters Janet, 14, Johanna, 10, Millie, 6, and mother, Maria, one does not simply start a new activity without another catching on. The five siblings' late father, who passed away unexpectedly in 2021, instilled a passion for baseball early on in their upbringing. Growing up in Dallas, the Texas Rangers reigned supreme in their household.

"My siblings and I would pick up games or play catch in the backyard and our dad would always have the Rangers game on," says Jose. "That's just who we were – we stuck together in whatever we did. Our dad sort of served as the glue and was good at including all of us. That's how we were raised."

The Rodriguez Family celebrated big this past November during game five of the 2023 World Series when the Texas Rangers won for the first time in franchise history.

"It was a big one, for sure," says Jose. "Really wish Dad could have seen that himself."

Naturally, for the Rodriguez's, the game of golf has continued its trickle-down effect as the three sisters have also caught the bug. This past fall, the girls were able to enjoy the game at no cost to their family by way of the PGA Jr. Opportunity League at Keeton Park – one of the first of its kind in the country.

Funded by the PGA of America REACH Foundation, the Opportunity League is offering boys and girls from the surrounding community a chance to learn and play the game of golf in a fun team-oriented environment at absolutely no cost to them or their families. From transportation, sets of clubs, golf course access and beyond, the Opportunity League is designed to be an open door to the game of golf and so much more.

In true Rodriguez Family-fashion, Jose even got the chance to step into the role of Coach for his three sisters throughout the duration of the sessions alongside Tony and the Keeton Park staff. Twice a

week for six weeks, 25 boys and girls from the surrounding neighborhoods got to enjoy the game – many for the first time.

"I remember when I was seven or eight, I came to the golf course for the first time with my brothers and hit my first golf ball," recalls Johanna with a beaming smile. "Driving is

definitely my favorite part." Millie quickly inserts her answer to the same question with a simple but excited, "Playing!" Janet admits that it was really tough at first to get outside of her comfort zone going to PGA Jr. League.

"I felt like I was able to get closer to my sisters and really

bond over the game of golf," says Janet. "Also, it was pretty funny watching my sisters try to hit the ball, but then at the end of PGA Jr. League they were making contact and we were all having a good time."

Adds Jose: "This isn't something that just my brother and I do, but something my whole family can do together. That's how we were raised and Dad always made sure we could do activities as a family."

The five siblings' mother, Maria, says she's very grateful for the way her family has stuck together – even through an unthinkable tragedy.

"I'm just really proud that they have all been able to find something they love to do together as a family again," says Maria, getting choked up. "That's how their father would want it."

The siblings honor their father on and off the golf course. Most notably, Janet, Johanna and Millie all share the number '42' on their PGA Jr. League jerseys – representing the age their father passed away.



Erik (far left) and Jose (far right) Rodriguez, who now both work at Keeton Park, with their family.



IT ALL STARTS WITH AN INVITATION

For Tony, watching the sisters blossom and slowly come out of their shells during the course of each session is the grand idea behind PGA Jr. League. Moreover, it's why he wanted to bring the Opportunity League to Keeton Park.

"To me, Keeton Park represents an on-ramp to the game," says Tony. "This league became an extension of what our core values are as a municipal course and partner with the City of Dallas. We focus on building community here and that's something we've always stayed committed to."

"For our team, it's all about growing our family. This opportunity just happens to be one of countless ways we try to implement this mission – family first, plain and simple. Jose became part of the Keeton Park family, therefore his family is part of our family and so on."

Tony believes it stems back to a simple invitation. He says there may be others in the surrounding neighborhoods who don't necessarily know that Keeton Park is for them, too.

"I can't say it enough, the invitation from me is helpful. The invitation from Jose, Eric, Janet, Johanna, and Millie to their friends and neighbors – that's invaluable," says Tony. "We're not out here looking for golfers, but rather, we're looking for kids who are willing to give golf a try. That's the opportunity to impact the next generation both on and off the golf course."

Jose's journey in the game has sparked a new dream even he didn't realize was possible.

"Thanks to what this place has done for me and my family, I can now see myself perhaps becoming a PGA Master Professional one day," says Jose. "It's a new lifeline and perhaps a chance to set an example for my siblings to follow in my footsteps or inspire them to create a new path all their own."

