



2017 Annual Report

A Message from the President of the LPGA Foundation, Nancy Henderson

It is my pleasure to present The LPGA Foundation's 2017 Annual Report.

As 2018 begins, and we reflect on our accomplishments over the past year, I am grateful for this opportunity to present our achievements, highlight milestones, and share stories of the impact that our LPGA Foundation programs have had on a few of our participants over the past year.

*The LPGA Foundation continues its commitment **"To empower, inspire and transform the lives of girls and women through the game of golf."***

*We do this through the four main initiatives that the Foundation supports: LPGA*USGA Girls Golf; LPGA Leadership Academies; Scholarships for persons expanding their knowledge and horizons through education; and the Dolores Hope LPGA Financial Assistance Initiative.*

Goals are dreams that you work hard to come true. Our goal of engaging more than 100,000 girls per year in our LPGA-USGA Girls Golf program by 2020 just a few years ago seemed like a dream too good to be true. Today, we are positioned to make that dream a reality with more than 72,000 girls participating in 2017!

*So, with your help we are doing our part to Change the Face of Golf. According to the National Golf Foundation, **Girls under the age of 16 is the FASTEST GROWING SEGMENT of the golfing population.** In fact, in 1995, girls made up only 17% of all junior golfers. **Today they total ONE THIRD.** To put that into perspective, the overall proportion of female golfers (age 6+) has hovered around 20 percent for as far back as NGF has tracked participation.*

Thank you for your interest, dedication and support of the LPGA Foundation. Together, we will continue to inspire Little Girls with BIG Dreams to reach their goals and realize their full potential.

Nancy Henderson



Mission Statement

"To empower, inspire, and transform the lives of girls and women through the game of golf."

2017 LPGA Foundation Highlights

We're Reaching for the Stars

Engagement:

48k Girls engaged in golf at Girls on the Run 5k events

Growth:

80+ new Girls Golf sites in 2017

Commitment:

Sandy LaBauve Spirit Award given to Jennifer Alexander for her outstanding work with the Girls Golf program

Success: Girls Golf Alumna, Sophia Schubert wins U.S. Women's Amateur

Give Back: Symetra Player Hyemin Kim donates her first winner's check to LPGA*USGA Girls Golf

Support:

35 College Scholarships awarded, \$150,000+ incl. the new LPGA Leadership Academy Scholarship

LPGA Foundation

The LPGA Foundation was established in 1991 and is a non-profit 501(c)(3) charitable organization, which supports junior golf programs, scholarships, and financial assistance programs for women and young ladies.

The following programs and initiatives are supported by the LPGA Foundation:

- LPGA*USGA Girls Golf
- LPGA Leadership Academies
- College Scholarships
- Grants and Financial Assistance Funds



LPGA*USGA Girls Golf

For more than 25 years, LPGA*USGA Girls Golf is the only national program of its kind that specializes in providing a “girl-friendly”, girls-only environment for juniors to learn and play the game of golf. In 2017, Girls Golf launched its new campaign “Changing the Face of the Game”. As supported by the most recent National Golf Foundation (NGF) report, the junior golf population has changed drastically over the last few years. In 1995, only 17% of junior golfers were female. In 2016, 32% of junior golfers are now female – the highest percentage in history.

What has happened in 2017?

- In 2017, 72,000 girls were engaged with golf through the LPGA*USGA Girls Golf program
- 80 new Girls Golf sites started, with now over 420 Girls Golf sites in communities across the country
- \$500,000 in grant funding was given out to local sites
- 222 LPGA Teaching and Club Professionals are now involved with Girls Golf



Our Philosophy

We create experiences that help girls fall in love with the game

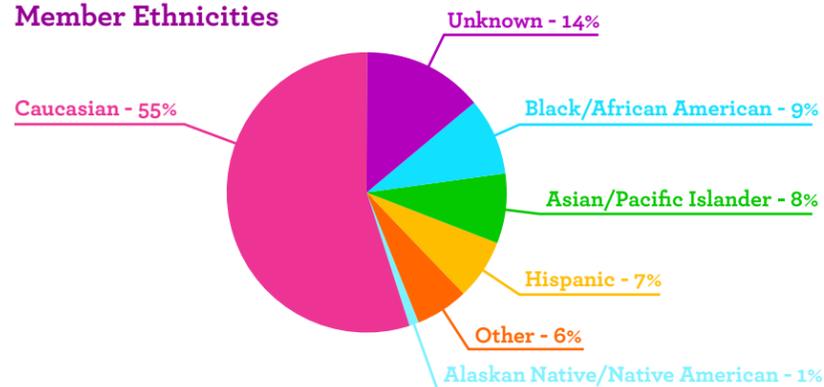
Golf is a transformative sport that inherently teaches valuable life skills like honesty and perseverance. As one of the few sports that can be played for life, golf can also enrich lives and open doors for girls who want to play for fun, compete at the highest level, or help advance their future careers.

