

2019 Annual Report



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

We are on a mission to Change the Face of golf!

For more than 30 years, The LPGA Foundation has been committed to “Empowering, inspiring, and transforming the lives of girls and women through the game of golf.”

2019 continued the meteoric rise of LPGA*USGA Girls Golf, engaging more than 90,000 girls through our programs worldwide. I am proud of our accomplishments and our progress in getting more young women playing the great game of golf. Girls now make up 36% of all junior golfers, up from 17% just a few short years ago, but we are not stopping there.

This fall, we launched a 50 for 50 campaign with the goal to receive \$50 donations to help us get 50% of all golfers, both adult and juniors, to be females. However, the mission of The LPGA Foundation goes far beyond growing the game of golf. Our programs: LPGA*USGA Girls Golf, LPGA Leadership Academy, LPGA Foundation Scholarships, LPGA Amateur Golf Association, and the Dolores Hope Financial Assistance fund are all designed to provide opportunities to develop skills that girls and women need to successfully navigate through life.

I would like to thank the individuals and corporations who commit their support to The LPGA Foundation. I am also grateful for the support of the LPGA Tour professionals who continue to contribute financially to The LPGA Foundation and who serve as powerful role models to the next generation.

I am excited to lead this organization as we look to the future and work together to impact more lives.

Together, we truly are making a difference.

*Sincerely,
Nancy Henderson*



Mission Statement

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

2019 LPGA Foundation Highlights



Engagement:

Connected with the LPGA community across the globe through our Drive On For The Future fundraising campaign

Growth:

2010: 170 sites, 4500 girls;
2019: >500 sites, 90,000 girls

Commitment:

Awarded more than 5 million in grant funds to LPGA*USGA Girls Golf programs since 2002

Outreach:

Partnered for success with organizations such as Girls On The Run and Peggy Kirk Bell Tour

The 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 Academy
- College Scholarships
- Grants and Financial Assistance Funds
- LPGA Amateur Golf Association

Thanks to support from LPGA Tour Players, the USGA, and many golf industry organizations, The LPGA Foundation has increased grant dollars awarded to directly support LPGA*USGA Girls Golf site directors and their members to more than \$5 million since 2002.



LPGA*USGA Girls Golf

The LPGA is on a mission to engage over 100,000 girls in the LPGA*USGA Girls Golf program by 2020, continuing the movement to Change the Face of the Game. Celebrating its 30th year, LPGA*USGA Girls Golf is the only national program of its kind that specializes in providing a girl-friendly environment for juniors to learn and play the game of golf.

Golf has become more appealing to girls and there is a direct correlation to the current industry focus on providing a more girl-friendly and supportive environment. 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 2019, one third of junior golfers are female – the highest percentage in history.



What happened in 2019?

- In 2019, 90,000 girls were engaged in the game through the LPGA*USGA Girls Golf Program
- 48 new sites were started in 2019, bringing our number of active sites to more than 520
- Number of new sites and the total number of sites started in 2019:
 - New Sites in 2019: 48
 - Total active sites: 527
- Number of LPGA Professionals involved in LPGA*USGA Girls Golf: 46%

Our Philosophy

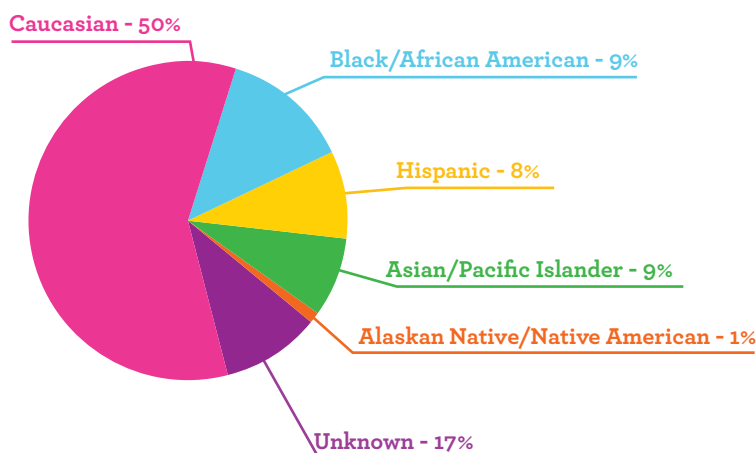
As one of the few sports that can be played for life, golf can also enrich lives and open doors for girls who want to play for fun, compete at the highest level, or help advance their future careers.

