The PGA of America is an industry leader in increasing the diversity of the game and business of golf. With a strategic and tactical plan to grow future diversity, The PGA is making the game more inclusive and accessible than ever before. The PGA of America’s diversity strategy begins with the premise that in order to grow public participation among women and people of color, The PGA, its business partners and its Member Professionals must reflect the same diversity as the public they serve.

The Golf 2.0 Strategic Initiative Team, “Drive for Diversity” includes leaders from the PGA, writers and authors, and leaders from national nonprofits with an investment in the game of golf.

**PGA OF AMERICA INITIATIVES**

**PGA MEMBERSHIP:** The PGA discusses careers in golf at many of the minority focused junior golf tournaments, minority serving universities, and young professionals national organization annual meetings. This has created greater awareness and has increased enrollments in the various programs for one to become a PGA Professional through the PGA Golf Management University Program and The PGA Professional Golf Management Program. PGA Partners provide scholarships for eligible minorities from the PGA Minority Collegiate Golf Championship to attend The PGA Professional Golf Management Program followed by an internship.

**GOLF INDUSTRY SUPPLIER DIVERSITY PROGRAM:** The PGA of America is recognized as a leader within the golf industry when it comes to utilizing Certified Women and Minority Businesses (WMBE) to support the delivery of goods and services at all PGA of America-sanctioned events. In order to achieve this goal, The PGA has created a Golf Industry Supplier Diversity Initiative. This program is designed to provide information about women and minority-owned business to the golf industry in order to increase spending with these suppliers, and increase the participation of minorities and women who play golf.

Each year during the PGA Merchandise Show in Orlando, Florida, The PGA of America conducts a Supplier Diversity Forum in order to introduce WMBEs to Procurement Officers of major golf companies. The vetting process includes an extensive assessment on the capabilities to provide infrastructure services to The PGA and its partners.

During the 37th Ryder Cup at Medinah (Ill.) Country Club, The PGA of America hosted a Golf Industry Supplier Diversity Forum. To learn more about this initiative please visit [www.pga.com/supplierdiversity](http://www.pga.com/supplierdiversity).

**MAJOR CHAMPIONSHIPS:** The PGA’s annual goal for vendors/suppliers at its major championships is for 25% of the spending to be with certified minority- and women-owned companies. In 2012, 45% of purchased services and diverse labor were spent with minority and women-owned businesses. Since this initiative started in 1998 and total of $50.2 Million or 25.7% was spent with minority and women-owned businesses throughout the USA.

Each year, The PGA conducts a community relations outreach program during its major championships. Some 321 charities attend and generate funding to support their charitable programs. The 2012 PGA Senior Championship, 2012 PGA Championship and 2012 Ryder Cup provided approximately $4,385,300 in value to these charities. During these events approximately 3,930 individuals received temporary employment.
YOUTH DEVELOPMENT: Since 1998, The PGA has provided more than $12.3 million in funding for more than 700 programs across the USA that include minority youth. These programs include Midnight Golf, Urban League Youth Golf, the First Tee and other community based golf programs.

SCHOLARSHIPS: The PGA supports diversity scholarship program such as the Bill Dickey Scholarship Association, PGA Minority Collegiate Golf Championship and universities offering the PGA Golf Management University Program. Collectively, since 1991, more than $1,200,000 has been provided to further the education of minority and female students.

The PGA Foundation established a PGA Section Diversity Scholarship Program designed to assist ethnic minorities and young women obtain a BS Degree in Golf Management from one of the 19 Accredited PGA Golf Management Universities.

CHAMPIONS FOR DIVERSITY: In 2012, the PGA of America kicked off the inaugural PGA Foundation Champions for Diversity Tournament by bringing together PGA Partners and Minority and Women own businesses to further advance our efforts on business inclusiveness. The event also supported the philanthropy mission of the PGA Foundation.

EDUCATION: In 2008, The University of Maryland Eastern Shore became the first Historical Black College to be accredited by The PGA of America to offer the PGA Golf Management University Program. The PGA Golf Management University Program is a 4-1/2 structured college curriculum for an individual to obtain a Bachelor of Science in Golf Management degree. The educational program is includes extensive classroom studies, internship experience and player development providing students the opportunity to acquire knowledge and skills necessary to succeed in the golf industry.

PGA MINORITY COLLEGIATE GOLF CHAMPIONSHIP: Since 1998, The PGA has host and sponsored the PGA Minority Collegiate Golf Championship for the nation’s historically black colleges and universities, as well as, minority collegiate golfers from other universities. The founders’ goal was to elevate the game of golf in minority colleges and universities by giving each a chance to compete in a championship after being denied opportunities to compete in NCAA Collegiate golf events. In 2008, the Championship featured a record number of participants, with nearly 200 students from 47 schools, with representatives from 14 countries.

SPONSORSHIPS: Each year, The PGA of America provides sponsorship support to help with fund raisers for initiatives directly impacting minorities. Some examples are events for the Black and Hispanic Chambers of Commerce, The NAACP Legal Defense Fund, Bill Dickey East West and Junior Golf Championship, Urban League events, Black Enterprise Golf and Tennis Challenge, the Hispanic Scholarship Fund and several other community based organizations.

PLAYER DEVELOPMENT: The Association’s Play Golf America program has used specific initiatives, such as Juego Golf America and Play Golf America Days in key urban communities, to target Hispanic and African American participation.

PGA HISTORICAL CENTER: The PGA created an exhibit in the PGA Historical Center to honor some of the many African American Golf Pioneers who have made significant contributions to the game of golf. Those individuals include John Shippen, Ted Rhodes, Bill Spiller, Althea Gibson, William “Bill” Powell, Renee Powell, Joe Louis, Charles Sifford and Charles Owens.

