From school to Solheim Cup & Ryder Cup, it can all start here!
Today’s Golf Foundation is a leading golf charity. We are a successful brand with a strong track record of delivery, backed by key organisations in the game such as The R&A and Professional Golfers’ Association, and supported by external organisations in the form of Sport England and HSBC. We have an experienced Board of Trustees, and a passionate workforce who are committed to the cause of creating life changing opportunities for young people using the power of golf.

In my time with the Golf Foundation, both as a frontline development officer and as CEO, it has been a constant delight to see and hear how we make a difference to people’s lives. In schools and communities, the Golf Foundation provides the first touch-point to golf for hundreds of thousands of young people of all abilities, giving an enjoyable experience and showing that the game can be played by everyone.

In golf clubs, young people find a sense of belonging and learn wider values, supported by a network of high quality PGA professional coaches and a family of willing volunteers. Parents testify to how their young golfers have grown in confidence, have learned to deal with life’s challenges and developed new leadership skills. Some of the parents involved in the Foundation’s ground-breaking life skills study, Unleash your Drive, even talked about the positive impact of the programme on their whole family dynamic.

For the first time this year, we have introduced a number of these powerful individual testimonies into the report as we deliberately move towards celebrating the personal impact of golf on individuals as well as our role in growing the number of young people playing the game.

Many avid adult golfers that I have met understand the influence that golf has had on their own lives and describe how an introduction to the game has helped them on their own journey – personally, socially and professionally. We know that over 50% of avid adult golfers started the game as juniors so it is key to the future of the game that we help provide youngsters with a positive, enjoyable and inspiring introduction to golf.

With the help of Sports Marketing Surveys Ltd, we also estimate that the lifetime value of a golfer is £94,633 and that a golf club operating an HSBC Golf Roots programme on average generates an additional £5,580 of income per year.

Finally, it gives us great pride to highlight the success story around a Golf Foundation programme that incorporates many of our beliefs and was only tested 2 years ago. In 2017, GolfSixes League was tested in 24 clubs and 6 leagues in England. By 2019, GolfSixes League was delivered in 233 clubs across 55 leagues in England, Scotland and Wales. It led to a 35% increase in affiliated junior membership at the clubs involved (49% in England) and involved 28% girls. As a result, our great supporter The R&A will be investing in the expansion of GolfSixes League with the help of the 4 Home Nations going forward.

The closure of schools, community groups and golf clubs in March due to the Covid-19 pandemic meant a sudden end to our operational year; so once the restrictions are lifted, the Golf Foundation will need to be ultra-focused about its purpose, programmes and impacts. As we have proven before, we are an agile and adaptable organisation, and very much up for the challenge. In the meantime, I hope that you enjoy reading about the difference we have made to young people’s lives and how the Golf Foundation is helping to grow participation in the game.
OUR MISSION

‘Changing the lives of young people through an introduction to golf’

Who we are

The Golf Foundation is a registered British charity established in 1952 by Sir Henry Cotton and leading amateurs – Gerald Micklem, Jack Burroughs and Raymond Oppenheimer – with the aim of providing life changing opportunities to young people using the power of golf.

What we do

We help young people to ‘Start, Learn and Stay’ in golf.

We take adapted versions of the game to schools and community groups, introduce young people to golf clubs, teach playing and transferable life skills and keep young people playing in golf clubs.

Why we do it

We know that golf provides life changing opportunities. Golf is an ideal game for helping youngsters to develop valuable personal skills such as confidence, resilience and emotional control – qualities that will benefit them for the rest of their lives. The game can also help young people to understand the importance of values such as honesty, integrity and respect, as it demands a strong level of personal responsibility.

We believe that the game should be made accessible to all young people to enjoy, irrespective of their gender, background or ability. Our programmes create a lifelong love and appreciation of the game. We help protect the future of golf.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Start</th>
<th>Learn</th>
<th>Stay</th>
</tr>
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<tbody>
<tr>
<td>To introduce young people to golf in their own communities and at golf clubs, irrespective of their gender, background or ability. We aim to give all young people a great experience of the game so that their perception of golf is positive and they want to play more and engage with the game.</td>
<td>To help young people develop both their playing and personal skills. We aim to provide young people with coaching, playing and personal development opportunities that will benefit them for the rest of their lives.</td>
<td>To help create a lifelong love of golf and protect the future of the game.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Initiatives</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Tri-Golf / StreetGolf</td>
<td>Junior Golf Passport</td>
</tr>
<tr>
<td>HSBC Golf Roots PLUS</td>
<td>Unleash your Drive</td>
</tr>
<tr>
<td>School Games / Satellite Clubs</td>
<td>GolfSixes League</td>
</tr>
<tr>
<td></td>
<td>Box of Tricks</td>
</tr>
<tr>
<td>HSBC Golf Roots Centres / Girls Golf Rocks</td>
<td></td>
</tr>
</tbody>
</table>

Our Values

The Golf Foundation is proud of its unique history and position in golf, created by Sir Henry Cotton in 1952, to take golf into schools and ultimately to make the game more accessible to young people. We believe that the Golf Foundation can help young people to enjoy the playing and personal benefits of golf by making it...

FUN
INCLUSIVE
INSPIRING
INNOVATIVE
ENRICHING

Photo: Leaderboard Photography
## OUR YEAR AT A GLANCE

### Player Pathway

**START**
Taking golf to young people in their Schools and Community Groups

- **3,598** schools
- **2,506** schools and community groups visited by a PGA Coach
- **659** school golf competitions

### What we do

**LEARN**
Introducing young people to golf clubs, teaching playing and transferable life skills

- **437** HSBC Golf Roots Centres
- **26** Girls Golf Rocks Counties
- **194** Junior Golf Passport Users

**STAY**
Keeping young people playing in golf clubs

- **710** clubs supported
- **52** GolfSixes Leagues (15 in Scotland)

Greater focus on retention of juniors in clubs via HSBC Golf Roots Centres, GolfSixes League and Box of Tricks initiatives.

