



PGA



Social Responsibility Report Highlights

Founded in 1916, the PGA of America is one of the world's largest sports organizations, composed of nearly 29,000 PGA Professionals who work daily to grow interest and participation in the game of golf.

The PGA of America has enhanced its leadership position by conducting premier spectator events, such as the PGA Championship, KitchenAid Senior PGA Championship, KPMG Women's PGA Championship and the Ryder Cup, as well as significant philanthropic outreach initiatives and award-winning golf promotions. PGA Professionals bring energy to the game all around the world through engagement at their clubs and in their communities, inspiring individuals of all ages and diverse backgrounds to learn and play the game of golf. Social responsibility is intrinsically linked to our organization's success and, more broadly, to the success of the golf industry. Golf has many wide-reaching positive impacts: from the jobs created in local communities to green space and wildlife habitats that golf courses provide to the significant philanthropic contributions the PGA of America and the industry deliver to worthy causes. The future of our organization and the game rely on how well we can expand these initiatives to new audiences while injecting new energy into the services we provide to our PGA Professionals, inspiring them to grow the game around the world. Please visit our full Social Responsibility Report at PGAImpact.org for more information on our initiatives.

CHAMPIONSHIPS

4

MAJOR SPECTATOR
CHAMPIONSHIPS

3

JUNIOR
CHAMPIONSHIPS

6

MEMBER
CHAMPIONSHIPS

PGA REACH

The 501(c)(3) charitable foundation of the PGA of America focuses on three key pillars: Youth, Military and Diverse Populations

BY THE NUMBERS

NEARLY
29,000
PGA PROFESSIONALS

10,000

GOLF FACILITIES STAFFED WITH
PGA PROFESSIONALS

CONTRIBUTING TO THE
NEARLY
\$70B
GOLF INDUSTRY IN THE
UNITED STATES



26M
GOLFERS REACHED

CONTRIBUTING TO THE
NEARLY
\$3.9B
ANNUAL CHARITABLE IMPACT
OF THE INDUSTRY



42,000
BOYS AND GIRLS PARTICIPATING
ON 3,400 PGA JR. LEAGUE TEAMS

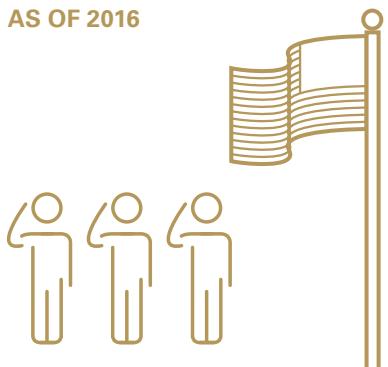
GENDER-BALANCED WORKFORCE
AT PGA HEADQUARTERS

50%
WOMEN

50%
MEN

1,200

VETERANS POSITIVELY
IMPACTED BY PGA HOPE
AS OF 2016



200

PGA MEMBERS WORKING IN OVER **30** COUNTRIES
AROUND THE WORLD



NEARLY 4,000 PGA PROFESSIONALS IN THE
APPRENTICE PROGRAM AND NEARLY 2,000
COLLEGE STUDENTS CURRENTLY ENROLLED
IN THE PGA GOLF MANAGEMENT UNIVERSITY
PROGRAM AS OF NOVEMBER 2017

IN 2017, THE PGA OFFSET
2,450,000
KILOWATT HOURS
OF ELECTRICITY, WHICH HAD
THE SAME ENVIRONMENTAL
BENEFIT OF TAKING
390 PASSENGER VEHICLES
OFF THE ROAD OR PRESERVING
2,148 ACRES OF FOREST



OUR MISSION:

Serve our members and grow the game of golf

The six focus areas identified for the PGA:

