



WORLD
GOLF DAY 2012

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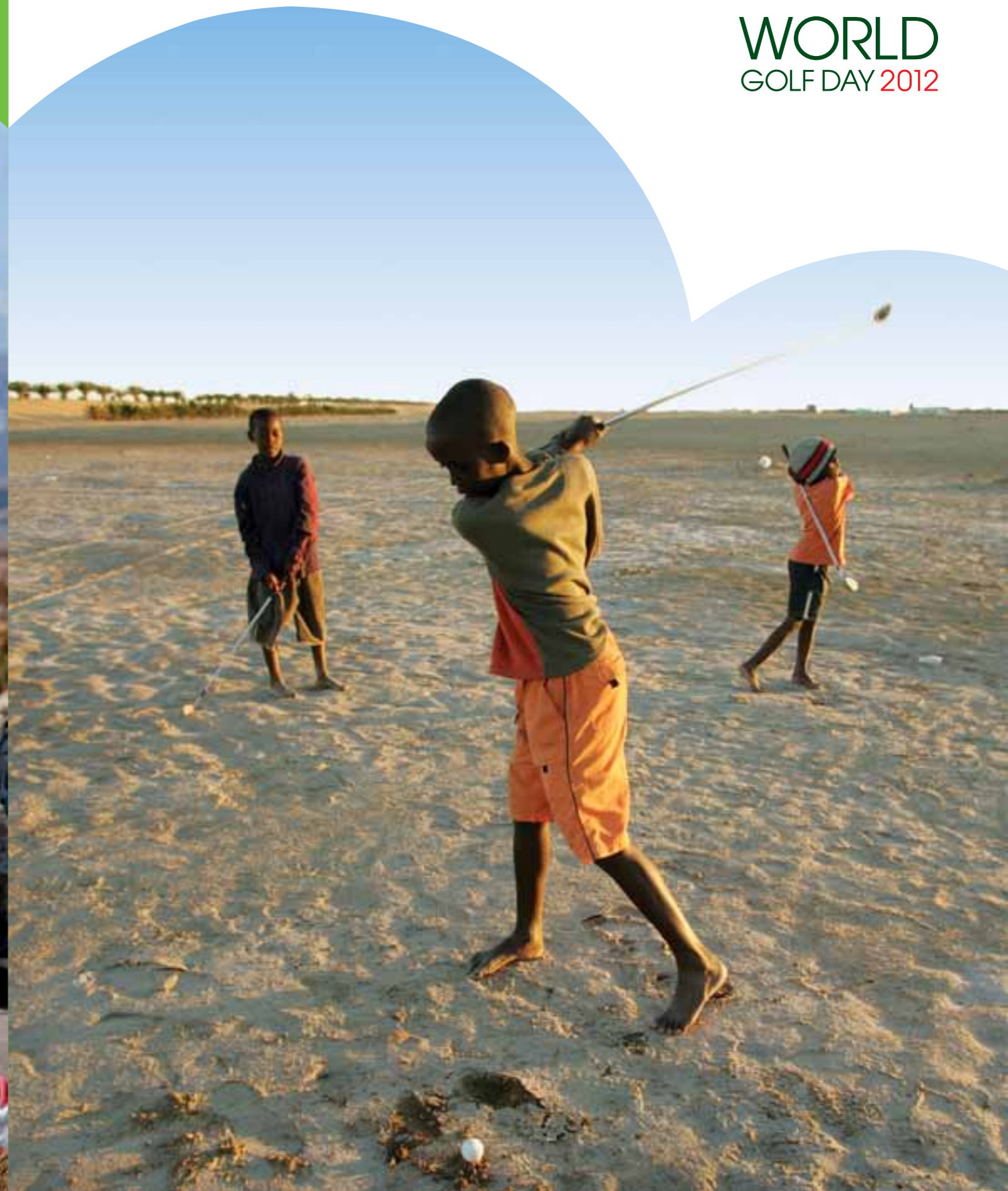


The number of people directly affected by natural disasters has doubled since the 1990's. Since the start of 2010 alone, the floods in Australia, Brazil, Pakistan and China; the volcanic eruption in Indonesia; the earthquakes in Haiti, Japan, China, Chile and New Zealand; the forest fires in Russia; the landslide in Colombia; and many other natural disasters have claimed over 300,000 lives.

