

The Golf Foundation

Mission and Values



Our Mission and Vision

Our vision is that every young person can play & enjoy golf, strengthening their mental wellbeing.

Our mission is to provide young people with a fun & inclusive introduction to golf, the opportunity to play regularly and develop lifelong skills.

About Us

The Golf Foundation is a registered charity that provides young people with a fun & inclusive introduction to golf, the opportunity to play regularly and develop lifelong skills.

We believe that the sport of golf has certain inherent core values and that involvement in the sport can provide young people with enhanced life skills as well as improved sporting abilities.

We reflect this in the concept of "Skills for Life" which is built into the design of all our resources and activities.

A core ambition is to help open up the sport to a wide range of underserved communities, encouraging a diverse range of young people to experience and take up the sport, building their skills and resilience in the process.

Our Refreshed Strategy

We have recently refreshed our strategy for 2024-28 and have four strategic goals that are underpinned by six strategic enablers.

Our goals are:

1. Introduce more young people to golf in schools and their communities
2. Enable more young people to experience golf at a course or facility
3. Working with key partners, help more young people to become regular golfers
4. Strengthen the mental wellbeing and life skills of young people through playing golf

Our strategic enablers are as follows and will be of particular interest to the Head of Commercial and Major Giving role:

1. Increase our impact through enhancing **existing relationships** & creating **new partnerships**
2. Continue developing our **Impact Framework** to improve how we demonstrate our impact to our beneficiaries and supporters alike
3. Improve our use of **digital, data & insight** to increase our engagement with current & future beneficiaries

4. Improve the reach and awareness of our work through enhanced **marketing and communications**
5. **Diversify our income** to improve financial sustainability, resilience & increase our impact
6. Support, empower and develop our **people** to ensure we continue to positively engage with young people

Our goal is to reach every school across GB&I, to significantly expand the number of golf facilities connected to local schools, while greatly increasing our reach to new young golfers each year participating in GolfSixes.

Our outcomes will include improved mental wellbeing & life skills for young people; participation that reflects our priority audiences within local communities and increased fun & enjoyment of golf with improved perception and interest in playing the sport.

Our Programmes

Our programmes work across all four home nations within Great Britain and Ireland and, with the help of the major golf bodies such as The R&A and DP World Tour, now extends to 16 countries internationally.



We work:

- **In primary and secondary schools:** to introduce children to the sport, ensuring it is fun, enriching and inclusive to all. We have developed programmes to support school golf competitions and in September 2023 we introduced our new high-impact [Unleash Your Drive](#) (UYD) programme with the ambition to help change the face of mental wellbeing in schools. The programme teaches nine mental toughness tools including concentration, emotional control, and positive self-reflection. With strong impact results already in evidence for the UYD programme, there is real momentum and opportunity to extend the programme significantly with growing interest from funders.
- **With golf clubs:** to design a range of programmes to encourage a diverse range of young people to enjoy learning the game at junior-friendly golf facilities whilst improving their mental wellbeing. We support clubs to undertake outreach work and then welcome new participants to their venue.
- **In the community:** working in partnership with community organisations to help inspire young people from underserved communities, improve wellbeing and build new skills and insights - like focus, resilience, self-reflection and respect for others.
- **On girl specific programmes:** to encourage, improve access and break down perceived barriers for girls in the sport. We have worked in partnership with England Golf and County Associations and to help develop a flagship initiative called '[Girls Golf Rocks](#)', which has reached over 1800 girls to date.
- **To deliver our unique GolfSixes League:** a team format that is an exciting and innovative playing experience for juniors, now played in over 600 clubs with 8,000 young people across GB&I and 16 countries internationally. This programme generates earned income for the charity and it is hoped it will scale significantly in the coming years.