AFRICAN AMERICAN GOLF PIONEERS: The PGA of America bestowed posthumous membership upon three African American golf pioneers - Ted Rhodes, John Shippen and Bill Spiller - who were denied the opportunity to become PGA members during their professional careers. The PGA also has granted posthumous honorary membership to Joe Louis Barrow Sr. - better known as Joe Louis - the legendary world heavyweight boxing champion who became an advocate for diversity in golf.
**ALLIANCES IN DIVERSITY**

**THE FIRST TEE:** The PGA is a founding partner of The First Tee since its inception in 1997 to help introduce youth to golf and teach them the life skills that are inherent with the game. The First Tee has reached 6.5 million participants with over 800 PGA and LPGA Professionals employed in The First Tee’s 198 Chapters that have 705 program locations. The First Tee National School Program introduces the game of golf and The First Tee Nine Core Values and Nine Healthy Habits to elementary students during physical education classes and is currently in more than 5,000 elementary schools. 45% of the participants in The First Tee are from ethnically diverse backgrounds and 36% of the participants are females.

**EXECUTIVE WOMEN’S GOLF ASSOCIATION:** The PGA of America supports through curriculum and grants, The EWGA, an organization that involves 19,000 women in 124 total chapters in the United States, Canada and France, and has an economic impact of $75 million on the golf industry. The EWGA chapters provide a wide range of golf, social and networking activities for both new and experienced golfers. A welcoming environment, golf education and player development, and organized play programs are part of the many benefits of EWGA membership.

**USGA/LPGA GIRLS GOLF:** Since 2003, The PGA of America has provided financial support for LPGA-USGA Girls Golf, a developmental junior golf program that encourages girls, ages 7-17, to learn to play golf, build friendships and sample competition in a positive and supportive learning environment. LPGA-USGA Girls Golf provides access to the golf course, equipment and quality instruction for young girls, which are the three important elements of learning the game.

**THE LOUISVILLE URBAN YOUTH GOLF PROGRAM:** Supported by The PGA of America, the Louisville Urban Youth Golf Program introduces golf to urban youth while augmenting the curriculum with education, computer training, vocational enhancement courses and mentoring. Since this program started in 1998 approximately 1,675 youths have participated in this program and The PGA of America has provided in excess of $600,000 in financial support. Participants in the Louisville Urban Youth Golf Program graduate at a rate of 97% as compared to Metro Louisville rate of 63.7%.

**MIDNIGHT GOLF:** The Detroit Midnight Golf Program (MGP) is a PGA of America sanctioned 30 week empowering and mentoring experience that teaches life skills including financial literacy, college preparation, community activism, as well as, learning to play golf. Since 2001, more than 1000 young people joined the Midnight Golf Program, 800 plus completed the 30 week learning experience with nearly 800 students admitted to or graduated from 90 different colleges and universities. In 2011 96% of the participants were accepted into college.

**PGA ALLIANCE WITH UNITED SOUTHERN EASTERN TRIBES (USET):** In 2010, Resolution No. 2010:025 supporting an alliance between USET and The PGA of America was passed by the USET Board of Directors. As a result of this alliance, USET and The PGA will work collectively to promote golf as a fun and healthy activity for the entire family in each USET member Tribe. The goal of the PGA and USET alliance is to improve the health, wellness, academic performance, education and employment opportunities for America’s 2.4 million Native Americans through The PGA’s junior and family golf programs.

**NOTAH BEGAY III FOUNDATION (NB3):** In the fall of 2011, The PGA of America and the Notah Begay III Foundation launched a partnership to host a series of “Play Golf Native America Days” at Native American-owned golf facilities in New York, California and Oklahoma. The goal of the partnership is to create more opportunities for Native Americans to receive junior golf programming, access to golf equipment and golf courses, and fitness and nutrition programming to help Native American youth and their families enjoy the sport of golf for a lifetime.
LORENA OCHOA GOLF FOUNDATION: The PGA has committed $50,000 to the Lorena Ochoa Golf Foundation (LOGF) over a two-year period to support its efforts to form a network of “Ambassador” facilities that offer low-cost instruction by PGA and LPGA Professionals, and playing opportunities for new golfers. Ambassador facilities and their staff also will support ongoing “Neighborhood” events, bringing mobile golf experiences into targeted Hispanic communities.

BOYS AND GIRLS CLUB OF AMERICA PARTNERSHIP WITH THE PGA & USGA: As part of a historic long-term strategic alliance, the Boys & Girls Clubs of America (BGCA) has partnered with The PGA and USGA to impact the lives of youth across America through the introduction of the sport of golf. Based on a successful pilot project first tested in 2010, the new partnership will feature golf programming and instruction taught by PGA Professionals, along with support from BGCA staff and community volunteers.

The program launched in the spring of 2012 and will eventually develop a projected 130,000 new junior golfers nationwide by 2016. The bulk of the program will take place right at Boys & Girls Clubs facilities, where the PGA Sports Academy curriculum and activities will be utilized to provide introductory experiences. The students will enjoy field trips to local golf courses and structured next-step programs will be offered for retention of interested players.

The Boys & Girls Clubs of America chartered clubs include: 1,400 schools, 390 military installations, 390 public housing areas and 200 Native American lands. Nearly 90 percent of the children in these clubs are ages 15 and under, with 65 percent representing African-American, Hispanic, Multi-Racial, Asian and Native America backgrounds. The BGCA community includes 51,000 staff; 186,000 volunteers and 28,000 board members.

*As of 1/12/13. For more information visit www.pga.com/diversity or contact Shannon Boozman at 561-624-7671.