### The difference we make

- **500,000+** youngsters tried golf
- **128,149** pupils received coaching from a PGA Professional in their school
- **51,475** pupils played golf for their school
- **44,799** youngsters visited a golf club
- **14,848** girls visited a golf club
- **£5,800** new income to a golf club
- **3,784** new affiliated members (28% girls)
  - 35% increase in junior membership at GolfSixes League clubs
  - 11% increase in affiliated membership at HSBC Golf Roots Centres
  - 1% increase in overall junior membership across clubs in Scotland
  - 3.9% increase in girls junior membership in Wales

### Social Media

- **875** Tweets
  - 1.3 million Tweet impressions – 18.6% increase from last year
- **265k** – Tweet impressions recorded during the launch of the #LockdownKnockdown Challenge
- **3 million** Facebook reach of HSBC video on Golf Foundation during The Open Championship

### Influencers

- **4** player and celebrity Ambassadors
- **17** Young Ambassadors
- **166** Girls Golf Rocks Ambassadors
- **7,440** Sports Leaders helping run School Games events

### Media Coverage

- Support from Golf Monthly – reach of **300,000**
- The Guardian piece on Tiger Woods’ 2019 Masters win referenced the Golf Foundation – reach of **88 million**
- The Daily Telegraph’s article on the Unleash Your Drive programme – reach of **36 million**
- BBC Sport article on Luke Willett’s epic challenge – reach of **16 million**

www.golf-foundation.org
Unleash your Drive

The results of our successful pilot project to deliver and measure the impact of a life skills programme on young golfers was launched in April with the help of marketing agency, Medi8, and through an innovative video book that attracted the praise of the then Sports Minister, Mims Davies MP, and coverage in The Telegraph during the week of The Open Championship.

A further workshop was tested in May, open to volunteers and teachers working with vulnerable young people, and with the help of mental toughness experts, Yeast Ltd, the workshop was further refined and enhanced with the RDO Team in January 2020. Plans for a further 10 workshops working with a variety of clubs and community partners have been put on hold due to the Covid-19 pandemic.

Leah’s Story

We asked Leah from Lincolnshire (one of our Presidents’ Awards winners in 2019) to explain how much golf has helped her. Leah was introduced to golf by the Golf Foundation, and she has won our Skills for Life trophy twice. This is Leah’s story:

“I started playing golf at my primary school and then continued to play StreetGolf at secondary school before attending regular PGA coaching lessons at my local HSBC Golf Roots Centre. I have now played in the GolfSixes League both years, and have been a member of Toft Hotel Golf Club for three years. Since learning to play I have had to develop so many skills. I am a different person; I was shy but I have become more confident by playing golf. I now help coach the younger groups. I have been asked to be the club’s next junior captain, something I never dreamed would happen. Golf has helped change my life for the better.”

Leah

The Golf Foundation continued to roll out the Skills for Life medal with 443 awards made to worthy young golfers taking part in GolfSixes League and Junior Golf Passport sessions across clubs in England, Scotland and Wales.
HELPING YOUNG PEOPLE ‘START’ IN GOLF: TAKING THE GAME TO SCHOOLS AND COMMUNITY GROUPS

Taking golf to young people in their own everyday environment, such as schools and community youth clubs, is a key objective of ours. In England, this is achieved through the School Games and Sport England’s Satellite Club programme. In England, Scotland and Wales, PGA Professional coaches from 437 golf clubs also delivered introductory taster sessions in local primary and secondary schools as part of the HSBC Golf Roots programme.

In Wales and Scotland, we work with the governing bodies Wales Golf and Scottish Golf, where 112 and 143 schools respectively delivered golf.

**School Games**

The School Games is a legacy of the London 2012 Olympics, a national programme run by the Youth Sport Trust to encourage more competitive sport at inter and county level in state schools. Thanks to the School Games and our adapted formats (Tri-Golf and StreetGolf), the sport is now an accepted part of the competition structure in schools across England.

The ease of delivery and capacity to support mass participation (some events cater for over 200 primary school children playing golf together) have made the Tri-Golf Festival and StreetGolf Sixes formats hugely popular with the network of 300 School Games Organisers across England. The Skills for Life focus within all activities also fits well with the School Games values taken from the Olympic Games.

With 3,343 schools in England signing up to deliver golf as part of their School Games Mark accreditation, golf’s involvement in the School Games provided the platform for the Golf Foundation to enable half a million youngsters to ‘START’ in golf last year:

<table>
<thead>
<tr>
<th>Golf via the School Games</th>
<th>From Previous Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 3,343 schools</td>
<td>UP 4%</td>
</tr>
<tr>
<td>• 659 inter school competitions</td>
<td>UP 12%</td>
</tr>
<tr>
<td>• 51,475 pupils represented their school</td>
<td>UP 2%</td>
</tr>
<tr>
<td>• 54 County Finals</td>
<td>UP 6%</td>
</tr>
<tr>
<td>• 4,655 pupils took part – 577 with a disability</td>
<td>Up 1%</td>
</tr>
<tr>
<td>• 7,440 young sports leaders helped</td>
<td>UP 5%</td>
</tr>
</tbody>
</table>

**Satellite Clubs**

Satellite Clubs is a Sport England funded programme which has run from 2013 to date. These clubs aim to target young people aged 14-19 who aren’t currently active, particularly those who are in groups typically under-represented in sport. Satellite Clubs provide young people with the opportunity to take part in sport and activity on a regular basis through the creation of enjoyable and convenient sessions that are designed around the needs of the young people to provide a positive experience of being active.

