



MAKE GOLF YOUR THING  
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THING™

5 Year Summary

September 2025

# 5 YEAR SUMMARY



Make Golf Your Thing emerged in the summer of 2020 when the golf industry came together to help solve two simultaneous challenges: how to retain strong participation in the game created by the COVID-19 pandemic and to collaboratively advance diversity and inclusion in the sport and industry.

Since that time, more than 150 volunteer leaders working in all corners of the industry have participated in the effort, forming committees and work groups to lead ideas and projects forward. Additionally, leading golf organizations continue to invest in their own efforts to strengthen inclusivity.

While the world around us continues to change, the sport and the industry have made important strides to ensure the game is both healthy and inclusive.

The following pages provide an overview of Make Golf Your Thing and its partners' collective efforts.

# 5 YEAR SUMMARY

Over time, Make Golf Your Thing streamlined efforts to focus on three primary areas.

## **MAKE GOLF YOUR GAME**

Executing a Grassroots Grants Program to equip community-based organizations with resources to increase golf participation amongst historically underrepresented groups.

## **MAKE GOLF YOUR CAREER**

Connecting talent with opportunity. Make Golf Your Career works to identify, attract, and engage more talent from diverse backgrounds through an industry-wide job portal.

## **MAKE GOLF YOUR BUSINESS**

Dedicated to administering a diverse supplier database connecting diverse-owned businesses to golf courses, tournaments, and industry leads.

# 5 YEAR SUMMARY

Through Make Golf Your Thing, the industry came together in historic collaboration to build the essential foundations for an ecosystem of tools, resources, and educational platforms to foster inclusion at every level.

## Building the Basics

- Built & launched makegolfsyourthing.org
- Kickstarted social channels
- Built a comprehensive program directory
- Developed Public Service Announcements
- Ran targeted marketing campaigns
- Secured donated media outlets
- Deployed an employee workplace inclusion survey

## Equipping the Industry

Developed Toolkits including:

- Make Golf Your Thing – Promo Toolkit
- Workplace Inclusion Toolkit
- Inclusion Guidelines for Facilities
- Education & Skills Development Toolkit

Hosted Webinars including:

- Champion for Inclusion with Athlete Ally
- Building a Welcoming Culture
- Driving Change in Golf – A Town Hall with USGA President Fred Perpall
- Putting Diversity, Equity, Inclusion & Belonging into Action
- Creating Cultures of Belonging

# 5 YEAR SUMMARY

## MAKE GOLF YOUR GAME



### Grassroots Grants Program

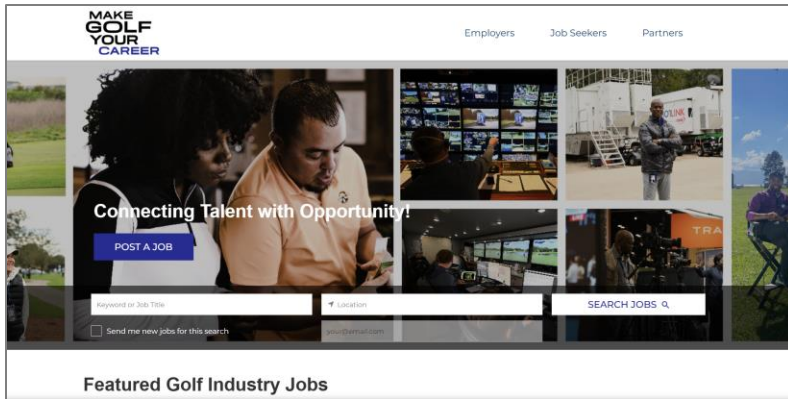
Invested \$3 million

Support for 186 organizations

While there are many factors, the collective effort is showing meaningful results. According to the National Golf Foundation, golf participation reached 47.2 million Americans in 2024 – a 50% increase over the past decade. Ethnically diverse participation has grown, increasing 44% since 2020. Female participation has similarly grown, with 7.9 million women playing on-course golf in 2024 – a 41% increase since 2019.