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.

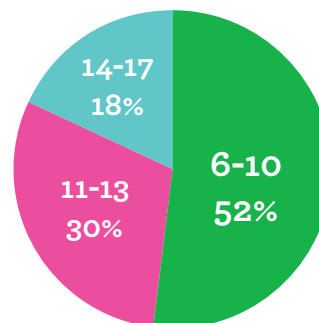
Fun is our hook, and once we have their attention, we help teach them life skills all girls need to thrive, like positive self-image, finding their voice, and learning to lead.

Who We Serve

Member Ethnicities



Member Ages





16 ACADEMIES 2015-2019

- Arizona
- Georgia
- Minnesota
- North Carolina
- California
- Michigan
- New York
- Texas

640 GIRLS ATTENDED

OVERVIEW

COLLEGE-BOUND ALUMNAE PURSUE MAJORS IN:

- 21% Math and Science
- 21% Medicine
- 18% Business
- 5% Education
- 5% Law
- 30% Others



For the past five years, we have been on an exciting journey to keep teenage girls engaged in golf and prepare them for leadership opportunities.

Since its inception in 2015, 640 girls have attended the two-day LPGA Leadership Academy, 90 of whom are currently playing or plan to play collegiate golf.

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
- develop skills to accomplish specific goals
- play their own game and find their voice



30% OF ATTENDEES
were **not confident** before
attending the LPGA
Leadership Academy



99% OF ATTENDEES
are **confident** after
attending the LPGA
Leadership Academy

"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

QUOTES FROM SPONSORS:

"I want to personally thank you for a fantastic LPGA Leadership Academy. It was a pleasure to meet each of you and see you in action. I appreciate your commitment to girls golf and for investing in young women to help them discover their leadership style and confidence to take on the world. You all did a fantastic job!"

– Representative of Blue Cross Blue Shield NC

"Thank you very much for a job well done at the academy! The program is so awesome...my mom would have been very happy and very proud! The instructors and LPGA staffers were all great."

– Marcie Sullivan of the Turner Family Foundation

"It is a privilege to support young women as they begin their leadership journeys and to partner with the LPGA Foundation through the LPGA Leadership Academy Program in their commitment to empower and advance a new generation of female leaders."

– Christina Zacamy

QUOTES FROM GIRLS:



I had a really great time at the Leadership Academy. It pushed me out of my comfort zone, which I really needed. It helped me become more confident and gave me ways to increase my confidence when I need it, like the Wonder Woman pose, BLAB, and making my move. It also helped me have a more positive attitude that will help me in golf and in life. I also learned that I should celebrate my successes, no matter how small. The Leadership Academy has helped me in many ways. – Martha



Very valuable lessons were taught that are applicable to my entire life, not just golf. Everyone was absolutely amazing and I loved the Academy. Thank you! – Sally



This leadership academy has really taught me about life, myself, and others. I feel 100% more confident in myself and feel as though I can go rule the world. The experience should be one that all girls have. –Zoila

QUOTES FROM PARENTS:

"WOW!! What an incredible impact the LPGA Academy and all of your leaders had on my daughter Sydney. She is super enthusiastic about her future in golf, as well as being a confident female leader. Her self-esteem has jumped leaps and bounds and her bedroom walls are covered with your positive mantras! YAY!!! I am beyond grateful to all of you who took the time to make a difference in so many of these young teenage girls"

"This was an amazing experience for her and she had such a great time. Even her teachers have seen a positive change in her at school. It's been the best thing ever."

"She talks about being a leader and using the things she learned at the academy on the course and in situations where she is uncomfortable. She feels more empowered and comfortable acting as a leader."