Last year, the programme introduced 2,322 teenagers to golf at 162 secondary schools (35% girls, 11% BAME, 11% disability). 439 went on to become club members (28% girls, 13% BAME, 3% disability). Participants were found to be more active as a result of the programme.
**FROM SCHOOL TO CLUB TO MEMBERSHIP**

**HSBC Golf Roots Centres**

An extensive network of golf clubs funded as HSBC Golf Roots Centres sit at the heart of Golf Foundation activity and are key to the strategic aim of helping more young people to progress from school to club, to membership.

All HSBC Golf Roots Centres have a SafeGolf coach, an up to date safeguarding policy and a trained Club Welfare Officer.

The programme was delivered in 437 golf clubs across England, Scotland and Wales. The number of young people converting into membership increased by 11% from the record previous year.

**Junior Participation in HSBC Golf Roots Centres in England, Wales and Scotland**

<table>
<thead>
<tr>
<th>What we do</th>
<th>The difference we make</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>437</strong> golf clubs</td>
<td><strong>128,149</strong> pupils received a taster in school</td>
</tr>
<tr>
<td><strong>1,028</strong> funded projects</td>
<td><strong>44,779</strong> youngsters visited a golf club</td>
</tr>
<tr>
<td><strong>2,506</strong> schools/community groups</td>
<td><strong>3,784</strong> new affiliated members</td>
</tr>
</tbody>
</table>

*28% girls, 3% BAME, 2% disability

The latest School Sport Survey from Sport Wales shows that the number of pupils taking part in golf both in and outside of school has grown from 45,139 in 2015 to 73,557 in 2018.

194 clubs registered or renewed on our Junior Golf Passport learning programme, of which 48 were new clubs.

**Business case for backing juniors in clubs – total average income raised per club – £5,580**

* Each new junior golfer recruited brings income of £100 towards coaching per year. The average number recruited by an HSBC Golf Roots Centre is 36 = £3,600.

* Each new Academy Member recruited brings an income of £75. The average number recruited by an HSBC Golf Roots Centre is 12 = £900.

* Each new Affiliated Member recruited brings in an income of £120. The average number recruited by an HSBC Golf Roots Centre is 9 = £1,080.

HSBC Golf Roots Centres generate £2,092,000 per year for golf clubs.
Northampton GC made changes to boost membership in 2016, with Golf Foundation support.

The club formed a new junior committee which consisted of a junior organiser, 3 parents, team managers and its 2 Junior Captains Ben and Katie who played a crucial role. The club then:

* Set up a closed Facebook group to communicate with parents;
* Increased competition opportunities for juniors to around 40 events;
* Held mixed abilities competitions to build confidence and social cohesion;
* Formed a ‘Golf Mums’ group to boost the number of girls and mothers playing;
* Introduced staggered membership fees for juniors.

The Golf Foundation backed the club’s new PGA Pros to create a programme for beginners, harnessing GolfSixes League and the resources of the Box of Tricks. Members have grown from 30 to 65 junior members (95% play weekly).

In 2019 Ben & Katie (pictured, centre) received a Golf Foundation Presidents’ Award in recognition of their commitment in growing the club’s junior section.

Owen’s story

10-year-old Owen from Staffordshire had a difficult start in life. At the age of 3 he needed surgery for a hole in his heart and was later diagnosed with speech and learning difficulties, but this has not stopped him playing sport and developing a huge passion for golf! Owen first picked up a golf club at school but 3 years later now attends weekly coaching sessions at Onneley Golf Club where he has made lots of friends and become a club member. Owen’s Mother Julie believes golf has had a positive impact on her son: “Golf has brought Owen on leaps and bounds, it has helped him physically and mentally. Walking round the course helps his fitness, and hitting a golf ball is improving his upper body strength. He has grown in confidence, improved his social skills and mixes well with other children. We are so proud of his progress.”

Revamped Junior Golf Passport helps PGA Pros

Following a period of consultation with PGA Professionals, parents, and children, the Golf Foundation relaunched an improved Junior Golf Passport in April 2019.

The new physical 28-page booklet is rich in content with major modernisations to excite the next generation of players, aged 6-12, and their families, including progressive skills testing. Meanwhile, the online version of the resource has been revamped radically.

Thanks to support from Colour Path Golf and Golf Cubs for adding innovative new resources.
The latest School Sport Survey from Sport Wales shows that the number of girls taking part in golf both in and outside of school has more than doubled from 13,807 in 2015 to 27,840 in 2018. In addition, Wales Golf reported a 3.9% increase in girls’ junior membership for the 2019/20 year.

**Success in Wales**

The results for girls participation in 2019/20 reflect continued growth, particularly around conversion to golf club membership. In 2020, we helped generate 769 new girl members compared to 671 in 2019. The percentage of girls taking up membership also grew from 23% to 24% in comparison to boys. This can be attributed to our commitment to The R&A Women in Golf Charter and supporting clubs to recruit and retain more girls through HSBC Golf Roots Centre activity, but also the impact of a stand-alone girls initiative in golf clubs called Girls Golf Rocks.

**Increased membership in England**

The percentage of girls taking up membership also grew from 23% to 24% in comparison to boys. This can be attributed to our commitment to The R&A Women in Golf Charter and supporting clubs to recruit and retain more girls through HSBC Golf Roots Centre activity, but also the impact of a stand-alone girls initiative in golf clubs called Girls Golf Rocks.

**Percentage of Girls in KPIs**

<table>
<thead>
<tr>
<th>KPI</th>
<th>March 2018</th>
<th>March 2019</th>
<th>March 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outreach</td>
<td>40%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Club taster</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Structured</td>
<td>20%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Regular</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Academy</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Membership</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Photo: Leaderboard Photography

Solheim Cup celebrations were all about fun and learning
Girls Golf Rocks

Jointly run with England Golf, Girls Golf Rocks is successfully encouraging hundreds of girls to take free taster sessions at golf clubs followed by coaching courses at clubs with PGA Professionals.