# 5 YEAR SUMMARY

## MAKE GOLF YOUR CAREER



### Job Portal

In 2023, we launched the Make Golf Your Career job portal with partner, YM Careers. This has grown to include over 2,000 golf industry job openings with more than 325k job views in 2024.

These jobs on Make Golf Your Career are being promoted through ad campaigns, on HBCU campuses and through representation at diverse career recruiting conferences and events, including the National Black MBA Conference in Houston this month.

# 5 YEAR SUMMARY

## MAKE GOLF YOUR CAREER



### HBCU Initiative

In April 2023, the White House Initiative on HBCUs and U.S. Golf Industry forged a strategic alliance. The initiative focused on the business of golf and Historically Black Colleges and University's (HBCUs). The effort included:

- Site visits to 10 HBCU campuses
- Golf career sessions at six campuses
- Collection of 300+ students with interest
- Three are developing state-of-the art golf learning centers: Alabama State, Texas Southern, and Virginia State



# 5 YEAR SUMMARY

## MAKE GOLF YOUR CAREER



### TEXAS SOUTHERN UNIVERSITY

Simulation Room Ribbon Cutting & Golf Info Session 3.26.24

### HBCU Initiative

The initiative took place during 2023-2024 and 2024- 2025 academic school years at the following 10 HBCUs:

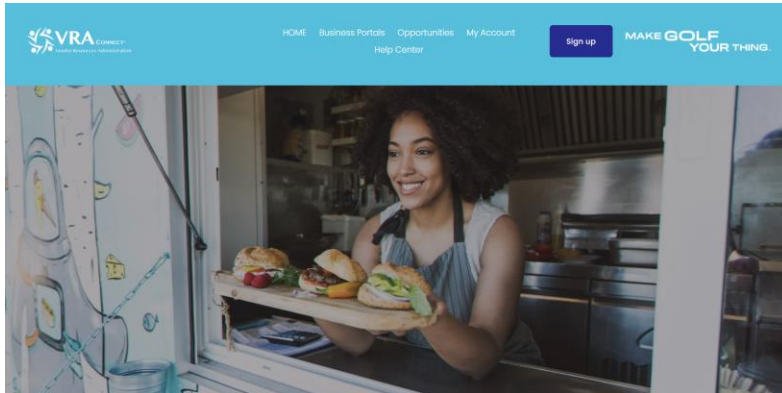
- Alabama State University\*
- Florida A&M University\*
- Benedict College
- Paul Quinn College
- Bennett College Texas Southern University\*
- Bethune Cookman College
- University of Maryland Eastern Shore\*
- Delaware State University
- Virginia State University\*

*\*Received a golf simulator, donated by MGYC*



# 5 YEAR SUMMARY

## MAKE GOLF YOUR BUSINESS



### Diverse Supplier Portal

Launched an online database connecting golf industry decision makers with diverse-owned vendors and suppliers. More than 6,000 diverse-owned businesses are represented in the database, expanding access into the business of the industry.

Served more than 14,000 users through the platform throughout 2024.

# MAKE GOLF YOUR THING PARTNERS

A look at leading golf organizations' inclusion efforts



# United States Golf Association **USGA**

## Pathways Internship Programs

Expansion of internship program to include a 10-day immersive program (Discover) at the U.S. Open and a three-month paid program (Launch) with organizations across the golf industry. These experiences expose college and graduate students to varied careers in golf through development of hard skills, mentorship and leadership training.

## P.J. Boatwright Jr. Internships

Founded in 1991, the Boatwright program provides on-the-job training for who are interested in pursuing a career in golf administration through paid positions with Allied Golf Associations (AGAs) around the country.

## Greenkeeper Apprenticeship Program

Integrating the theories of golf course management, cohort members receive classroom and experiential learning to become qualified turfgrass professionals.



# United States Golf Association **USGA**®

## U.S. National Development Program

Founded in 2023, the USNDP is designed to ensure that American golf is the global leader of in the game through a National Junior Team, State Teams and expansive grants program.