The FairWay



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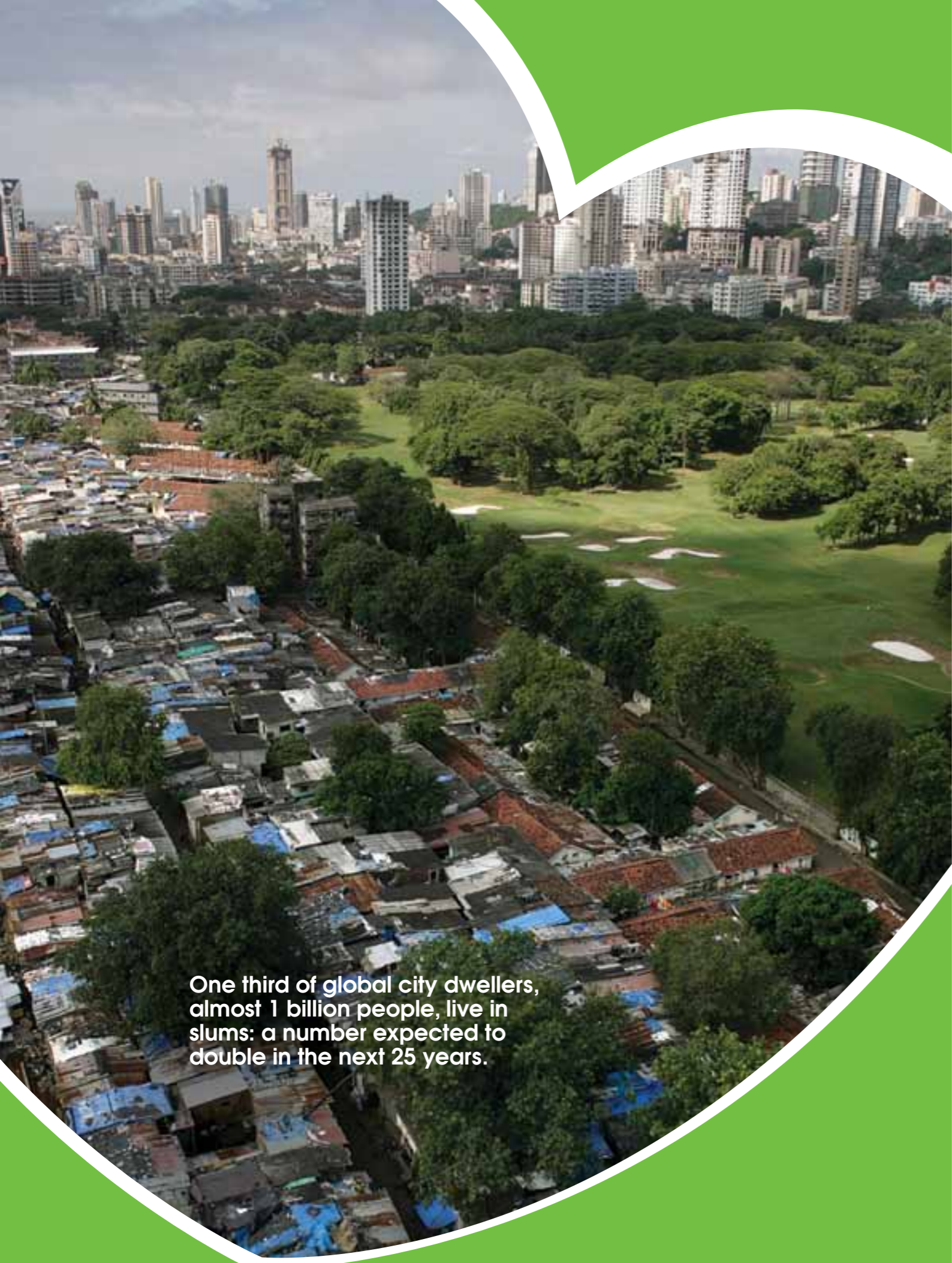


WORLD
GOLF DAY 2012

Mission: To unite and inspire the global golf community through a fair way of giving

World Golf Day:
The **FairWay**

“World Golf Day endeavors to deliver a meaningful and lasting legacy and help positively change the lives of many less well-off individuals around the world...It is ambitious and creative in its goal to bring the golfing world together under an umbrella of generosity and goodwill that reflects so many of my aspirations for the universal impact of the game.” *Arnold Palmer*



One third of global city dwellers, almost 1 billion people, live in slums: a number expected to double in the next 25 years.