<table>
<thead>
<tr>
<th>What we do</th>
<th>The difference we make</th>
</tr>
</thead>
<tbody>
<tr>
<td>26 counties</td>
<td>1,856 girls attended taster sessions</td>
</tr>
<tr>
<td>112 golf clubs</td>
<td>930 girls entered 6-week coaching</td>
</tr>
<tr>
<td>166 ambassadors trained</td>
<td>102 girls became members</td>
</tr>
</tbody>
</table>

Championing girls at The Solheim Cup

The Golf Foundation celebrated girls’ golf in style during the week of The Solheim Cup at Gleneagles (September 8-15), with two specially created Foundation events, including a ‘Solheim Cup takeover’ at Elsham Golf Club in Lincolnshire and a similar #SolheimCupCelebration day at Golf World Stansted in Essex.

Over 80 girls from several counties were given a warm welcome from the golf facilities, taking part in a variety of competitions and peripheral activities such as Face Painting and a Photo Booth. At both events, older girls were specially trained as volunteers.

Plenty of parents – many new to golf – were present and were impressed by the fun atmosphere at each venue. This parental engagement is being encouraged across the charity’s work in our communities.

Supporting The R&A Women in Golf Charter

The Golf Foundation is proud to be a signatory of The R&A Women in Golf Charter. The Foundation is setting itself ambitious but measurable targets around the retention of girls in the game, such as increasing the number of girls visiting an HSBC Golf Roots Centre to 35%, creating new ways of retaining more girls in golf in partnership with other key golf bodies, and working with the Women’s Sport Leadership Academy to develop tomorrow’s female leaders of sport.
The popularity of GolfSixes League

The Golf Foundation’s “game changing” initiative for golf continued to boost the number of juniors joining golf clubs. In 2019 there was a 35% increase in affiliated membership at the golf clubs involved in GolfSixes League (49% in England).

Trialled in 2017 with the support of Sport England, GolfSixes League was created to give juniors the chance to play in a competitive golf league with other local golf clubs. Its aim was to increase the number of regular players and junior members at golf clubs and our results show the format is working. What’s more, GolfSixes League is attracting youngsters from non-golfing families (38% of parents were non-golfers). Reaction from parents, PGA Professionals and most importantly the players, shows GolfSixes League is great for the sport and our charity is thrilled with this positive response.

In 2019, GolfSixes League was played by more than 2,670 boys and girls from 233 golf clubs across 52 junior leagues (it was also trialled in Ireland for the first time).

When returning to play golf is possible, thanks to substantial investment from The R&A and support from the European Tour, GolfSixes League will be expanded to 98 leagues across all four home nations with the help of England Golf, Scottish Golf, Wales Golf and the Confederation of Golf in Ireland.

### 2019

- **2676** Players
- **233** Golf Clubs
- **364** fixtures
- **28%** were girls
- **35%** increase in affiliated junior membership (49% in England)

**IMPACT ON KEY STAKEHOLDERS IN GOLF**

- **Juniors & Parents**
  - Parents were significantly engaged and supportive
  - 59% of parents volunteered at league fixtures
  - 38% of parents were non-golfers
  - 82% would like to play more golf
  - 88% described GolfSixes as FUN

- **Future Plans**
  - 98 leagues across all 4 Home Nations
  - 484 Golf Clubs (plus 70 intra)
  - 6600 players will take part

- **Clubs & Home Nations**
  - Clubs from all 4 Home Nations benefitted
  - £300 on average was spent on food and beverage during each fixture
  - 80 clubs tested an ‘intra’ version in Ireland
  - 6 girls only squads in 2 leagues

- **Promote enjoyment of golf**
  - Kids make new friends
  - Parents feel included if they are non-golfers
  - Lay foundations for keeping kids involved in playing golf

- **As parents we love being able to go out with her on competitions and we can be involved as much or as little as we want, my daughter also loves that her parents can watch her play”**

- **“Loved it and we won our league! Made friends with people from my club and other clubs”**
JUNIORS TO STAY IN GOLF

“Best bits were meeting new friends and playing golf at different courses. Receiving a prize for being best in the team, and goody bags/treats from the host.”

Young Player

“I think GolfSixes League is a brilliant concept and definitely encourages children who may not be confident about being good enough to play in a competition … The club always emphasised it was about having fun and were very friendly and welcoming to children and parents who may be unfamiliar with a golfing environment.”

Parent

All Photos on spread: Matt Greaves

www.golf-foundation.org
HELPING GOLF CLUBS TO RETAIN MORE JUNIORS

Box of Tricks

The Box of Tricks resource is designed to help golf clubs retain juniors in their coaching programmes and in their membership – with ideas on their Play, Skill, Marketing and Social offer at clubs. 108 clubs were awarded the Box of Tricks in 2019/20 and since its launch in 2017 over 500 clubs have received the resource across England, Scotland and Wales.

The monitoring shows the trend towards the number of juniors dropping out of golf clubs as stabilising, with a small increase in girls’ membership, which is also reflected in the HSBC Golf Roots Centre monitoring. In addition, more girls and BAME participants are entering coaching and academy programmes in clubs.

HSBC Golf Roots Centres that operate the Box of Tricks have only a 4% churn rate on membership compared to the average of 21%.

“It is a great format for the kids to make friends, parents feel included even if they are non-golfers. It lays foundations for keeping kids involved in playing golf.”
Team Manager

“Loved it and we won our league! Made friends, with people from my club and other clubs.”
Young Player
In its goal of helping more young people to ‘Start’ in the sport, the Golf Foundation aims to introduce young people to golf in their own communities, irrespective of their gender, background or ability. The objective is to give all young people a great experience so that their perception of golf is positive and they want to play more and engage with the sport. Wherever possible, links to the local golf club through the HSBC Golf Roots programme are encouraged.