As one might expect for the Rodríguezes, golf is now a full-fledged family affair thanks to the PGA Jr. Opportunity League, who's namesake tells the story all its own. However, they all know their legacy goes far beyond a game. When asked what their father would say about where they are now, Eric answered without hesitation: "He would be very proud."

"Golf has helped our family move forward together. Our Dad wouldn't want it any other way for us," adds Jose. "Whether it's in baseball or golf, we all just want to succeed in his name, not just our own. We're all together and that's what is most important."





WE BELIEVE GOLF IS
SHAPING THE NEXT
GENERATION OF LEADERS



PGA WORKS is a strategic initiative, designed to diversify America’s corporate leadership in and through the game of golf.

- Leverages fellowships, scholarships, career exploration events, and the PGA WORKS Collegiate Championship to inspire and engage talent from diverse backgrounds to pursue key employment positions in the golf industry and beyond.

PGA WORKS has increased its grant amount for the fellowship to **\$37,500**.

- The PGA WORKS John and Tamara Lundgren Scholarship awards **\$8,000** each to students from historically underrepresented backgrounds pursuing a PGA Golf Management University Program degree.
- PGA WORKS Beyond The Green creates sustainable impact with more than four activations each year at PGA of America Championships. By bringing new faces into golf, the program not only diversifies the golf industry but all industries and Beyond The Green is our signature career connection event.



In 2023 - 2024
PGA WORKS had



30
Fellows

Overall Fellowship Impact Numbers

79%
job placement rate
in the golf industry

82%
job placement
rate overall

13% growth rate from 2022

60%
of Fellows identified
as women in 2023

52%
of Fellows identified
as non-white in 2023

Overall Beyond The Green
Impact Numbers
more than 350 total students

15%
Hispanic/Latinx
16%
Asian/Pacific Islander
18%
White/Caucasian
35%
Black/African American

BEYOND
THE GREEN
215

Total students attended
Beyond The Green at
the PGA WORKS
Collegiate Championship

76.85% identify as
non-white

The PGA WORKS John and Tamara
Lundgren PGA WORKS Scholarship
has increased to



19% increase from 2023 (21 Scholars)

IMPACT STORY

GAME CHANGERS

PGA WORKS Fellow Lydia Victor On a Mission to Create More Access in Golf

STORY BY // KAYLA GUTIERREZ, PGA



For Lydia Victor, creating a space for others to thrive and achieve their goals fuels her desire to work in the sports industry. Now, as a PGA WORKS Fellow – she is becoming the change she wants to see in the world.

Born and raised in Philadelphia, Pennsylvania, Lydia grew up immersed in the game of tennis. As the daughter of Indian Immigrant parents and the youngest of five children, the sport has always been a huge part of her family's life.

Although Lydia's competitive career ended in her early middle school years, she continued to be a fan and regularly traveled with her dad to watch her brother play in tournaments.

Tennis, however, was more than just a household tradition – but a springboard that launched her into the industry and inspired her to pursue a passion for a career in sports.

The Philadelphia Native graduated from Drexel University at an early age of 20 years old, with a degree in Entrepreneurship and a minor in Sport Regulation and Compliance. Now, she is continuing her education and earning her Masters Degree in Sport Management with a concentration in Athlete Development at University of Florida.

"I always knew I wanted to work at a national governing body for any sport because I feel like that's where change happens. When I graduated, I knew this was the route I wanted to take."

Initially uncertain about her career path in sports, when she discovered the PGA WORKS Fellowship, she realized it was the opportunity she had been searching for.

A NEW CHAPTER UNFOLDS

The PGA WORKS Fellowship is designed to provide recent college graduates a one-year, paid immersion in PGA of America Section operations. This entry-level role offers a taste of what a career in the golf industry can provide. Lydia is now the third PGA WORKS Fellow for the Philadelphia PGA Section.

"I wasn't expecting to go into golf, but I knew that I wanted to tackle access issues specifically in these country club and Olympic sports. When I found the PGA WORKS Fellowship, I knew immediately this was the position for me," says Lydia.

Through the Fellowship, she has been involved in all Philadelphia PGA Section programming, including the PGA of America REACH Foundation Philadelphia, PGA HOPE, Philly PGA Junior Tour, Drive Chip and Putt, and more – all of which have allowed her to influence lives on and off the course.