INTRODUCTION

- Half the world's population still lives on less than \$2 a day. The number of chronically hungry people is fast approaching one billion, 1 in 6 people on the planet. We are not unmoved by the plight of the poor, the hungry, the dispossessed and diseased, but we question whether our individual charitable contributions can really make a difference.
- World Golf Day is a powerful new charitable initiative uniquely structured to ensure that the donations of individual golfers will make the difference. Indeed, they will be the difference. This will be achieved by recognizing the greater power of every individual donation when part of a collective effort in which the giving by one inspires the giving by many around the world; by guaranteeing that the entirety of all donations without deduction will be paid to the charities, who will rigorously be held to account by the showcasing online of their spend and of the social impact of that spend; and by World Golf Day's unwavering commitment to sustainability.
- World Golf Day is the largest and most ambitious charitable initiative ever undertaken by a single sport: it will act as a clarion call to a caring, giving, worldwide community, connected simply through the shared joy of holding a club and striking a ball. World Golf Day embodies the hope that all those who, by engaging with golf at any level, in any of its forms, in over one hundred and twenty countries, make up this global community, will be moved to donate confidently to nine charities in the name of golf, the sport they love.
- The inaugural World Golf Day will be Saturday 19th May, 2012 but will comprise a week of "World Golf Day" events and activities, the focal point of which will be the world's largest single golf event, staged across numerous clubs and countries around the world.
- Beyond the confines of this week, World Golf Day will act as a powerful catalyst to year-round fund raising efforts by golfers around the world. These efforts will be channelled through diverse golf-related events and initiatives, online and offline, inspired by individuals, clubs, sponsors and other stakeholders and by the World Golf Day organization itself.
- The golf community, embracing over 60 million regular players around the world, delivers an annual global economic impact of close to \$300bn. Golf's growth has in part been driven by its earned status as the "sport of business" and as the beneficiary of heavy investment by corporations enticed by its demographic appeal and an association with its positive core values. Further fuelling golf's growth and popularity will be its admission from 2016 into the Olympic Games.
- There are over 32,000 golf courses in 128 countries and territories around the world. The United States of America has over 17,000 courses and, with the addition of the British Isles, Ireland, Japan, Canada, Australia, Germany, France, South Africa, Sweden, New Zealand, Spain, China and Argentina, these 14 countries with over 28,000 golf courses represent about 87% of the total number worldwide. At the other end of the spectrum, there are 67 countries with ten or fewer golf courses and 14 countries with just one course.
- Through working with these worldwide golf courses and all forms of golf facilities, from driving ranges to shops, crazy golf centers and beyond, World Golf Day seeks to embrace all who frequent them, providing them with the inspiration and opportunity to join this unique, global charitable movement.
- World Golf Day is designed to motivate, empower and enable each individual to make a difference. While a central team will build, develop and manage its backbone; protect the integrity of its mission; and deliver global programs to provide worldwide cohesion to the initiative, its future will continue to be shaped and driven by all those who participate. Through a fusion of its mission and the latest online technology, World Golf Day will remove the distance and build a bond of trust between the giver and the receiver; providing transparency in the destination and effectiveness of **the FairWay** of giving.

"Golf is a sport of global significance played on many different courses and facilities around the world and yet it shares a commonality of integrity, honor, sportsmanship and personal responsibility...The goal of World Golf Day is to raise significant funds for those less fortunate than ourselves, while offering trust and hope to people throughout the world." **Jack Nicklaus**



“It is a poverty to decide that a child must die so that you may live as you wish.”
Mother Teresa

OBJECTIVES

- To raise funds for nine charities working worldwide, enabling and ensuring meaningful and sustainable change to be made to the lives of millions.
- To leverage the power of a collective response to a world in need: inspiring and uniting millions of golfers around the world in the act of giving and together making a difference.
- To build a brand universally identified with giving and caring golfers.
- To ease the barriers to charitable giving through building a state-of-the art online donation pathway; delivering a deeper understanding of global needs for the basic necessities of life and of World Golf Day's relevance to meeting some of those needs; and providing confidence in the accountability and impact of each individual donation.
- To deliver through World Golf Day 100% of every donation to the charities without any deduction whatsoever.
- To become relevant to every country in the world which, in however small a way, embraces the sport of golf.
- To facilitate the participation of every golf course and every golf facility in every country, whether they stand alone or as one of thousands, and to identify them online as supporters of World Golf Day.
- To engage and motivate all the diverse stakeholders in the sport of golf, from players, clubs, driving ranges, Tours, events and unions; to manufacturers, sponsors, colleges, universities and societies; and beyond to a public hitherto untouched by golf but inspired by their discovery of the sport through the events of World Golf Day.
- To achieve growth in giving through the participation of more clubs and facilities each year and by embracing more golf-related activities without compromising World Golf Day's core values.
- To provide **the FairWay** of giving.