## USGA Adaptive Open

Developed to celebrate and showcase the adaptive golf community, this championship debuted in 2022 and has led to the creation of more than 20 adaptive events in the U.S. alone.

## LPGA\*USGA Girls Golf

The only junior golf program for girls ages 6-17 that specializes in providing female-friendly environments to learn the game. In 2023, Girls Golf reached a milestone of one million participants since its inception in 1989.







# PGA of America



## PGA WORKS

A strategic initiative committed to making the game and business of golf look more like America through on-course and off-course opportunities.

PGA WORKS Fellowships – Six-to-twelve-month Post College paid immersion program.

John & Tamara Lundgren Scholars Program – Financial assistance for enrollees from historically underrepresented backgrounds in PGA PGM University Programs.

PGA WORKS Collegiate Championship (PWCC) – Formerly known as the National Minority Collegiate Championship – for students from HBCU, HSI, and MSI Institutions.

PGA WORKS Beyond the Green – Career exploration events held in conjunction with PGA of America championships.

# PGA of America



## PGA VendorMatch

Engages diverse-owned businesses in the golf industry supply chain around PGA of America spectator championships.

## PGA JobMatch

Invites talent from diverse backgrounds to work in the golf industry during spectator championships.

## National Strategic Inclusion Partnerships

To advance a game, workforce and industry supply chain that mirrors America

- Partnering with orgs including Latina Golfers Association, National Black Golf Hall of Fame, National LGBT Chamber of Commerce, National Veteran Business Development Council, U.S. Disabled Golf Association Championship, U.S. Pan Asian American Chamber of Commerce, etc.

## Local Strategic Inclusion Partnerships

To advance a game, workforce and industry supply chain that mirrors North Texas

- Partners include Black Sports Professionals of North Texas, North Texas Disability Chamber, Women's Business Council of the Southwest, Dallas Black Chamber of Commerce, etc.

## PGA LEAD

Leadership development program created to identify, mentor and progress PGA of America Members from a variety of backgrounds along a guided path to volunteer leadership roles in the Association and local communities.

## PGA Jr. League

Youth pillar program of PGA REACH. The goal is to make golf accessible to every child regardless of background or circumstances.

# PGA TOUR



## First Tee (PGA TOUR First Tee Foundation)

Impacting the lives of young people by providing educational programs that build character and instill life-enhancing values through the game of golf.

## Inclusion Leadership Council (ILC)

Comprised of executives throughout TOUR; focuses on strengthening TOUR's efforts to increase participation from diverse communities in the product, business, and community impact.

## \$100 Million

\$100 Million commitment over 10 years to support racial equity and inclusion efforts through the TOUR and its tournaments. The goal was surpassed in 3 years in 2023.







# PGA TOUR



## Pathway to Progression

Player development program established in 2023. A comprehensive effort to achieve greater diversity in golf through an increased focus on developing talent from diverse and historically underrepresented groups.

## Coca-Cola HBCU Golf Impact Grant

Supports golf teams at HBCU schools by providing critical funds.

## United Airlines HBCU Travel Grants

\$500,000 annual grants to support 51 golf teams at HBCUs to cover the cost of travel.

## APGA Tour

Investment and support of the APGA through operational support, TPC courses, playing opportunities on various tours sanctioned by the PGA TOUR, and establishment of the APGA collegiate golf ranking.

# LPGA



## LPGA Scholarships

LPGA Foundation administers several scholarship programs for young women who enjoy the game of golf and plan to attend college in the fall.

## LPGA USGA Girls Golf

The only junior golf program for girls ages 6-17 that specializes in providing girl-friendly environments to learn the game of golf. In 2023, Girls Golf reached its one-millionth participant since inception.





# Masters Tournament United States Golf Association PGA of America



## Drive, Chip and Putt

A joint initiative founded in 2013 by the Masters Tournament, United States Golf Association and The PGA of America, Drive, Chip and Putt is a free nationwide junior golf development competition aimed at growing the game by focusing on the three fundamental skills employed in golf.