HSBC Golf Roots PLUS

HSBC Golf Roots Plus projects (funded by HSBC and The Gerald Micklem Charitable Trust) are a key initiative within the Golf Foundation’s drive to make the sport more accessible to a greater diversity of young people and their communities.

In 2019-20 we supported 15 new deserving golf projects aimed at helping a variety of young people in England and Wales. Each year we are expanding the range of partners we work with to help more young people with disabilities, special educational needs and those living in areas of social deprivation, to enjoy golf.

Groups we funded included:

- Changing Lives Harlow, an organisation in Essex that runs activities to prevent young people getting involved in gangs;
- Coalfields Regeneration Trust in Wales, working in ex-mining communities;
- Rainsbrook Secure Training Centre, a young offenders’ institution in Warwickshire;
- Great Yarmouth Young Carers;
- A GP led diabetes self-help group in Leicester;
- Special Olympics Sandwell;
- Bath Rugby Community Foundation;
- Northamptonshire Sport.

Inspired Sports Solutions

A vital part of the HSBC Golf Roots Plus programme is to widen the access of golf and expand its reach to young people who have never had the chance to play. Our Tri-Golf and StreetGolf equipment introduces young people to golf in a familiar school environment in order to broaden the reach and appeal of the game.

We awarded Plus funding to Inspired Sports Solutions so that pupils from 4 schools in a deprived area of Birmingham could enjoy a new lunchtime sports activity. It was such a success that an after-school club was set up in 2 of the participating schools.

The project had a strong focus on developing students’ leadership skills. 16 pupils were trained and mentored as golf leaders to give them ownership of the activities and local PGA Professional Greg Lynch from Warley Woods Golf Club, who supported the project, has invited the young leaders to attend his golf academy.

The teachers say:

“My children love it! None had really had the opportunity to play golf before or just the chance to hit a ball hard (but safely) with a golf club.”

“Really positive feedback from teachers in the sessions - focus, determination, resilience, teamwork! Teachers also now feel more confident to lead the activities.”
**RAISING AWARENESS**

**Telling our story, celebrating success**

The Golf Foundation continued to develop a multi-channel communications strategy, with particular emphasis on social media around major events. During Open Championship week, BBC Breakfast visited the Tri-Golf stand on live morning television, while a Telegraph Online article on the Golf Foundation and its new Unleash your Drive initiative reached 36 million readers. The Guardian piece on Tiger Woods’ 2019 Masters win referenced the Golf Foundation’s work in promoting junior golf and reached 88 million.

We typically enjoy significant spikes in social media engagement when attending large professional golf events with well-known players visiting the Tri-Golf activity stand, and The Open Championship at Royal Portrush was a record year for us with the help of our new Golf Foundation Ambassadors. Meghan MacLaren, Felicity Johnson and Graeme Storm all joined in sessions with junior golfers in The R&A SwingZone. Paul McGinley’s visit to the SwingZone to receive our Spirit of Golf Award and a surprise guest in the form of the then Sports Minister, Mims Davies, also helped to raise significantly the profile of the charity at one of the world’s greatest golf events when attention on golf is at a premium. This access to The Open was all made possible thanks to the ongoing support of The R&A.

The support of players and celebrities was key to helping the Foundation reach over a million people over the past year.

**Brilliant Ambassadors**

The new Golf Foundation Ambassadors have been immensely proactive and helpful over the past 12 months in supporting the charity at events and helping to raise our profile. LET Professional Player Meghan MacLaren was inspiring when she launched the GolfSixes League initiative at Goodwood in May and spent the whole day talking to players and parents on the course, before presenting the trophies.

TV Presenter Kerr Drummond visited a GolfSixes League event and volunteered to host our prestigious Presidents’ Awards at Wentworth in September where he added a touch of professional class and humour to the proceedings.

Graeme Storm presented the awards at Wentworth to star-struck juniors and volunteers, and also ran a free coaching clinic at the Goodwood Sixes fundraising event in October. LET Professional Player Felicity Johnson helped out on stand on a number of occasions at The Open, while frequently sharing our posts and writing messages of support on social media.
The Open platform

For the whole of Open week in ‘The R&A SwingZone’ at Royal Portrush, as the kids played Tri-Golf and chipping games, and all ages enjoyed the ‘Putting Challenge’ supported by Titleist, the focus was on engaging with youngsters and their families, as the Golf Foundation, Confederation of Golf in Ireland and the PGA all worked together to inspire children new to the sport.

The Golf Foundation team was able to welcome a number of guests onto its Tri-Golf area including our Ambassadors, Sports Minister Mims Davies MP, BBC Sports Presenter Mike Bushell, HSBC Ambassadors Tim Henman and Brian O’Driscoll, and Open Championship competitor, English professional Ashton Turner from Lincolnshire, who were all fantastic with the assembled youngsters.

Spirit of Golf Award

Former Ryder Cup Captain and Sky Sports pundit, Paul McGinley, was presented with the Spirit of Golf Award and articulated beautifully how the game of golf had helped him in his life and how golf has so many wider benefits to offer young people.

The HSBC Hour

The HSBC Hour promotes open access to HSBC Golf Roots clubs in England, Scotland and Wales during the week of The Open Championship. This year, it was launched at Portstewart Golf Club near Portrush by HSBC Ambassadors Tim Henman and Brian O’Driscoll, supporting a number of activities and challenges in the area.
THE GOLF FOUNDATION

Thank You

As a registered charity, the Golf Foundation is extremely grateful for the generous donations and grants received from individuals, clubs and organisations which allow us to remain at the forefront of golf development and continue to provide golfing opportunities to children and young people regardless of their gender, background or ability.