25,000 children under the age of 5 die every day due to preventable causes.

“Having had the good fortune to play golf in all corners of the globe and to meet so many generous people from so many different walks of life who share my passion for the sport, it excites me to think just how much of a difference we could make if we all acted together in support of those in need. World Golf Day is the game changing initiative which I believe can inspire that.” *Annika Sorenstam*

“He who is kind to the poor lends to the Lord, and he will reward him for what he has done.” *Proverbs*



STRUCTURE & OPERATION



- World Golf Day exists as a non-government organisation with a not-for-profit status designed to receive and distribute funds raised from individual, group, club and corporate golf initiatives throughout the year.
- Acting as the **FairWay** in giving, World Golf Day will sit as a global platform supported by a central management and facilitation team, state-of-the-art online engine, iconic merchandise, event templates and a world leading PR drive. At the same time, World Golf Day will provide the catalyst for the creation and delivery of fresh initiatives inspired through its unique narrative.
- Funds will be raised through a variety of mediums:
 - Entry fees to World Golf Day events and related activities.
 - Away from World Golf Day itself, charity events hosted over the course of the year through the generous support of clubs around the world.
 - Initiatives developed to include for example urban putting competitions; long driving and closest-to-the-pin competitions; celebrity events; bespoke tournaments; extreme feats; world record attempts; and awards dinners, in addition to diverse online activities comprising golf games, auctions, photographic and design competitions and other unique content.
 - Merchandise made available through retail outlets.
 - A comprehensive corporate sponsorship program.
 - Exclusive media content generated and licensed around the world.
- The operating company of the World Golf Day Foundation will be funded exclusively by investment, sponsorship, media and merchandise and will not receive any part of the donations made by individuals participating in golf events and other initiatives.
- World Golf Day is overseen and directed by a group of passionate individuals deeply committed to its vision and values.
- Building and maintaining the trust and confidence of the donor, the World Golf Day Board of Trustees' highest priority is to ensure that the organization remains at all times true to its stated values.
- World Golf Day will deliver the stage for a worldwide celebration of both the sport and the charities it represents.

“The World Golf Day movement I see as tremendously exciting and innovative. Although golfers worldwide regularly enjoy taking part in charitable initiatives, World Golf Day will reflect the collective effect of such benevolence in a revolutionary manner.”

Colin Montgomerie



THE DONOR-CHARITY RELATIONSHIP



- World Golf Day will adopt the most progressive structure in the world of sport for charitable giving.
- The principal focus of the donation pathway will be online, utilising all mediums from apps to mobile media and the World Golf Day website.
- There will be nine charities, each receiving an equal split of the total net funds raised. The charities will be carefully selected based on their areas of operation, geographic reach, philosophical substance, transparent accountability, stewardship, commitment to sustainable change and proven effectiveness.
- Adopting the fundamental principle of fairness, it will be an inviolable principle that no developing country receives less charitable benefit than it raises through its support of World Golf Day.
- The primary areas in which the charities will operate will be: the prevention, treatment and cure of diseases; humanitarian aid; and education. Additional areas as determined by the donors and trustees will be considered.
- The charities will each be appointed for a defined term. Prior to the end of this term, and influenced by World Golf Day's givers, the Trustees will consider either extending the relationship for a further period or introducing new charities to maintain the effectiveness of World Golf Day's giving.
- Complete transparency and accountability of spend by the charities of moneys raised through World Golf Day will be ensured through a continuous evaluation of the charities' fulfilment of their commitments and regular communication with donors online and via the mobile media portals.
- By listening to the voices of the donors whose participation is making a difference, by ensuring transparency in the distribution and application of the funds by the charities, **the FairWay** of giving will be created.

75 million children are out of school around the world, a figure equivalent to the entire primary school-aged population of Europe and North America.

Every 21 seconds a child dies from a water-related illness.

"Having encountered the World Golf Day vision, I have been both inspired and excited by its ambition. I believe there is a real opportunity to bring together the world of golf, both professional and amateur, to help those less privileged. World Golf Day seeks to achieve this by harnessing the love we all have for the game in a uniquely inclusive manner."