"This has been such a great environment to be in, especially for my first position out of college. In this experience as a Fellow, I've opened doors to see what's possible in sports" she adds.

Working for a PGA of America Section, Lydia is making strides in the golf industry at the grassroots and local levels. Now almost halfway through her Fellowship, she can imagine a career in golf in her future.



Lydia with her family



"I think working as a PGA WORKS Fellow, you realize that you are making an impact in people's lives, and impact really does begin with changing one person's life."

"It's easy to see how are we changing thousands or millions of people's lives, but being grounded in the fact that our mission and goals are to impact lives through the game of golf and realizing that we are doing that every day through our programming – it's truly special to be a part of that," mentions Lydia.

A GLIMPSE INTO THE FUTURE

As for what's next, Lydia's goal is to help create more access in sports for women and individuals from underrepresented backgrounds and communities. She recognizes that her role as a PGA WORKS Fellow has acted as a catalyst for change, allowing her to make a real impact in the golf industry and beyond.

"I'm so glad that my first position is one where I get to directly bring golf to people who might not otherwise have the opportunity to play. Being able to work hands-on in the field, getting to see what golf has to offer, and witnessing first-hand how national initiatives impact people at a local level is the best part of my job."

The opportunities are endless for Lydia. When looking forward into her future, she can see herself continuing to work in golf and hopes to make a difference wherever she goes.

Sports is a tough industry for anyone to break into, but especially for women. Being assertive and resilient is so important, especially in situations where people might be skeptical of your presence.

PGA PLACES TO PLAY

In our mission to impact lives through the game of golf, the PGA of America REACH Foundation is committed to ensuring the game of golf is open to everyone. Through PGA Places To Play, we are creating new opportunities to support facilities and ensure affordable access to the game for people of all backgrounds and abilities.

Through PGA Places To Play, our goal is to ensure these individuals are feeling authentically connected and welcomed to a game that has historically been underrepresented in certain communities. Our hope is to shift this narrative by supporting new and exciting projects at facilities across the country through community-based seed grants and our Spectator Championship Legacy Grant.

PGA Places To Play is opening doors to the game of a lifetime by adding local expertise through facilities led by PGA of America Golf Professionals and national programming like PGA HOPE, PGA WORKS and PGA Jr. League.

Whether playing in the backyard, on a simulator, or on a course, golf is for everyone. The PGA of America REACH Foundation is excited for the tremendous growth and impact still to come through PGA Places to Play.



WE BELIEVE IN
EQUAL ACCESS TO
THE GAME OF GOLF

Spectator Championship Legacy Grant - Western NY Section

2023 PGA Championship - Genesee Valley Golf Course Monroe County, NY 14,000-square foot, fully synthetic turf short-game area designed to make the game more accessible to all **\$250,000**