Drive, Chip and Putt provides aspiring junior golfers an opportunity to play golf around the country.

# Golf Course Superintendents Association of America



## First Green

GCSAA's STEAM education program brings elementary through high school students to the golf course for hands-on learning. More than 24,000 students have explored careers in golf through First Green field trips.

## Scholarships

The Allan MacCurrach Jr. Award benefits non-traditional students and the Larry Powell Scholarship benefits those in underrepresented demographics pursuing golf course management careers.

## Career Pathways

The recently launched Greenkeeper Certificate program is designed to teach entry-level skills in six key areas to new staff members.

## Women's Leadership Academy

Focused on providing women with education, mentoring and networking to become leaders in the golf industry.







# Topgolf Callaway Brands

## Topgolf x Special Olympics

Topgolf has partnered with Special Olympics to provide over 5,000 athletes with intellectual and developmental disabilities access to the sport of golf. This collaboration offers Special Olympics athletes, unified partners, and coaches training and competition opportunities at Topgolf's 80+ facilities. By promoting inclusive sports, Topgolf and Special Olympics are creating a welcoming community where everyone can experience the joy of golf.

## UNDERRATED Golf Tour

Callaway partners with UNDERRATED Golf to promote equity and access for student-athletes from diverse communities, ensuring that golf participation reflects our society's richness. This collaboration aims to make the sport more accessible and enjoyable, particularly for underrepresented golfers looking to develop and showcase their skills.

## Howard University Golf Program

Callaway proudly serves as the Official Equipment Partner of Howard University, providing complete support and premium equipment for both the men's and women's golf teams. In collaboration with key partners, Callaway also played an instrumental role in enabling Howard University to compete in the prestigious St Andrews Collegiate Challenge, held at the iconic Home of Golf in St Andrews.

TOPGOLF  
CALLAWAY  
BRANDS



## Community Partnerships

We take pride in being a "Force for Good" by giving back to the communities that support us. Through volunteering and donations, we create lasting positive change, partnering with organizations such as the Latina Golfers Association, First Tee (nationally & locally), Bunkers in Baghdad, SF Pride, and SCGA Adaptive Golf.

## Tap-In to Golf Program

Callaway collaborates with Howard University's College of Business and College of Engineering & Architecture to educate students about the golf industry. The program features in-class lectures and field trips to Topgolf and National Links Trust golf courses, reaching over 1,700 students since inception.

## On Course Foundation

Callaway is a proud long-term partner of the On Course Foundation, a non-profit organization that empowers wounded, injured, and ill veterans to rebuild their lives through golf. Through equipment donations, employment opportunities, and ongoing support on both sides of the Atlantic, Callaway helps the Foundation provide veterans with the skills, confidence, and pathways to careers within the golf industry.

# Western Golf Association



## WGA Caddie Academy

This program provides summer caddie opportunities to at-promise high school students who have geographic barriers to access caddying as a summer job. For seven weeks, students come from across the U.S. to live together and caddie at local courses. Since 2020, this program has expanded to six chapters, reaching 170 participants annually who hope to earn the Evans Scholarship.

## Community Caddie Programs

In areas where youth caddie opportunities are not readily available, the WGA has developed eight subsidized caddie programs at public golf courses across the country. These programs offer the public course golfer the opportunity to play with the support of a caddie - an experience typically unique to private clubs and high-end resorts - ultimately expanding access for both golfers and the youth caddies.



# African American Golf Expo & Forum

## The EXPO Impact

- Since 2021, 5,000 people have attended the EXPO
- The EXPO has had an economic impact over \$3 million
- Over 1,000 youth and adults have participated in EXPO clinics learning the game
- Over 100 companies from underrepresented communities have exhibited at the EXPO
- Many new collaborations have been established





# Troon

## Associate Diversity

44 Nationalities Among Troon Associates Worldwide.

## Military Support

\$350K Raised in 2024 for Folds of Honor, Totaling \$5M.