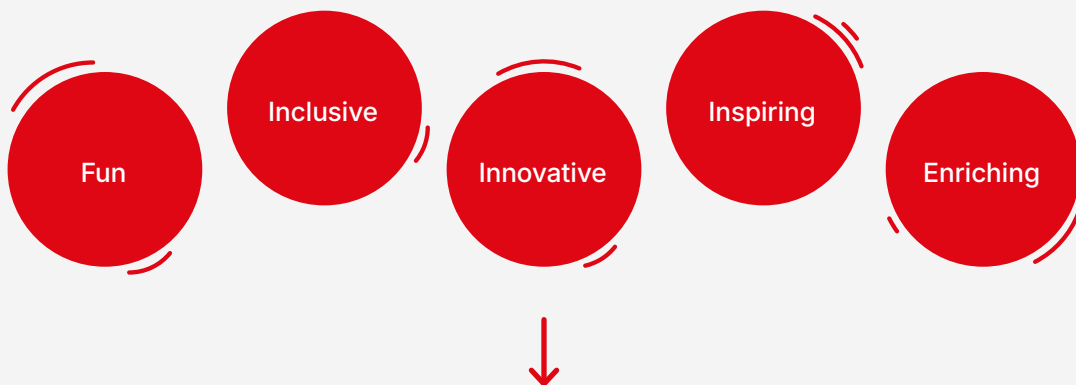
Our Values and Behaviours



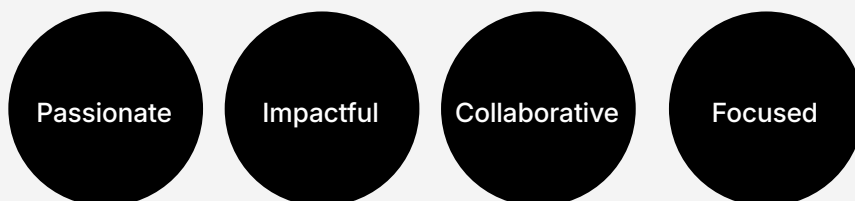
Our values are important and influence everything we do.



We believe in making the introduction of young people to golf:



We demonstrate these values through a set of related behaviours which are being:



Equality, Diversity and Inclusion

The Golf Foundation believes in introducing young people to golf from all backgrounds and does this via the following activities:



1. Diverse Board of Trustees openly recruited with the help of Sporting Equals and Sport England
2. Internal EDI working group to oversee action plan and activities plus member of pan-UK EDI group
3. Lead officers for girls, disability and ethnically diverse communities
4. Action plan and inclusion statement
5. Application of 3 C's to all elements of diversity – Capture, Commit, Celebrate
6. Partnerships with Sporting Equals, StreetGames, Youth Sport Trust, Sport England, London Youth, National Autism Association
7. Diverse ambassadors
8. Project delivery in areas with large ethnically diverse populations
9. Girls Leadership programme, working with the LPGA Foundation
10. Training with designated disability partners



Our Impact

Thanks to the work of the Golf Foundation over the past 12 months, the number of young people with a golf club in their hand for the first time grew to just under a quarter of a million – a 12% increase from 218,000 in March 2022.



It is pleasing to see that our mission of making golf more inclusive and welcoming to young people from all backgrounds and abilities is reflected by the fact that 20% of participants were from an ethnically diverse background and 13% had a disability.

We are recognised as an organisation that not only helps to create lifelong golfers in golf clubs but is also at the forefront of the sport reaching new audiences from diverse communities and helping young people develop their resilience and mental wellbeing.

As part of our strategic objective to help create golfers, at golf clubs and facilities we helped to generate 12,033 new regular golfers playing at least 12 times a year (27% girls). Thanks to the continued backing of The R&A, our flagship initiative GolfSixes League grew to 107 leagues and 618 clubs across the four Home Nations and is now being delivered in 16 countries across Europe and Africa.

Our outstanding new President, Nick Dougherty, has made an immediate impact helping the charity to launch its Unleash Your Drive programme in September 2023 at the BMW PGA Championship with the ambition of reaching every school in the UK.

The early measures of impact on the pupils understanding of mental toughness and overall mental wellbeing are promising, with schools reporting a 6 -10% increase in overall mental wellbeing. Nick's influence has allowed the Golf Foundation to celebrate the programme at a special event at Westminster, with recognition in the House of Commons and House of Lords, a first for the charity.

You can read more on our latest Impact Report, [here](#).

Our Supporters, Partners and Finances

Our charity is supported by The R&A, PGA and Sport England, alongside a range of corporate partners and sponsors such as BMW, Toro and GolfNow and a range of individual donors.



We work closely with national partners such as the Professional Golfers' Association, England Golf, Scottish Golf, Wales Golf and Golf Ireland to help young people have a safe and fun introduction to golf.

The Golf Foundation typically draws its funding from six sources:

- Golf Clubs
- Trusts & Foundations
- Golf Bodies
- Corporates
- Public sector bodies
- Individual giving

We currently have an income of £1,340,161 with strong reserves in line with our reserves policy

of 12 months and actively managed investment portfolio that supports our long-term financial sustainability.

Our 12 year partnership with HSBC recently came to a conclusion, which we are now working to replace. This partnership concluding led to the charity utilising some of our reserves in the last financial year, which is not sustainable in the longer term and we wish to address.

We have ambitions to grow our reach and income significantly. We have an important opportunity to further promote our impact, leveraging our work with supporters and corporate sponsors who are interested in supporting young people, skills and mental resilience through sport. We are very well connected and respected in our sector and there are excellent opportunities to leverage this further through high profile brand sponsorship and partnerships. We also have a committed and ambitious Board of Trustees who are actively involved in supporting our fundraising activities.

To read our latest annual Report, [click here.](#)

For more information on our history, programmes, impact and team, please [click here.](#)