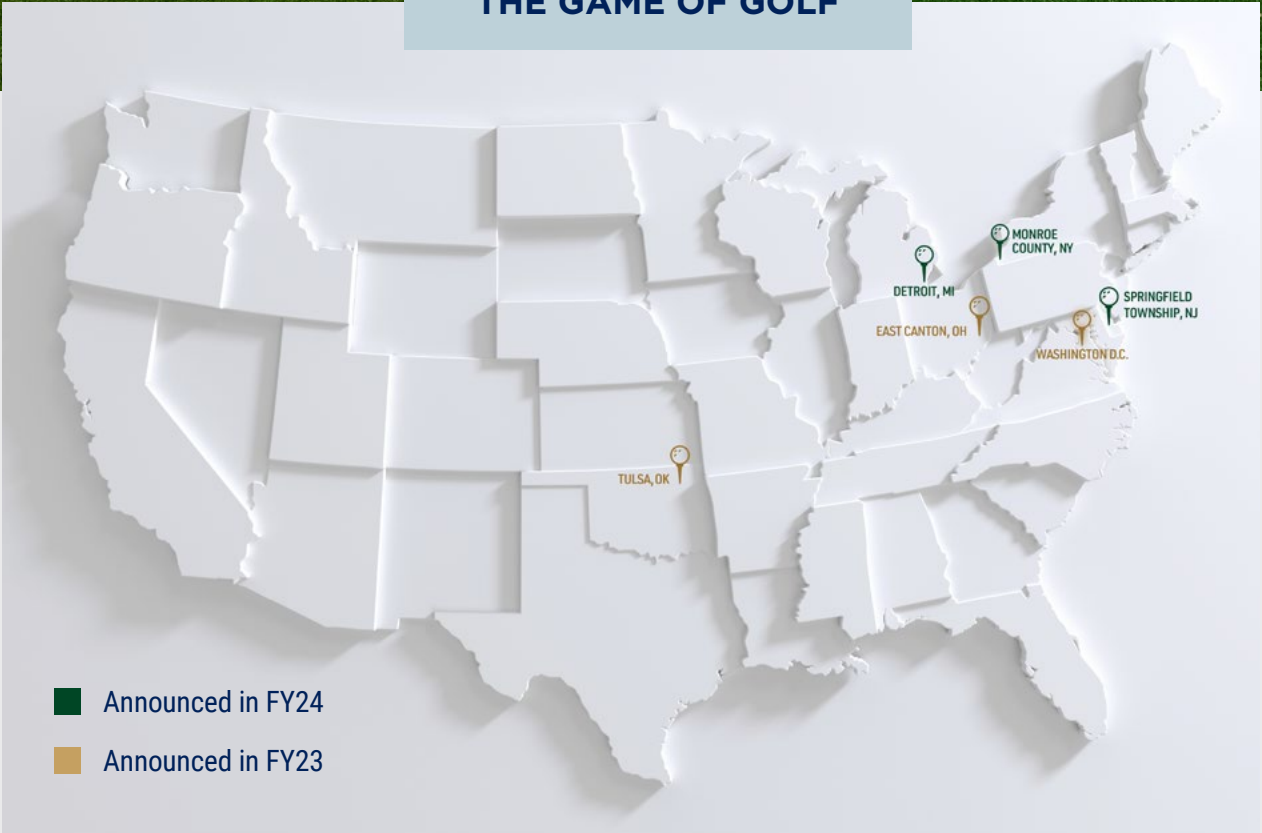
Spectator Championship Legacy Grant - New Jersey Section

2023 KPMG Women's PGA Championship - Inspiration Golf Range & Activity Center Springfield Township, NJ located on the Lyons Campus of the VA New Jersey Health Care System - Capital improvements including: range cover, drainage, lights, heaters, sod **\$250,000**

Community-Base Grant - Michigan Section

2023 Midnight Golf Program - Detroit MI Capital improvements including the renovation of 30,000 sq ft building that was donated to MGP **\$250,000**

TOTAL IMPACT **\$750,000**



IMPACT STORY

GAME CHANGERS

Midnight Golf Program Selected for PGA of America Places To Play Donation

STORY BY // JESSE DODSON, PGA

The PGA of America announced today that the PGA of America REACH Foundation, the charitable foundation of the Association, will donate \$250,000 to Detroit's Midnight Golf Program through the Community-Based Grant initiative of PGA Places To Play.

The charitable donation will aid in the renovation of a 30,000-square-foot building, developing a golf instruction area within the soon-to-be home of the Midnight Golf Program in midtown Detroit. This new facility will provide a permanent location for the program, which has previously been located in various venues throughout Detroit. Construction of the building is estimated to be completed October 1, 2024.

Midnight Golf, founded by Reneé Fluker in 2001, is a 30-week program that helps 250 high school seniors a year make the transition from high school to, and through, college. The program focuses on life-skills training, proactive coaching, long-term mentoring and the discipline of golf in order to succeed in college, their careers and beyond.

Since 2001, nearly 4,000 Midnight Golf Program participants have been admitted to more than 140 colleges and universities across the United States. Participants boast a 70% college graduation rate, four times that of Detroit students without support.

"The impact Reneé and her team have had on the lives of young adults in Detroit is hugely inspiring. We are heartened by the fact that she has chosen golf as the vehicle to teach lifelong lessons and light the pathway towards bright futures," said PGA of America CEO Seth Waugh. "We are incredibly proud to play a small part in the future success of Midnight Golf as the program encompasses all of the best aspects that we love about this game."