Timeline 2019

January – Five E Stages of Learning Launched

At the PGA Show, The LPGA Foundation launched a curriculum enhancement with the end goal of facilitating tracking of girls' development through the Five Es of Girls Golf - Energize, Exercise, Empower, Enrich, Engage



April – ANWA / DCP

Girls Golf was well represented at Augusta: 12 Girls Golf alumnae competed in the inaugural Augusta National Women's Amateur and 15 members/alumnae were finalists in Drive, Chip & Putt, including member Sophia Li who won the Girls 10-11 division.



May – US Women's Open

13 Girls Golf alumnae competed in the U.S. Women's Open at Country Club of Charleston, AL. In partnership with the USGA, Girls Golf hosted a week-long activation. 1500 visitors attended the Junior Experience presented by MUSC, participating in activities including a putting course, skee-ball putting, chip-tac-toe, and crafts.

January

February

March

April

May

June



March – Founders Cup Activation & Girls Golf App Launched

The LPGA celebrated the past, present, and future of the game at the 9th Bank of Hope Founders Cup in Phoenix, Arizona.

The first ever Girls Golf App was launched to improve communication and the registration processes.



June – US Open / Inside the Ropes with YOC

Girls Golf took part in the Junior Experience at the legendary Pebble Beach, CA. 2400 visitors attended this interactive experience at the 119th U.S. Open. The week also included an inside the ropes experience in collaboration with Youth on Course.

July – LPGA Leadership Academy

The LPGA Leadership Academy presented by Acer was held at Lake Merced Golf Club, host of the LPGA MEDIUMAL Championship. 40 girls attended the two-day academy where they engaged in team building, golf skill development, and valuable leadership lessons.



In 2019, The LPGA Foundation awarded more than \$170,000 in college scholarships to incoming freshmen



August – Girls Golf Camps

Nineteen Girls Golf camps were held in 14 locations across the United States, engaging over 400 girls.



October – LPGA Amateurs Championship

The LPGA Amateur Golf Association hosted their Championship Finals at Mission Hills, CA, host of the LPGA's ANA Inspiration, with over 300 members competing.

July

August

September

October

November

December

November – Leadership Scholars Experience at CME

Four LPGA Leadership Academy Graduates were awarded LPGA Leadership Academy Scholarships and treated to a VIP experience at the season-ending CME Group Tour Championship in Naples, FL.



December – Giving Tuesday/Year-End Giving

For Giving Tuesday and Year-End Giving, The LPGA Foundation promoted the #DriveOn campaign along with Girls Golf. Using stories with impact, we encouraged others to Drive On for The Future of the game.

College Scholarships

In 2019, The LPGA Foundation awarded 46 college scholarships totaling \$173,750 to high school seniors. The LPGA Foundation also offered 10 Goldie Bateson scholarships to junior golfers between the ages of 7 and 17 who have an interest in learning and playing the game of golf.

The five scholarships offered are:

1. Marilyn Smith Scholarship
2. Dinah Shore Scholarship
3. Phyllis G. Meekins Scholarship
4. Goldie Bateson Scholarship
5. LPGA Leadership Academy Scholarship



LPGA Leadership Academy Scholarship

This year, four high school senior LPGA Leadership Academy graduates had the opportunity to receive the \$5,000 LPGA Leadership Academy Scholarship sponsored by Christina Zacamy, Acer, Blue Cross Blue Shield of NC, and the Turner Family Foundation. The 2019 recipients were Martha Kemp-Nielson, Zoila Herrera, Sally Scheuble, and Christine Lauture, who also received a VIP Trip to the season-ending CME Group Tour Championship in Naples, FL.