**FOSTERING DIVERSITY
AND INCLUSION**



**ENGAGING THE NEXT
GENERATION**



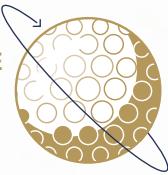
**ENHANCING LIVES
THROUGH GOLF**



**EDUCATING THE
WORKFORCE OF
TOMORROW**



**GROWING THE GAME
AROUND THE GLOBE**



**IMPROVING OUR
ENVIRONMENTAL
FOOTPRINT**



FOSTERING DIVERSITY & INCLUSION

An important part of our effort to grow the game is making sure that people of all backgrounds have access to and feel authentically welcome in the game and business of golf. Our goal is to make golf—both the game and the business—as diverse as the United States. In order to attract the increasingly diverse consumer population to the game, we are committed to furthering inclusion in our industry. We are working to ensure that diverse groups are well-represented among our membership, staff and suppliers. To achieve this, we take a four-pronged approach to integrating diversity considerations throughout our Association: education and training, workforce diversification, supplier inclusion and community engagement.



ENGAGING THE NEXT GENERATION

Engaging the next generation of golfers is just as impactful for the PGA of America as it is for young people. Golf can provide a safe, fun activity for children, while simultaneously teaching them discipline, teamwork and other important life lessons but we recognize that golf may seem out of reach for some. The PGA of America and our members work hard to deliver exciting and relevant programs to attract new golfers—whether by assisting low-income families with program registration fees or access to golf equipment, or by developing new formats to make the game more enticing to beginners. Most importantly, PGA Jr. League is shifting the perception of youth golf and the way the game is learned and played. In 2017, a record of 42,000 boys and girls participated on 3,400 teams, growing from 36,000 kids on 2,900 teams the previous year.



EDUCATING THE WORKFORCE OF TOMORROW

Education is central to our mission to grow the game and better serve our members. Whether it's through our partnerships with universities or cutting-edge business simulations provided to our managers, the PGA Education department provides lifelong learning opportunities to our members. Our education approach ensures that we not only maintain operational excellence at our facilities, but that our Professionals are regarded as the highest qualified and most respected leaders in the industry. The PGA Education program provides training opportunities to develop the capability and capacity of the PGA workforce so they can bring energy to the game and positively impact millions of golfers around the world.



ENHANCING LIVES THROUGH GOLF

The golf industry is a significant positive contributor to charitable causes worldwide, raising \$3.9 billion for charity in 2016 alone from charitable golf events and other fundraising events. The PGA of America contributes to this effort through PGA REACH, the 501(c)(3) charitable foundation of the PGA of America. PGA REACH brings new players into the game who would have otherwise not had the opportunity, through its flagship programs—PGA Jr. League (youth), PGA HOPE (military), and PGA WORKS (diverse talent). Through these programs PGA REACH positively impacts the lives of 42,000 youth, 1,200 veterans, and other diverse populations by enabling access to PGA Professionals, PGA Sections and the game of golf. PGA also works to ensure the sport is enjoyed by individuals with disabilities.



GROWING THE GAME AROUND THE GLOBE

The growth potential of golf worldwide provides great opportunities for the future. Golf is increasingly expanding into new countries, especially in Asia, the Middle East, Latin America and Africa. With significant opportunity for growth of the game in these markets, our PGA Professionals are well-suited to support continued interest in golf around the world. The PGA of America is assisting in the expansion of golf to these emerging golf markets by facilitating employment of PGA Members abroad through recruitment and internship opportunities. There are more than 200 PGA Members working to grow the game in over 30 countries around the world.



IMPROVING OUR ENVIRONMENTAL FOOTPRINT

The PGA of America, in partnership with the broader golf industry, is committed to ensuring that we are good stewards of the environment at our facilities. Golf courses provide green spaces for communities around the world, preserving land that could otherwise be developed and offering habitat for a wide range of plants and animals. While the PGA of America doesn't own or operate the courses where nearly all of our members are located, we provide guidance and opportunities, like our partnership with Constellation, to help them make more environmentally sustainable decisions at their clubs. We recognize that each course operates in different environments, so the PGA is working with other leading organizations in the golf industry to ensure that courses in regions that, for example, have water scarcity concerns are finding ways to reduce water consumption or use recycled water. We are proud that many of our PGA Professionals are working alongside superintendents, club managers and owners at their facilities to integrate best management practices around energy use, water use, turf management, wildlife and habitat.