Gerald Micklem Charitable Trust

The Trustees of the Gerald Micklem Charitable Trust provided £25,000 to support the PLUS programme with a focus on targeting ‘hard to reach’ groups and disability groups.

Timothy Bebb

The Golf Foundation was delighted to receive an unexpected legacy gift of £50,000 from the late Timothy Bebb, a lifetime member of Worplesdon Golf Club in Surrey and Secretary of the Moles Golf Society. Timothy was introduced to golf by Golf Foundation funded lessons in his school, which grew into a life-long passion for the game.

BKS Family

In January 2020, a £50,000 donation was made to the Golf Foundation by BKS Family Ltd on behalf of their client, a family who wish to remain anonymous. We are extremely grateful to this anonymous donor.

Golf at Goodwood

In October, the inaugural Golf Foundation GolfSixes fundraising event took place at Goodwood, a new format and venue to replace the previous Pro Am. The event was very successful, raising £15,212, playing new formats and attracting new teams and supporters. It included an online auction, dinner in Goodwood House and a welcome speech from the Duke of Richmond. It will be repeated in March 2021.

Luke Willett

In October, the ‘Iron golfer’ Luke Willett successfully completed the ‘Great British Open Challenge’ by playing 14 Open venues in 10 days and cycling 831 miles between venues. Luke raised over £14,250 for the Golf Foundation, including £5,000 from Carnoustie Golf Links and £2,100 from Royal St George’s GC, while elevating our profile through all media channels. Thanks also to generous individual club members, from all at Royal Liverpool and other Open venues for this great effort.

Club Appeals

The final year of the Brooch Appeal raised £12,502 from 273 golf clubs in support of girls’ golf. At the start of 2020, the initiative was relaunched under the new name, ‘Make your Mark’, with the support of Surprizeshop. It has already attracted 35 new golf clubs to run the fundraising initiative. Every £50 raised from the Appeal will enable 15 girls to have the opportunity to start their journey in golf by taking part in an introductory session with a PGA Professional. A new club appeal was also launched in January called ‘Let’s Club Together’. This will reward clubs for fundraising and utilise the network of contacts available to the Golf Foundation through the Board of Trustees and RDO team. The Club Captains’ appeal has gained momentum over the past 12 months, with Captains from 10 golf clubs nominating the Golf Foundation as one of their chosen charities for 2020.

Golf Club Managers’ Association

We are delighted to be chosen as the GCMA’s nominated charity again, which raised £7,000 for the Golf Foundation over the past 12 months, most of which came from an auction at their biennial conference in November.
CLUBS THAT HAVE SUPPORTED US

