

Alberta GOLF FUND



*Connecting donors
with enhanced
programming priorities*





Enhanced PROGRAMMING

How the Alberta Golf Fund contributes to target demographics

Alberta Golf administers the rules of golf and course ratings throughout the province, organizes annual golf competitions, supports high performance athletes and preserves the history of the game.

The golf community regularly collaborates on new initiatives to grow the game, resulting in programs that carry the game over and above the organization's operational scope.

The Alberta Golf Fund was created in partnership with the Golf Canada Foundation to provide corporate and individual donors with an opportunity to assist in making these initiatives a reality and making a targeted impact on selected areas of demographic growth.

Alberta Golf currently has four areas where enhanced programming is benefitting from the donor community, these include: junior golf, women's golf, high performance golf and heritage services.

ABOUT Alberta Golf

Alberta Golf is the provincial governing body of golf in Alberta, a not-for-profit organization comprised of 45,000 members.

Alberta Golf works collaboratively with Golf Canada, the National Sport Organization, to ensure golf remains the number one recreational activity in Canada.

Alberta Golf preserves the integrity of the game of golf at almost two hundred golf courses in the province and promotes the sport for enjoyment by all golfers.

Junior GOLF FUND

Supporting the Youth on Course program in Alberta

Currently the focus for junior golf in Alberta is to make the game more accessible to kids without compromising the revenues golf courses rely on from paying customers.

The Youth on Course program solves this problem by connecting juniors (18 and under) who pay a nominal \$5 fee per round, with donors who contribute \$10 or \$15 in subsidies, allowing golf courses to provide access to the tee sheet for all paying customers. All funds are matched by the Golf Canada Foundation.

This program has quickly gained popularity throughout the province as it is very easy to join and administer.

Most importantly, golf courses are seeing groups of pre-teens and teenagers getting dropped off at the golf course and having some outdoor fun for four hours.

Join us at the annual 100 Hole Hike this summer and see the impact you are making on junior golf in Alberta.

In 2020, more than 8,000 rounds of golf were subsidized at 23 local golf courses through Youth on Course in Alberta.

FUND GOAL
\$45,000





Heritage FUND

History of photos, articles, artifacts

Henry Martell won the Alberta Open 11 times. Betty Cole won an unprecedented 15 women's provincial amateur titles. These are the accomplishments and stories the Alberta Golf Heritage Fund preserves and shares with the golf community.

The Heritage Fund has incredible aspirations of telling so many more of the rich, historical and wonderful stories that have helped to shape golf communities and champions throughout our province.

Building on the content released in our centennial magazine published in 2012, our team has digitized more than 3,000 articles, photos and artifacts dating back to 1908.

With the help of our donor community, we are now designing landing pages and displays to share these stories online and in clubhouse lobbies at all major championships.

**Join us at The Hall of Fame Induction Ceremony
and see the impact on our provincial Golf Heritage.**

*Our 45,000 members
have established
relationships at
200 golf courses*

FUND GOAL

\$15,000

High Performance ATHLETE FUND

Supporting the rising stars in our province who are striving to compete at the highest levels

Every year Alberta Golf recognizes the accomplishments of more than 20 of our province's top athletes and invites them to continue their training as part of our provincial athlete support program.

These athletes have aspirations of earning post secondary scholarships and competing on the international stage. Each of them is making a sizeable personal investment in their golf development which includes fees paid for coaching, fitness, nutrition and psychology.

The tremendous support provided by our high performance donor community allows these athletes to accelerate their development in the hopes that one day they will achieve their goals and join athletes who have made the leap to professionals tours.

Play with one of our rising stars this spring or summer and see for yourself just how good these players are.

145 athletes have been part of our high performance program since 2007

FUND GOAL

\$25,000





Women's GOLF FUND

Increasing support for women's initiatives makes the game more appealing for all

From 2013 to 2016 Alberta Golf used its Women's Golf Fund to introduce the program to young girls playing hockey and lacrosse. The She Swings She Scores program resulted in more than 10,000 girls becoming exposed to the golf swing at hockey rinks throughout the province.

As we move into the next phase of our women's programming, we still have our work cut out for us and our commitment has never been stronger to women's golf initiatives.

Women now represent 28% of our membership, as compared with 22% in 2013 and with the support from donors to our Women's Fund, we continue to see a positive impact on this growing demographic.

In addition to the hundreds of smiles we see at the development level, our efforts have resulted in more women's leagues and more equity to access on the tee sheets. We intend to grow this fund in order to introduce a provincial Women's Golf Summit to support initiatives such as the Global Women's Golf Day and CP Women's Golf Summit.

Attend our annual Women's Golf Summit and find out what the impact of your donation has on the growth of women's golf.

More than 45% of newcomers to the game are women, a large increase over the current 28% representation

FUND GOAL

\$20,000

Donor WALL

*Thank you to our many donors and supporters
Please visit our online donor wall for a complete
listing of donors and fund updates*

Founders \$5,000+

Courageously driving widespread support throughout the golf industry and leaving a lasting legacy

Builders \$500 to \$1,499

Investments go further when exposure is gained with builders contributing to established funds

Leaders \$1,500 to \$4,999

Expanding our capacity and reaching more golfers through innovative outreach initiatives

Champions \$25 to \$499

Giving back to the game in some way or another has long been a tradition of champions in our province

***How the Alberta Golf Fund is promoted
Help us get the word out and make an impact***

In partnership with the Golf Canada Foundation the Alberta Golf Fund is promoted on the association's website, in our annual report, through an insider e-newsletter and at special events organized by Alberta Golf.

Alberta Golf Fund | 22 - 11410 27 St SE, Calgary AB T2Z 3R6



FUND Performance

Find out more about the Alberta Golf Fund
www.albertagolf.org/make-an-impact