Padraig Harrington

At least 8 million children have been killed, permanently disabled or seriously injured as a direct result of armed conflict over the past decade.



EFFECTIVE DELIVERY



- Central to the World Golf Day community will be the WorldGolfDay.com web engine. This will provide all individuals, clubs, charities and other stakeholders with all functional information on participation, at the same time as providing the unique level of interactivity and intimacy with the selected charities required by the **FairWay** of giving.
- This state-of-the-art platform will become the benchmark in charitable representation on the internet, mixing the inclusiveness of YouTube with the interactivity of Facebook.
- In this way a cohesive worldwide fundraising community will be built, with a capacity to share stories, videos and fundraising ideas, promote the game of golf and its values and take part in centrally-motivated global charitable initiatives.

"World Golf Day is an inspirational vehicle for change which I believe can really make a difference to the lives of those it touches." Anthony Kim

"Golf is a sport which promotes the values of trust, integrity and transparency, whilst being a vehicle for friendship, community and togetherness. At the same time, golf has become global, transcending boundaries and bridging divides. World Golf Day creatively captures the sport's ideals and widespread reach to help change the lives of those who are less fortunate." Retief Goosen





CORPORATE PARTNERS



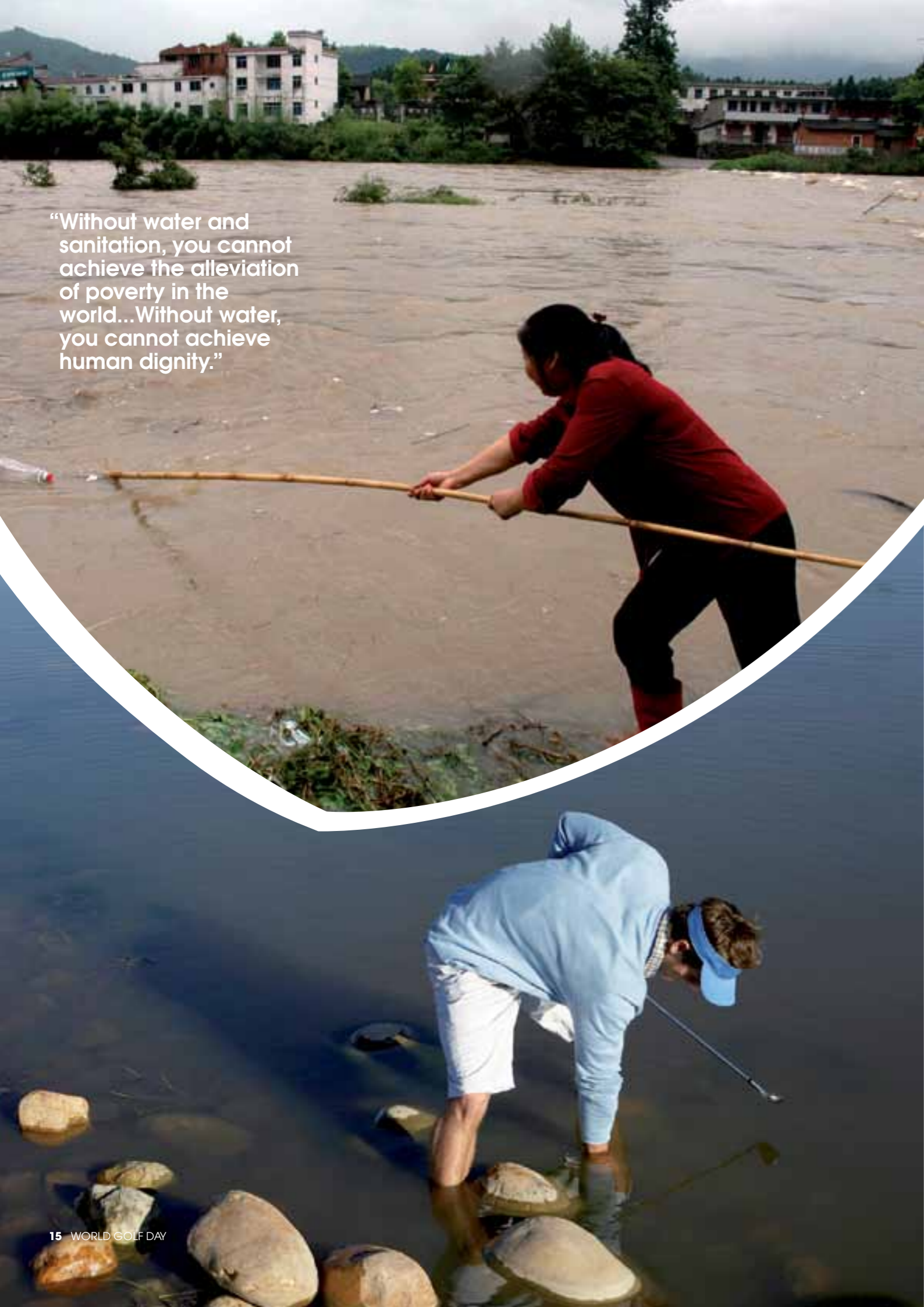
- World Golf Day seeks to work with a diverse family of corporate partners, with shared values and objectives, in aligning this initiative with their year round national, regional and global social impact programs.
- Inspired by one of the most significant global charity programs the sporting world has ever seen, the corporate partners will be supported and motivated to develop and integrate their own grassroots, junior, corporate, amateur and/or professional events and initiatives into the World Golf Day program and other wider initiatives.
- While World Golf Day will deliver a robust global infrastructure, it will remain positioned not as a rigid platform but as a flexible opportunity to be modelled around the specific needs, goals and geographic footprint of its corporate partners without compromising its integrity or charitable aims.
- Within the commercial family will be merchandising partners alongside whom World Golf Day will work closely to create and distribute a unique range of merchandise, helping to build the compassionate brand which represents **the FairWay** of giving.
- Included in the merchandise program will be what will become the iconic symbol of World Golf Day – the golf glove – representing the giving hand of the giving golfer. World Golf Day will strive hard to ensure that the distinctively branded glove, the colour of which will change each year, will be worn not only across the amateur game but by an increasing number of the leading professionals to signal their identification with the charitable values of World Golf Day.