Aberdeen Golf Club
Aberdeen Ladies
Aberdovey Golf Club
Aldeburgh Golf Club
Aldenham Golf & Country Club
Alderley Edge Golf Club
Anstruther Golf Club
Arochar Golf Club
Arrochar Golf Club
Army Golf Club
Ashford (Kent) Golf Club
Ashridge Golf Club
Atlanta Athletic Club
Auchterarder Golf Club
Ayr Seabank Ladies Golf Club
Backworth Golf Club
Banchory Golf Club
Barnard Castle Golf Club Ladies
Beaconfield Golf Club
Beau Desert Golf Club
Bedlingtonshire Golf Club
Betchworth Park Golf Club
Bility Hall Golf Club
Blackmoor Golf Club
Blaigowrie Golf Club
Blankney Golf Club Ladies
Bolton Old Links Golf Club
Bonar Bridge & Ardgay Golf Club
Bothwell Castle Golf Club
Bracken Ghyll Golf Club
Bramhall Golf Club
Bracken Ghyll Golf Club
Bothwell Castle Golf Club
Buchanan Castle Golf Club
Bungay & Waveney Valley Golf Club
Burghill Valley Golf Club
Burghley Park Golf Club
Bunham & Berrow Golf Club
Buntings Golf House Club
Bush Hill Park Golf Club
Bute Golf Club
Caeprily Golf Club
Came Down Golf Club
Camoustie
Cathcart Castle Golf Club
Cathkin Braes Golf Club
Catterick Golf Club
Cave Castle Hotel Golf Club
Cheilmsford Golf Club
Cherry Lodge Golf Club
Chesfield Golf Club
Childwall Golf Club
Chilwell Manor Golf Club
Chipping Sodbury Golf Club
Chorley Golf Club
Cheadle Golf Club
Cleckheaton & District Golf Club
Colne Valley Golf Club Ladies
Colville Park Golf Club
Conwy Golf Club
Coombe Hill Golf Club
Cotterrell Park Golf Club
Coventry Golf Club
Cramlington Golf Club
Crawley Golf Club
Crane Valley Golf Club
Cranleigh Ladies Golf Section
Crompton & Royton Golf Club
D'Ons Golf Club
Daintry Park Golf Club
Dalmailly Golf Club
Dartford Golf Club
Delamere Forest Golf Club
Denham Golf Club
Doncaster Golf Club
Dryden Park Golf Club
Driffield Golf Club
Droitwich Golf Club
Drumpeller Golf Club
Duff House Royal Golf Club
Dullatur Golf Club
Dunfries & Galloway Golf Club
Dunaverty Golf Club
Dunbartonshire & Argyll Ladies
Dunblane New Golf Club
Dunoon Golf Club
Dunswell Downs Golf Club
Easingwold Golf Club
East Berkshire
East Devon Golf Club
Edzell Golf Club
Elitsh Golf Club
Ely City Golf Club
Enmore Park Golf Club
Evie Golf Club
Falmouth Golf Club
Farnham Golf Club
Feldon Valley Golf Club
Felisstowe Ferry Golf Club
Five Lakes Golf & Country Club
Formby Golf Club
Fortrose & Rosemarkie Golf Club
Fullford Golf Club
Garstang Park Golf Club
Glen Club
Glenervative Golf Club
Glynhir Golf Club
Gog Magog Golf Club
Golf Eirean
Golspie Golf Club
Goring & Streatley Golf Club
Gorleston Golf Club
Gourrook Golf Club
Greetham Valley Golf Club
Hadley Wood Golf Club
Hainsworth Park Golf Club
Halifax Bradley Hall Golf Club
Ham Manor Golf Club
Hartlepool Golf Club
Haywards Heath Golf Club
Heaton Moor Golf Club
Henley Golf Club
Hesketh Golf Club
Heswall Golf Club
Heworth Golf Club
Highcliffe Castle Golf Club
Highwoods Golf Club
Hillside Golf Club
Hindley Hall Golf Club
Hobson Ladies
Hoebridge Golf Centre
Holyhead Golf Club
Hoylake
Hull Golf Club
Inch Golf Club
Ipswich Golf Club
John O'Gaunt Golf Club Ladies
Kettirring Golf Club
Kings Lynn Golf Club
Kingsknowe Golf Club
Kingswood Golf Club
Knott End Golf Club
Ladybank Golf Club
Lahinch Golf Club
Lancaster Golf Club
Langley Park Golf Club
Langsg Golf Club
Leamington & County Golf Club
Leek Golf Club
Lincoln Golf Club
Lindrick Golf Club
Long Ashton Golf Club
Longley Park Golf Club
Maldon Golf Club
Malton & Norton Golf Club
Market Drayton Golf Club
Market Rasen & District Golf Club
Marriott St. Pierre Hotel & Country Club
McDonald Golf Club
Metham Golf Club
Milnthorpe Golf Club Ladies
Mold Golf Club
 Moor Hall Golf Club
Morpeth Golf Club
Mountain Ash Golf Club
Mundesley Golf Club
Murrayshall Golf Club
Nefyn & District Golf Club
Nelson Golf Club
Newbury Golf Club
Newsham & Crookham Golf Club
Newport Links Golf Club
North Foreland Golf Club
Northumberland GC
Northumberland County Golf Club
Northenden Golf Club
Oakdale Golf Club
Parkstone Golf Club
Penmaennawr Golf Club
Penrhyn Golf Club
Perranporth Golf Club
Petersfield Golf Club
Pike Hills Golf Club
Pitlochry Golf Club
Portary Golf & Country Club
Portmarnock Golf Club
Preston Golf Club
Prestonfield Golf Club
Pype Hayes Golf Club
Renfrew Golf Club
Rookery Park Golf Club
Roslin Golf Club
Royal Aberdeen Golf Club
Royal Birkdale Golf Club
Royal Cinque Port Golf Club
Royal Dornoch Golf Club
Royal Down Golf Club
Royal Dublin Golf Club
Royal Farnham Golf Club
Royal Forester Golf Club
Royal Gibraltar Golf Club
Royal Guernsey Golf Club
Royal Harewood Golf Club
Royal Hastings Golf Club
Royal Hove Golf Club
Royal Irish Golf Club
Royal Jersey Golf Club
Royal Links Golf Club
Royal Lytham & St. Annes Golf Club
Royal Musselburgh Golf Club
Royal Montrose Golf Club
Royal Musselburgh Golf Club
Royal Portrush Golf Club
Royal St George's
Royal Troon Golf Club
Royston Golf Club
Ruthin Pwllglas Golf Club
Ryde Golf Club
Rye Golf Club
Sand Martins Golf Club
Scarborough South Cliff Golf Club
Seahouses Golf Club
Senior Golfers' Society
Skegness Golf Club
Sleaford Golf Club
South Essex Golf Club
South Shields Golf Club
South Wales Girls Golf Association
Southendown Golf Club
Southwell Golf Club
Southwold Golf Club
St. Mellons Golf Club
St. Mel's Golf Club
St. Regulus Ladies' Golf Club
St Rule Ladies' Golf Club
Stannmore Golf Club
Stock Brook Manor Golf Club
Strathaven Golf Club
Strathcl la & Buckie Golf Club
Taunton & Pickeridge Golf Club
Tegernsee Golf Club
Temple Golf Club
The Ashley Wood Golf Club Ladies
The Berkshire Golf Club
The British Golf Collectors Society
The Country Club
The Glenn Golf Club
The Worcester Golf Club
Thorpeness Golf Club
Trafalgar Golf Club
Trumby Golf Club
Upton-by-Chester Golf Club
Walsall Golf Club
West Sussex Golf Club
Whitley Bay Golf Club
Wildernesse Golf Club
Wimborne Golf Club
Wiltshire Golf Club
Worthing Golf Club
Worthington Golf Club
Worchester Golf Club
Worksop Golf Club
Wrexham Golf Club Ladies
York Golf Club (Yorkshire)
The Golf Foundation is proud of its positive working relationship with a large number of organisations, both inside and outside the sport, and is extremely grateful for their support.

Through our ability to engage with young people-focused organisations outside of golf, such as Sport England, the Youth Sport Trust and StreetGames, the Golf Foundation has continued to provide over 500,000 children and young people with an introduction to golf in 2019/20.

The Golf Foundation is also committed to ensuring that as many young people as possible are given the opportunity to experience golf at a golf club, receive PGA Professional coaching and to develop a lifelong love of golf. This has been made possible by excellent working relationships with key golfing organisations such as The R&A, the Professional Golfers’ Association, England Golf, Wales Golf, Scottish Golf, the European Tour, Golf Club Managers Association and the Confederation of Golf in Ireland.

**Funding and Support**

In order to be able to undertake its work, the Golf Foundation relies heavily on donations and grants. In 2019/2020, hundreds of organisations and individuals provided support which helped to fund the charity’s activities.