"I am incredibly grateful to the PGA of America REACH Foundation for their generous support of the Midnight Golf Program," said Reneé Fluker, Midnight Golf Program Founder and President. "This contribution marks a significant milestone

in our journey to provide transformative opportunities for young people throughout Metro Detroit and Southeast Michigan. With this investment, we are poised to create a lasting impact in our community, empowering our participants to reach their fullest potential."

The Michigan PGA Section, one of the Association's 41 Sections, has been involved with Midnight Golf since its inception. In addition to providing financial support, a group of PGA of America Golf Professionals from the Section teach the golf instruction portion of the program every week.

"The Michigan PGA is very proud of our long-standing involvement with the Midnight Golf Program," said Michigan Section PGA Executive Director Kevin Helm. "Everyone involved in the program from Reneé Fluker, to the mentors, board of directors, PGA of America Coaches, and staff has an incredible passion for helping young men and women in the city of Detroit. It has been rewarding to see the program grow to where it is today without sacrificing at all the quality of the program and the incredible results. The program is truly a life-changing experience for each participant. Thank you to the PGA of America REACH Foundation for this incredible gift that will help create a permanent home where the program will continue its great work for many years to come."

In its mission to impact lives through the game of golf, the PGA of America REACH Foundation is committed to ensuring golf becomes more accessible. PGA Places To Play creates new opportunities to support facilities and sustain affordable access to the game for people of all backgrounds and abilities.

The impact Reneé and her team have had on the lives of young adults in Detroit is hugely inspiring. We are heartened by the fact that she has chosen golf as the vehicle to teach lifelong lessons and light the pathway towards bright futures.



PGA Places To Play is supported by a \$14 million endowment fund of charitable contributions to the Foundation's DRIVE IT FURTHER Capital Campaign, annually providing three grants of \$250,000 per facility.

THREE FACILITY CATEGORIES ARE AVAILABLE FOR CONSIDERATION:

- PGA of America Spectator Championship legacy Project Model: A facility within the market of a PGA of America spectator championship such as the PGA Championship, KPMG Women's PGA Championship and a domestic Ryder Cup.
- Community-Based Innovation Model: Innovative facilities and concepts that open doors to underserved communities in the game through elements aligned with PGA of America REACH Foundation's charitable mission.
- 9 or 18+ Hole Failing Public Facility: Facilities that are operated by a local charitable organization or a municipality in danger of being replaced by a "better alternative use."

Midnight Golf is the sixth recipient awarded through the Places To Play program. Previous facilities are Genesee Valley Golf Course in Monroe County, New York; Inspiration Golf Range in Springfield Township, New Jersey; Clearview Legacy Foundation in East Canton, Ohio; Page Belcher & Mohawk Golf Courses in Tulsa, Oklahoma; and City Swing Golf Truck in Washington D.C.

Places To Play is one of four pillars within the PGA of America REACH Foundation, joining PGA Jr. League, PGA HOPE (Helping Our Patriots Everywhere) and PGA WORKS.





EVENTS AT A GLANCE



PGA WORKS Collegiate Championship - Following in PGA WORKS's mission to bring the game to more communities, the PGA WORKS Collegiate Championship brings top athletes from HBCUs and Minority-Serving Institutions to compete at the highest level. In 2023 77% of PGA WORKS Collegiate Championship student-athletes identified as non-white. The Championship was founded in 1986 when HBCUs were not invited to participate in post-season championship golf. Today, the Championship's 37-year vision remains strong: opening doors for athletes who are underrepresented in the game. PGA WORKS stands shoulder to shoulder with these athletes and future leaders – broadening their worldviews, creating career opportunities, and hosting them at the country's leading Championship courses.



PGA HOPE National Golf & Wellness Week - For thousands of Veterans, golf is being used as a way for them to find wellness, community and healing. PGA HOPE National & Wellness Week is a unique opportunity for these heroes who have graduated from a PGA HOPE program to take the next step in their journey and represent their community on a national level. In October, twenty PGA HOPE graduates gathered in Washington, D.C. to receive a toolkit and were empowered to foster the game of golf through PGA HOPE in their communities and PGA Sections.



TCS New York City Marathon - Over the past fifty years, the TCS New York City Marathon has become one of the world's most popular and largest marathons – boasting over 50,000 finishers annually. Since 2017, the REACH Foundation has teamed up with the New York Road Runners to welcome over 70 PGA of America Golf Professionals to raise support and awareness for the Foundation by running the five boroughs of New York City in the race of a lifetime. PGA of America Members have raised over \$365,000 for the benefit of the REACH Foundation and its programs.