With this in mind, we’ve made it our mission to provide girls with the best chance to fall in love with the game by creating girl-friendly environments to help them learn and thrive.

First and foremost, we teach the game of golf with fun as our hook. Once we have their attention, we help teach them life skills all girls need to thrive like positive self-image, finding their voice, and learning to lead.

Who We Serve

Member Ethnicities



Our life-changing programs and outreach initiatives helped us impact the lives of more than 70,000 girls nation-wide in 2017.

Dollars do make a difference. Thanks to support from the USGA, LPGA Tour Players, RR Donnelly and many golf industry organizations, we have increased grant dollars awarded to directly support Girls Golf site directors and their members by **150%** over the last 5 years.

Connection to Amateur Golf and the Symetra and LPGA Tours

Girls Golf Alumna Sophia Schubert won the 2017 U.S. Women’s Amateur. Sophia grew up playing golf at the local Girls Golf program in Tennessee, led by LPGA Teaching Professional Nicole Weller. “She just seemed to love playing and had no fear,” Weller said. “Never seemed to be a part of the politics of golf around her. She just wanted to play and be challenged.”



Hyemin Kim, a first time winner on Symetra Tour in 2017, always wanted to give her first winnings to charity. She decided to give back to LPGA*USGA Girls Golf because she “wants to help the next generation of girls to be introduced to golf.”

More than 45 members of the LPGA Tour or Symetra Tour started their golf journey at an LPGA*USGA Girls Golf program, including Brittany Lincicome, Cheyenne Woods, Morgan Pressel, Vicky Hurst, and Kathleen Ekey.



LPGA Leadership Academy

In 2015, we began a new, exciting journey as we introduced a two-day LPGA Leadership Academy to keep teenage girls engaged in golf and prepare them for leadership opportunities.

The LPGA Leadership Academy uses golf as a vehicle to provide a framework for young women to develop their confidence, communication, and leadership skills.

Group exercises, expert-led discussions, journaling, and interaction with female executives and mentors help girls discover their unique strengths and leadership style.

We use the game of golf as a platform and learning tool to:

- teach girls how to become better decision makers
- overcome and let go of setbacks
- take calculated risks and “Lean In”
- develop skills to accomplish specific goals
- play their own game and find their own voice

“I was very shy when I was young and was afraid that people would see or hear me make a mistake. Golf has given me confidence by giving me the chance to do something I love.”

– Annika Sörenstam



Testimonials

Forty participants received a scholarship to participate in this unique event which was hosted in four markets in 2017.

“Thank you to the coaches and the Turner Family Foundation for this experience! I had a great time and learned many great skills! This was truly a memorable event.” – Lauren

“This experience taught me a lot. I learned about myself and how I can manage myself in the world. I enjoyed meeting girls from different backgrounds and ages. I feel more confident and improved in golf as well.” – Sara



College Scholarships

The LPGA Foundation offers three College Scholarships to High School Seniors to be applied toward the tuition fees for the first year in college.

The three scholarships are:

1. **Marilynn Smith Scholarship**
2. **Dinah Shore Scholarship**
3. **Phyllis G. Meekins Scholarship**

The Marilynn Smith Scholarship is granted annually through The LPGA Foundation and the Marilynn Smith Scholarship Fund. Established in 1999 by Marilynn with the proceeds of a golf tournament she organized, the objective of the Marilynn Smith Scholarship is to provide a scholarship to a female high school senior who has played golf in high school or in her community and is planning to play golf at an accredited college or university in the United States.

The Marilynn Smith Scholarship will be awarded to high school seniors who will be playing golf at the collegiate level. Thirty \$5,000 scholarships are awarded each year to the most highly-qualified candidates.