“To laugh often and much; to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and endure the betrayal of false friends; to appreciate beauty, to find the best in others; to leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition; to know even one life has breathed easier because you have lived. This is to have succeeded.”

Ralph Waldo Emerson

“I am really excited about this initiative that will see the power of golf translated to the benefit of others. Golf is a sport I have been privileged to play and enjoy and to know that this is going to help people around the world is an amazing story for the future of this game.”

Michelle Wie



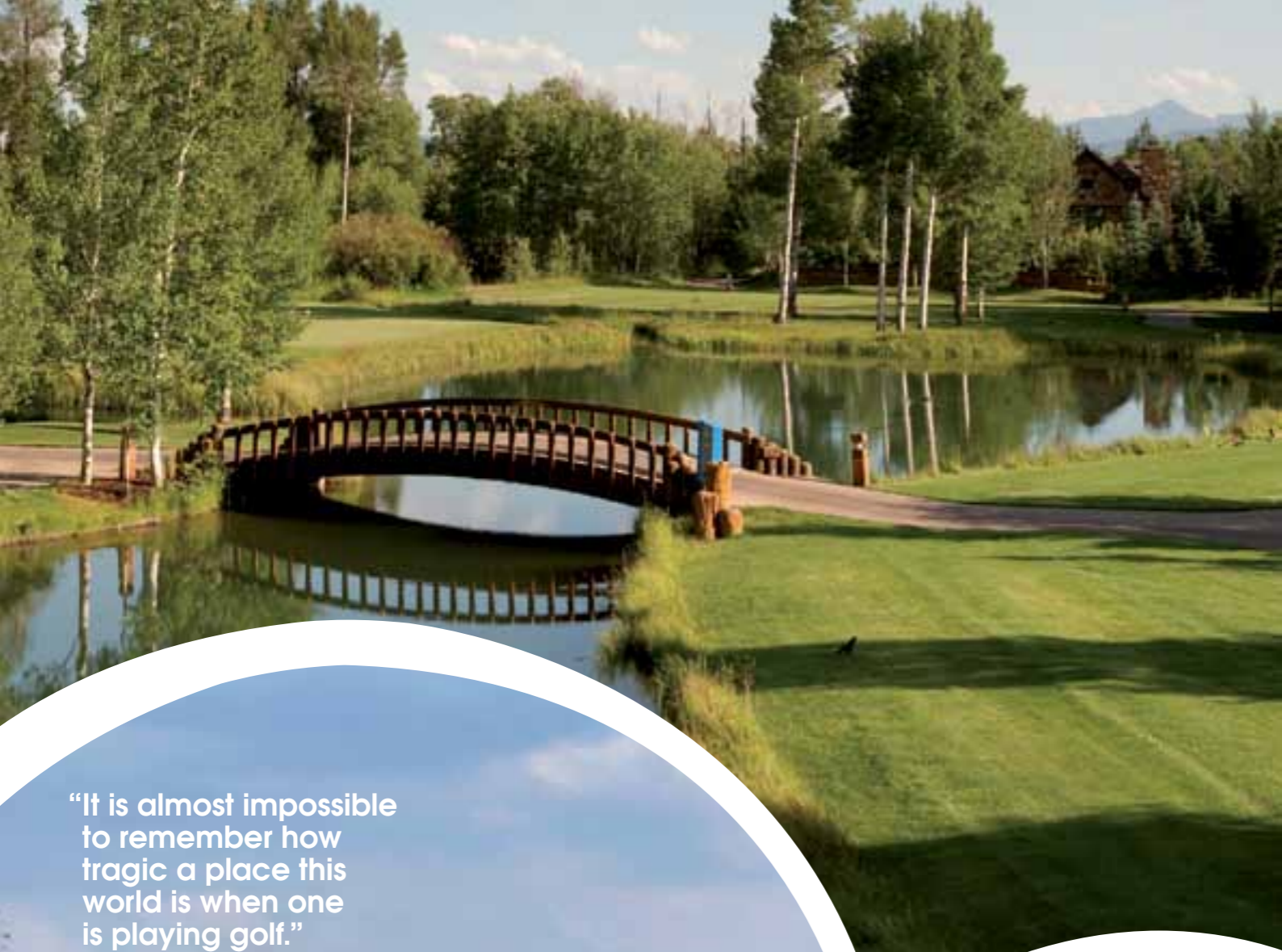
“Without water and sanitation, you cannot achieve the alleviation of poverty in the world...Without water, you cannot achieve human dignity.”

COMMUNICATION



- World Golf Day recognizes the fundamental importance of effective global communication in the fulfilment of its objectives and those of its partners, in respect of which the support and promotion of the selected causes will at all times remain paramount.
- WorldGolfDay.com will be at the centre of the communication efforts and will extend into multiple online communities through partnerships with the largest online golf and sports portals, delivering exclusive content relating both to World Golf Day and to the wider world of golf.
- WorldGolfDay.com will be developed as a powerful marketing tool for the participating clubs, whose support will be recognised online and who will only ever be one click away from the site's growing database of users.
- Beyond the website, all media channels will be employed so as to build awareness and trust to enable a dialogue with prospective donors across multiple environments: from TV broadcasts and golf publications; to mobile phones and social networks.
- **The FairWay** of giving will be endorsed by ambassadors of World Golf Day, to include professional and celebrity golfers.
