

Human Impact

Golf is unique among sports in that it is used on a daily basis as the vehicle to raise substantial sums for charities. According to the *2005 Golf Economy Report*, golf generates more than \$3.5 billion annually for charities across the country. Golf's professional Tours generate more than \$130 million annually through individual tournaments, and the players themselves generate significant sums through their own fundraisers and foundations. More than \$3 billion annually is generated at the community level through fundraisers at the more than 16,000 local golf facilities.

Similarly, golf leaves a positive mark on U.S. communities through the game's foundation of positive values. As just one example, The First Tee, a World Golf Foundation youth development initiative, is impacting the lives of young people by providing learning facilities and educational programs that promote character development through the game of golf. The First Tee has reached more than 1.2 million young people at more than 500 learning facilities and program affiliates. And The First Tee National School Program, which trains physical educators to introduce children to golf and The First Tee nine core values, has reached almost one million students since 1997.

As another example of golf's positive human impact, the USGA, through its "For the Good of the Game" Grants Initiative, supports organizations that use the game and its values as a vehicle to improve the quality of life for individuals and for society in general. More than \$59 million has been dedicated to this initiative over the last 10 years, with another \$5 million committed annually on an ongoing basis.

More recently, organizations such as the PGA TOUR, the PGA of America and the USGA have embraced initiatives designed to provide support to U.S. military personnel and their families, and in particular those who have been injured or perished in the line of duty in Iraq or Afghanistan. The PGA of America and USGA collaborated to create the inaugural Patriot Golf Day in 2007, resulting in more than \$1.1 million in donations to military families in need. The PGA TOUR and its players, through the Birdies for the Brave fundraising events conducted at the TOUR's network of Tournament Players Clubs, have raised more than \$2.5 million for military homefront groups that directly support service men and women and their families.

The senior leaders of each organization were also scheduled to participate in several functions throughout the day.

The First Tee earlier today hosted its sixth Congressional breakfast. Attendees learned first-hand about golf's ability to positively impact the lives of young people through comments from two The First Tee scholars, Ashlee Philyaw from The First Tee of Pittsburgh and Jeffrey Tran from The First Tee of Augusta, as well as from insights shared by PGA TOUR Commissioner Tim Finchem, World Golf Hall of Fame member Hale Irwin and Joe Louis Barrow, Jr., Chief Executive Officer of The First Tee.

At a luncheon chaired by Senator Bill Nelson (D-FL) and hosted by the Michigan Economic Development Commission, the golf executives met with Senators to answer questions, provide insights into golf's significant impact at the state and national levels and discuss golf as a vehicle to promote travel and tourism. At an evening reception hosted by the golf organizations and their Congressional co-hosts, Sam Farr (D-CA-17) and Jon Porter (R-NV-03), golf's leaders were expected to carry the message of golf's status as a very significant industry in discussions with numerous members of Congress and their staffs.