Dolores Hope Financial Assistance Fund

The LPGA Foundation has a tradition of taking care of its members and others in the golf industry. The Financial Assistance Fund, established in 1991, assists members of the LPGA and others from the golf industry who are experiencing extreme financial loss as a result of serious illness, injury, or other significant hardships.

The Dolores Hope Financial Assistance Fund is supported through annual donations from professional golfers and others who recognize the need for special aid under unusual circumstances.



Timeline 2017

January – Launch of “Changing the Face of the Game” at PGA Show

For the first time, the NGF recorded that one third of junior golfers are girls. We launched our “changing the face of the game” campaign at PGA Show.



February – Launched LPGA Foundation Proud Supporters

In recent years, more and more organizations wanted to become involved with The LPGA Foundation and its initiatives. We launched the LPGA Foundation Proud Supporter Program to better facilitate and highlight new partnerships.



April – GOTR 5k Outreach

Local Girls Golf programs reached out to local Girls on the Run (GOTR) programs to engage even more girls with the game of golf.

August – LPGA Leadership Academy by Turner Family Foundation

The LPGA Leadership Academy in New York was hosted by the Turner Family Foundation in honor of Leslie C. Turner who was an advocate for women’s golf.



September – College Scholarship Recipients Announced

In 2017, the LPGA Foundation gave out more than \$150,000 in College Scholarships to incoming freshmen.



October – Marilyn Smith Charity Pro-Am

LPGA Founder Marilyn Smith hosted her 9th annual Pro-Am Tournament to raise funds for the 30 College Scholarships given out in her name.

January February March April May June July August September October November December

March – Annika “Share My Passion” Girls Golf Clinic

Forty Girls Golf essay contest winners received a special invitation to join Annika Sorenstam at Mission Hills Country Club (site of the ANA Inspiration) in California for an unforgettable clinic.



June – Deloitte Impact Day and U.S. Open Girls Golf Experience

In partnership with Deloitte and the USGA, Girls Golf hosted four clinics around the country with local Deloitte employees volunteering. Additionally, Girls Golf hosted an all-day Girls Golf Experience for 300 children at the U.S. Open at Erin Hills, WI.



November – Walk with Sandra, LPGA Leadership Scholar VIP Experience

Walk with Sandra is now in its third year, allowing Girls Golf members to be nominated to walk inside the ropes with LPGA Player Sandra Gal at select LPGA Events.

The first LPGA Leadership Academy Scholarships were awarded to two LPGA Leadership Academy Graduates, who were treated to a VIP Experience at the CME Group Tour Championship in Naples, FL.



July – UL Invitational Clinic

Girls Golf partnered with UL to host the UL Invitational Clinic. With UL’s support, Girls Golf hosted over 60 at risk girls from the Greater Chicago area at Conway Farms. Activities included a golf clinic and lunch. Three lucky girls won an essay contest to play a couple holes with Hall of Famer Nancy Lopez.



December – Giving Tuesday/Year-End Giving

As part of the Year-End Giving, the LPGA Foundation used a new texting tool to collect funds along with a mailing campaign to existing donors.

New Initiatives Launched in 2017

100% Club – Girls Golf and LPGA Teaching and Club Professionals initiative

In 2017, the LPGA Foundation and LPGA Teaching and Club Professionals (T&CP) formed a new initiative to get every LPGA T&CP Member actively involved with the LPGA*USGA Girls Golf Program.

LPGA T&CP Members can become involved with Girls Golf through volunteer service hours of Girls Golf programming, cash donations, or running a Girls Golf site.

Members who are already involved with Girls Golf will be recognized for their participation and encouraged to promote the 100% Club through the “I’m IN” Campaign.



Proud Supporters

Proud Supporters of The LPGA Foundation contribute to The LPGA Foundation’s endeavors at three levels of financial support, which range from fully funding a new LPGA*USGA Girls Golf Site to providing scholarships for girls to attend local and national events so they can learn valuable life skills from leadership to healthy living.

Current Proud Supporters include:

Antigua	OnCore Golf
Boditrak	Rain Girl
Foray Golf	Rover
Garb Inc.	Tin Cup
iZone	Xact Xpressions

LPGA Leadership Academy Scholarship

In 2017, The LPGA Foundation launched a new scholarship as part of the LPGA Leadership Academy. Each year, two LPGA Leadership Academy graduates who are high school seniors have the opportunity to apply for the \$5,000 LPGA Leadership Academy Scholarship. The first two recipients were Meghan McPeak and Caitlin Mahon, who also received a VIP Trip to the season-ending CME Group Tour Championship in Naples, FL.