## Scholarships

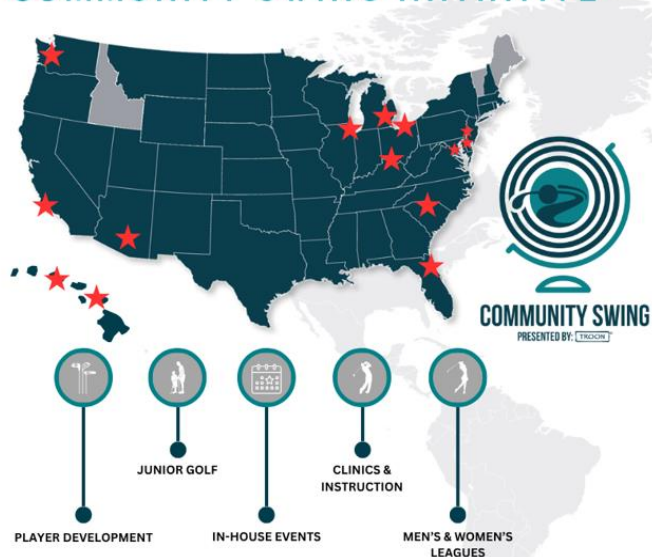
\$400K Awarded to Students Across Five Universities.

## Troon Drives H.O.P.E.

\$44M Raised Through H.O.P.E. Initiative.



### COMMUNITY SWING INITIATIVE



Host of **20** Events at Municipal and Public-Access Courses





# Century Golf Partners

Century

GOLF PARTNERS

## Investing in Talent & Technology

22 Teaching Professionals Added - Expanded resources to deliver meaningful instruction and grow participation across our clubs.

\$2M Investment in Technology - Added TrackMan, Gears, Putting Labs, and Force Plates to enhance game improvement and attract younger players.

## Building Pathways to Learn and Improve

Two New Golf Academies -*The Nelson Golf & Sports Club* (Dallas, TX) and *The Performance Center at PGA WEST* (La Quinta, CA)

Operation 36 at 18 Clubs -Engaging juniors and women through fun, goal-based learning that builds confidence and connection.

## Growing the Game for All

Implementation of more PGA Programs: Junior League, Family Golf, and Hope for Veterans, inspiring youth, families and veterans to be introduced and experience the game, together.

Family & Lifestyle Focus - Expanded social programming, relaxed dress codes, and creative events to make golf more inclusive and enjoyable.

# American Junior Golf Association



## Internship Program

The backbone of the AJGA is its internship program. Nearly 100 interns are employed each year to support the AJGA's national tournament schedule. Intern teams travel across the country to run events, gaining hands-on experience in event operations, communications, player services, and more.

## Day in a Life (DIAL) & Leadership Links

The AJGA is committed to creating an engaging, safe, and inclusive environment. The 'Day in a Life' (DIAL) mentoring initiatives introduce young people to careers in the golf industry, while Leadership Links focuses on community service. Since 2009, more than 4,432 juniors have volunteered over 50,000 hours and raised over \$3.2M for charity.

## Liberty National ACE Grant

The Liberty National Achieving Competitive Excellence (ACE) Grant provides financial assistance to juniors who have the skill but not the financial means to compete nationally. Since its inception, the program has supported thousands of recipients and reimbursed millions of dollars to help create playing opportunities and college scholarship outcomes.





## Underrated Golf Tour

A purpose-driven business endeavor with the overarching commitment to provide equity, access, and opportunity to student-athletes from every community by balancing participation in the sport to truly reflect our society.

## APGA Tour

Advocates Professional Golf Association is a non-profit organization dedicated to inspiring an inclusive future through the game of golf.

## National Alliance for Accessible Golf

Ensures the opportunity for all individuals with disabilities to play the game of golf. The Alliance is represented by major golf, recreation and therapeutic organizations in the United States; organizations that provide services for people with disabilities; and others who advocate for the inclusion of people with disabilities into society.

# THANK YOU TO OUR PARTNERS







Crop Science



Western Golf Association  
Evans Scholars Foundation