The Golf Foundation is hugely grateful to **The R&A**, which is currently investing £2 million over four years to support this charity’s work in growing the game.

**Core funders:**
The R&A
Professional Golfers’ Association
Ryder Cup
Sport England

**Main sponsor:** HSBC

**Suppliers:**
Titleist: Official Golf Ball Partner
Glenmuir: Official Clothing Supplier
Sunderland: Official Rainwear Supplier
Adidas Golf: Official Footwear Supplier

**Major donations:**
The Stanley Morrison Charitable Trust
Crown Golf
Gerald Micklem Charitable Trust
Stephen Proctor

The Golf Foundation is particularly grateful to the **European Tour**, which provided the venue (The Ballroom at Wentworth Club) for our Presidents' Awards, during the BMW PGA Championship to promote golf to youngsters and their families during that tournament.

**THE GOLF FOUNDATION WISHES TO THANK ALL THE INDIVIDUALS, CLUBS AND ORGANISATIONS FOR THE DONATIONS AND GRANTS THAT PROVIDE FUNDS FOR OUR DEVELOPMENT INITIATIVES.**
The Golf Foundation is a registered British charity established in 1952 by Sir Henry Cotton and leading amateurs, Gerald Micklem, Jack Burroughs and Raymond Oppenheimer. Its activities are overseen by a Board of Trustees which includes Independent Trustees as well as representatives from a number of the major golfing bodies.

President:
Sandy Jones

Vice-Presidents: The following individuals have been appointed as honorary Vice-Presidents in recognition of their service to the Golf Foundation, their playing achievements, or their contribution to the development of golf:

Peter Alliss
Sir Michael Bonallack OBE
Dame Laura Davies CBE
Sir Nick Faldo MBE
Bernard Gallacher OBE
Karen Stupples
Charles Harrison
Tony Wheeler

Sandy Lyle MBE
Catriona Matthew MBE
Alison Nicholas MBE
Ian Peacock OBE
Tony Jacklin CBE
Paul Lawrie MBE
John Uzielli
Georgia Hall MBE

Chairman:
Stephen Lewis

Senior Executives:
Chief Executive:
Brendon Pyle

Head of Finance:
James McAllister

Head of Development:
Martin Crowder

Head of Marketing & Events:
Sarah Sorrell

Head of Fundraising:
Vanessa Bell

‘CHANGING THE LIVES OF YOUNG PEOPLE THROUGH AN INTRODUCTION TO GOLF’

Safeguarding young people in golf

The Golf Foundation is a member of SafeGolf, the UK and Ireland partnership working to promote a safe and positive environment for everyone in the sport.

In 2019, other members of the group included all 4 Home Nations, the PGA, LET, GCMA, BIGGA and The R&A.

The Golf Foundation also sits on the Case Management Group, a group of lead officers on child protection supported by volunteer independent experts from social care, police and child law.
The Critchley Award
Presented to a project that has taken golf into the community and made the sport available to any young person.
WINNER: Addington Court Golf Centre, Croydon, for its success in creating opportunities for young golfers and developing junior players, including those from disadvantaged backgrounds or with disabilities.

The Bonallack Award
Presented to a project that has helped young people to ‘Start, Learn and Stay’ in golf.
WINNER: Overstone Park GC in Northamptonshire, for creating a successful scholarship programme that has resulted in a significant increase in junior membership at the golf facility.

The Montgomerie Award
Presented to a young volunteer(s), in recognition of their time and effort spent supporting junior development.
WINNER: Katie Amos and Ben Lavender; young volunteers at Northampton GC, who have both committed a great deal of time and enthusiasm to help grow their junior section.

The Burroughs Award
Presented to an individual who has made particular progress in golf in the face of adversity or a project that has made efforts to create opportunities for those with special needs.
WINNER: Tickenham GC, near Bristol, in recognition of the club’s considerable success in encouraging young people with disabilities, particularly autism, to enjoy golf.

The Gus Payne Award
Presented to the golf club that donates the most amount of money in support of the Golf Foundation’s activities.
WINNER: Walton Heath Golf Club, Surrey, for its generous contribution of £1,894.

The Sinclair Award
Presented to a PGA Professional who, as a direct result of his/her efforts, has made a significant impact in the development of grass roots junior golf. The winner receives an ETIQUUS golfer’s watch kindly donated by Gary Butler.
WINNER: Iain Fulton, PGA Professional at Belton Woods Golf Club, for being instrumental in developing junior golf in South Lincolnshire and achieving a significant increase in junior members.

The Mackenzie Award
Presented to one of the charity’s Skills for Life Trophy winners.
WINNER: Leah Gray, for her dedication and passion in supporting other juniors at Toft Hotel Golf Club and Bourne Golf Academy in Lincolnshire, and two-times winner of the Skills for Life trophy at her club.

The Gallacher Award
Presented to a volunteer who, as a direct result of his/her efforts, has made a significant impact in the development of grass roots junior golf.
WINNER: Steven Carlisle, who has been a committed Junior Organiser, supporting the junior section at Garforth Golf Club, Leeds.

The ‘Laddie’ Lucas Award
Presented to a project that has created more opportunities for girls to play golf.
WINNER: Sally Hinton-Lewis and Close House Golf Club, Tyne and Wear; for introducing more beginner girls into golf via the Girls Golf Rocks Programme.

The Sir Henry Cotton Award
Presented to an individual who has demonstrated meritorious service to junior golf for a sustained period. The winner of this award will receive a grant kindly provided by the Stanley Morrison Trust and an ETIQUUS golfer’s watch kindly donated by Gary Butler.
WINNER: PGA Professional Ivan Oliver, who has delivered an outstanding level of golf provision across East Riding and North Yorkshire for many years.
'Our values as a charity make golf fun, inclusive, inspiring, innovative and enriching for all children'