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

Drive On for the Future

Help us

DRIVE ON™

FOR THE FUTURE

Text **DRIVE** to 71777 to give



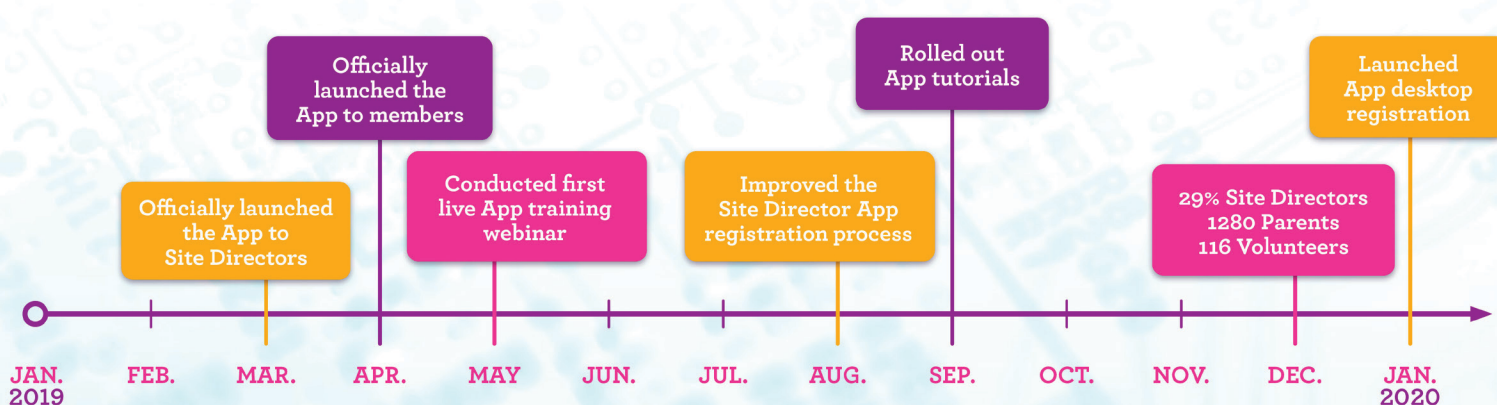
The LPGA Foundation launched its new fundraising campaign, Drive On For The Future.

Through this campaign, The LPGA Foundation raised more than \$70,000 to continue championing opportunities for young girls and women through life-changing programs including LPGA*USGA Girls Golf, the LPGA Leadership Academy, and college scholarships.

We are making strides toward “changing the face of the game” and increasing female participation in golf. Still, 36% of junior golfers, 23% of all golfers, and 10% of the golf workforce are female. From junior golf initiatives to scholarship opportunities and financial assistance for those in need, support for the Drive On For The Future campaign goes towards a future that looks and feels like the rest of the population: 50% men and 50% women.



Girls Golf App Journey



There are 1900 users to date.

The Girls Golf App was designed to make it easier for site directors, parents, and LPGA Headquarters to communicate information pertinent to LPGA*USGA Girls Golf.

Additionally, it provides:

- Mobile access for sites
- SMS messaging
- Event registration capabilities
- Payment processing capabilities
- Easier access to resources

5 E Stages of Learning



85 sites participated

Why did The LPGA Foundation make these enhancements?

- **MOTIVATION:** To motivate girls through tangible Skill Challenges that show self-improvement
- **FACILITATION:** To facilitate tracking of girls' development through the Five Es
- **ALIGNMENT:** To align with Golf's American Development Model (ADM)*



"The Girls Golf Program enhancements are so exciting. In addition to having FUN, the girls are now able to see how much they are improving. They feel EMPOWERED and love the game even more!"

-Debbie Williams-Hoak, Site Director & Lead Instructor,
LPGA*USGA Girls Golf of Greater Washtenaw County



Amateur Golf — association —



The women's golf community that provides opportunities for all women to:
Connect ■ Learn ■ Play ■ Belong®

Formerly the Executive Women's Golf Association, LPGA Amateur Golf Association (LPGA Amateurs) became **part of the LPGA family in March 2018**.

The **12,500 members in 113 chapters** across the US, Canada, Bermuda, and the Dominican Republic share a passion for the game and a love of their local golf communities. Diverse in every way, members play golf for a variety of reasons – to learn something new, to connect with other women, for health and wellness, to compete, for business, or just plain fun. Over **7,500 local and national events are played every year** – from individual and team championships for competitive players to social outings, league play, networking opportunities for the recreational golfer and golf destination travel.

Nearly 300 members participated in the national Championship Finals at Mission Hills, CA in October, and 50 teams/400 women participated in the national team match play Cup Championship at Reunion Resort, FL, in November of this year.