Girls Golf Academies

LPGA*USGA Girls Golf hosts several Girls Golf Academies to provide a special experience for its members. With the help of the nation’s best LPGA teaching professionals, this life-changing event brings girls ages 6-13 from across the country to a two-day academy focused on developing their golf skills through the Five E’s of Girls Golf.

What’s new?

- In 2017, three Girls Golf Academies nationwide
- Run by local Girls Golf Site Directors and supported by The LPGA Foundation
- Growth opportunities for local sites
- Special guest visits from former Girls Golf members who play collegiate golf, local business owners, and alumni from the program that live and work in the community

Industry Partners

USGA
LPGA Tour
LPGA Teaching & Club Professionals
Symetra Tour
Masters Tournament Foundation
EWGA
PGA Tour
PGA of America

LPGA Foundation Partners

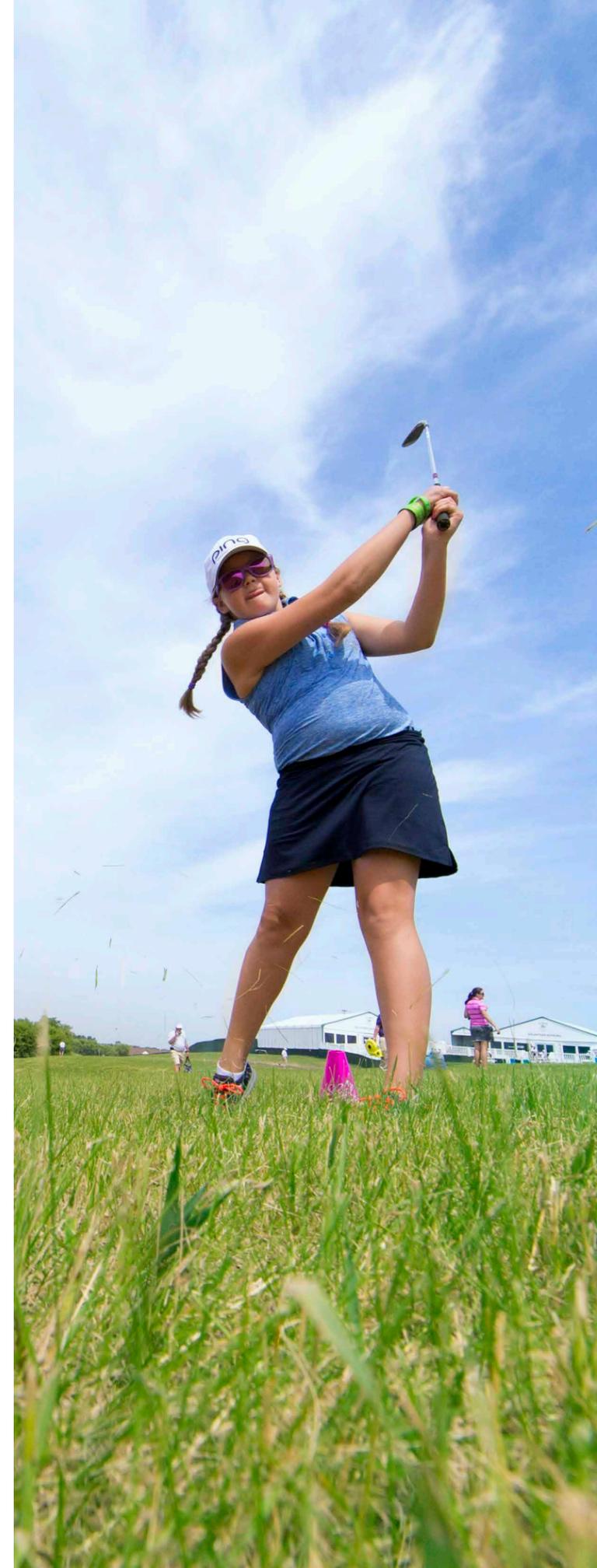
Acer
AXA
EverBank
John Deere
RR Donnelly
Turner Family Foundation
Yamaha

Allied Organizations

Peggy Kirk-Bell Tour
Girls on the Run
Girls in the Game
PowerPlay NYC

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