- Leading PR, digital, advertising and other marketing agencies will be appointed with experience in handling similar dynamic global brands.

“Golf's admission into the Olympic family unites the two sporting entities most clearly defined by their life-affirming values, and provides the perfect timing for the sport to embark on what is in every respect a unique charitable initiative. If truly embraced, World Golf Day offers a huge potential to positively impact the world in which we live.”
Sir Steve Redgrave



“It is almost impossible to remember how tragic a place this world is when one is playing golf.”
Robert Lynd



VISION



Conclusion: World Golf Day is a modern, dynamic and compassionate brand, which will inspire the belief in “giving golfers” around the world that, by acting together on and around Saturday 19th May, 2012, and thereafter throughout the year and every year, they can make a difference by being the difference.

It is our vision that, by the fifth year, over 8000 golf courses in over 100 countries around the world will participate in World Golf Day, inspiring the engagement of over one million golfers and raising over \$100 million a year for charities.

Thank you for your support.

World Golf Day: The FairWay

“Sport has the power to change the world. It has the power to unite in a way that little else does... Sport can create hope where once there was only despair...” *Nelson Mandela*

“With the travelling my career has allowed me to do, I have become so aware of the poverty and inequality ever-present in our world. Often we turn our backs on this, whether intentionally or unintentionally, where we could very easily help. World Golf Day seeks to harness the qualities of one of the world’s greatest and most diverse sports and to change the lives of those in need. It aims to unite both golfers and non-golfers in a unique global community of giving.” *Gary Player*