320 participants/80 Teams competed in the inaugural Scramble Open at LPGA International in May.

Our **passionate volunteer leaders** oversee the Chapters and organize the LPGA Amateurs experience in their local communities.

Solheim Cup Stories and Recap

LPGA Amateurs isn't just an association - it's a community and family. Some of the benefits of being a member are the adventures that take place off the golf course. This year, a group of LPGA Amateurs members and guests from around the world had the chance to attend the 2019 **Solheim Cup** in **Gleneagles, Scotland**. It was a week-long trip with Sullivan Golf Travel including sightseeing, golf, and of course the Solheim Cup!

Shannon Kelley from LPGA Amateurs Cincinnati served as our blogger, taking us inside the experience and showcasing the adventure through her eyes. Here are just a few of the moments:



GLENEAGLES
SCOTLAND

2019



"We spent Thursday at Gullane No. 1 golf course, host of the 2018 Scottish Open and Ladies Scottish Open. The history of this course is fascinating including the hills being used in the late 1800's to train and exercise racehorses. It was an enjoyable round with playing partners Janie, Pat, and Barbara and our two local caddies, Danny and Paul."



"I was very fortunate to spend part of the afternoon on the course watching the matches with former Solheim Cup Captain Beth Daniel! Sharon Waller (Baltimore Chapter) and I loved hearing their perspective on today's matches. Thanks Beth!"



"I've arrived at the 2019 Solheim Cup at Gleneagles Scotland! We saw Team USA on the driving range, Team Europe arriving to the first tee, and had a chance to walk out on Hole #1 in front of the incredible gallery and see this venue from the players' perspective. Amazing! Go USA!"



"Our last bus ride together included the beautiful sunset over the National Wallace Monument and The Kelpies. The music and singing and tippie of whisky added to the enjoyment of the ride. It's not too early to begin thinking about The Solheim Cup 2021! Hope to see you there! Safe travels home everyone. Signing off... Shannon."

Our Members & Alumnae

13

competed in the U.S. Women's Open

Girls Golf alumna Gina Kim captured low amateur honors at the U.S. Women's Open



Photo credit USGA/Chris Keane

35

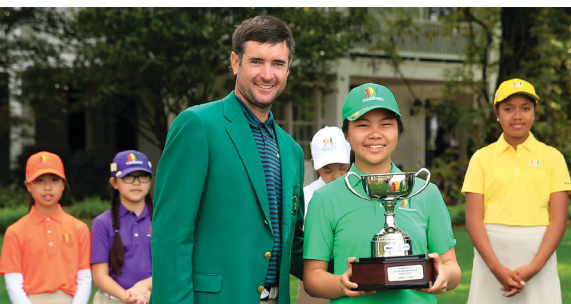
competed in the U.S. Women's Amateur

56

competed in the U.S. Girls' Junior

27

competed at the NCAA Division 1 Women's College Golf Championship



15

were finalists in Drive, Chip & Putt

Sophia Li won Girls 10-11

12

competed in the inaugural Augusta National Women's Amateur

52

are currently members of the LPGA Tour and the Symetra Tour

8

LPGA*USGA Girls Golf alumnae have earned their LPGA Tour cards for 2020

- 7 through Q-Series: Yealimi Noh, Lauren Kim, Jennifer Chang, Dana Finkelstein, Katherine Perry, Elizabeth Nagel, Lauren Coughlin
- Jillian Hollis earned her card as one of the Top 10 graduates on the Symetra Tour

LPGA*USGA Girls Golf of Phoenix and LPGA Leadership Academy alumna Amy Bockerstette captured the heart of the nation after the video of her playing a practice hole with Gary Woodland at the WMPO went viral. Amy is the first person with Down Syndrome to compete in the Arizona high school state tournament, and she is the first to earn a full athletic scholarship to college (Paradise Valley Community College).



LPGA Professionals member Stephanie Peareth, who is Site Director for LPGA*USGA Girls Golf of Miami, was selected as the recipient of the 2019 Sandy LaBauve Spirit Award, the most coveted honor bestowed by LPGA*USGA Girls Golf. Peareth underwent the first two of her three brain surgeries before taking over as Miami site director in 2015. She now devotes virtually all her time to Girls Golf with a mission to enable young girls to experience life, fun, and growth through the sport.