May
6-10

PGA WORKS Collegiate
Championship in
Birmingham, Alabama

May
15

PGA HOPE Secretary's Cup
at Penfield Country Club

May
16

PGA WORKS Beyond the Green
at Oak Hill Country Club

May
24

PGA WORKS Beyond the Green
at PGA Frisco

June
19

PGA WORKS Beyond the Green
at Baltusrol Golf Club

August
7-8

PGA WORKS/One Hundred Black Men of NY
Jr. 100 Challenge in Dobbs Ferry, New York

October
14-17

PGA HOPE National Golf and Wellness
Week in Bethesda, Maryland

November
5

TCS New York City Marathon

IMPACT STORY

GAME CHANGERS

My Journey to the Marathon Finish Line

STORY BY // Erick Arbé, PGA



My marathon journey started seven months ago after reading an email inviting PGA of American Golf Professionals to participate in the 2023 TCS New York City Marathon, with the goal of raising funds for the PGA of America REACH Foundation, the 501(c)(3) charitable foundation of the PGA of America. After reading that email, I thought to myself, “running is so much easier than golf! All you do is just run! No big deal. And the fundraising should be a piece of cake!”

Oh, how the clarity of hindsight would soon correct my misconceptions.

I knew that running the entire marathon distance (26.2 miles) would be a feat, and that I had to start training right away. Seeking expert advice, I consulted coaches at my local gym and reached out to a few marathoner friends. Then, I paid for the New York Road Runners app that coaches you along the way to help improve your running fitness.

My first training session was to run just one mile. After that run, I was exhausted. From there, I slowly built up the amount of miles I was running each week. I would run 2-3 times during the week at shorter intervals, then long runs on Saturday mornings. Even during my summer vacations, I made time to run. If there’s anything this journey has given me, it’s the gift of discovering new places while on my runs. I was fortunate to have traveled this summer to Long Island, Bermuda, and the Outer Banks. At each of those destinations I was able to see some beautiful spots that I ordinarily would have never seen if not for running.

Fast forward to August and to my first visit with a physical therapist. A good friend told me to visit a PT before any issues arise in order to check my body for imbalances. Common issues don’t often come about until you’re deep into a run when your body starts to fatigue. That PT visit made a world

of difference! My PT showed me what cadence is and how my stride was too long - which could lead to knee and hip complications. I had one more session with my PT after that which he showed me a few more exercises to help with hip flexor strength. A fun side effect - my golf swing has improved through more flexible and stronger hips.

At this point, a friend said to me, “wow, you’re really taking this marathon training seriously!” And yes, I was. I even collaborated with a nutritionist in September and October to find out what foods would best help my gastrointestinal issues. Because to be honest, that’s been my biggest concern all along - how I’d deal with having to use the bathroom multiple times during a race!

Finally, race day was here. Just my wife and I flew to New York a couple days in advance of the race. Now, I’ve played in tons of golf tournaments and I know how to prepare for those both mentally and physically. This was a bit different. I didn’t know exactly what to expect the morning of the race - all I knew was that 51,000 people would be there as well.

The atmosphere at the starting villages was electric—crowds were everywhere. Despite the sheer volume of people, the event was very well organized. As the cannon signaled the start and Sinatra’s “New York, New York” filled the air, the moment was profoundly moving.

Navigating through the sea of runners was challenging, but around Brooklyn, I found my rhythm. The encouragement from spectators was overwhelming, with shouts of “Go Erick!” at every turn. Their motivation, combined with an appearance from my wife at miles 18 and 24, gave me the willpower to keep going. However, at this point, fatigue was setting in - I was DONE. I slowly strided towards the finish line and all I could think about was how nice my hotel bed was going to feel.

The mental challenge of such a physically demanding race like this is hard to compare to golf. The sheer willpower to resist the urge to walk was immense. Remember when I said, “all you have to do is run! Piece of cake!”? Well, it turns out that this journey was more than “simply running” - it was a collective 6 months of memories that culminated in an experience I’ll never forget.

It turns out that this journey was more than “simply running” - it was a collective 6 months of memories that culminated in an experience I’ll never forget.



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