Team USA swept all categories at the Evian Championship Juniors Cup, claiming the Nations Cup and both the boys' and girls' medalist honors.

The girls' team was comprised of Sara Im (member) and Bailey Shoemaker, the individual medalist (alumna).



Team USA won the Ping Tour Junior Solheim Cup. Out of the 12 team members, 5 were LPGA*USGA Girls Golf members/alums (Phoebe Brinker, Rachel Heck, Brianna Navarro, Amanda Sambach, Christine Wang)

LPGA*USGA Girls Golf lays foundation for state title—Paige, Maggie, and Kiley all started playing golf 5 years ago because of the Girls Golf program. Abby and Bella joined the program as eLeaders in 2018. In 2019, these 5 girls won the Class 3A Texas State Girls Golf Championship. They also served as standard bearers at the Volunteers of America Classic, bringing their state champion spirit to the LPGA. “Not only did Girls Golf bring the team together, it helped the squad develop into state champions. Their team state title is a direct result of the LPGA*USGA Girls Golf program,” - Gwen Parmer, LPGA*USGA Girls Golf of Waco, TX Site Director



LPGA*USGA Girls Golf Events



PRESENTED BY
FORAYGOLF

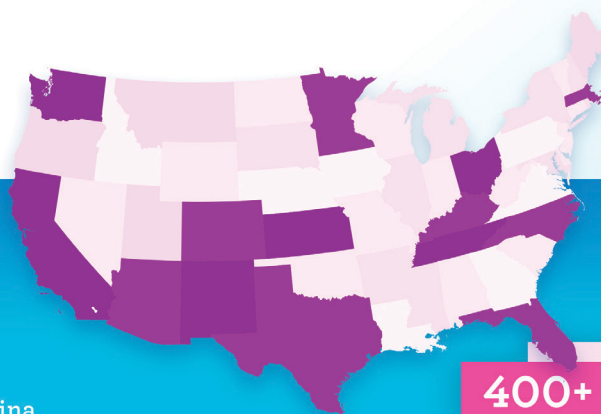
Over 2,400 girls, ages 6 -17 participated.
Events were held in over 30 locations within
the US, Canada, and Japan.

- 79% were run by LPGA Professionals
- 17% were run by PGA Professionals
- 4% run by LPGA Amateurs, First Tee, and Club Corp facilities



14
Locations

Arizona • Minnesota
California • North Carolina
Colorado • New Mexico
Florida • Ohio
Kentucky • Tennessee
Kansas • Texas
Massachusetts • Washington



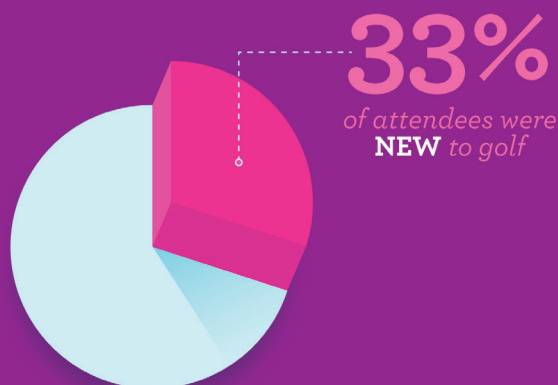
2019
OVERVIEW

400+ GIRLS ATTENDED



AGES 6-13

19 CAMPS *run by LPGA and PGA Professionals*



Thank You to Our Partners

Industry Partners

USGA
LPGA Tour
LPGA Amateur Golf Association
LPGA Professionals
Symetra Tour
Masters Tournament Foundation
PGA of America
PGA Tour

LPGA Foundation Partners

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Golf Course Builders Association of America/Sticks for Kids
KPMG
PNC Bank
TIAA Bank
Turner Family Foundation
Yamaha

Allied Organizations

Peggy Kirk Bell Tour
Girls on the Run
Positive Coaching Alliance

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