

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 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 minority-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 website
- 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

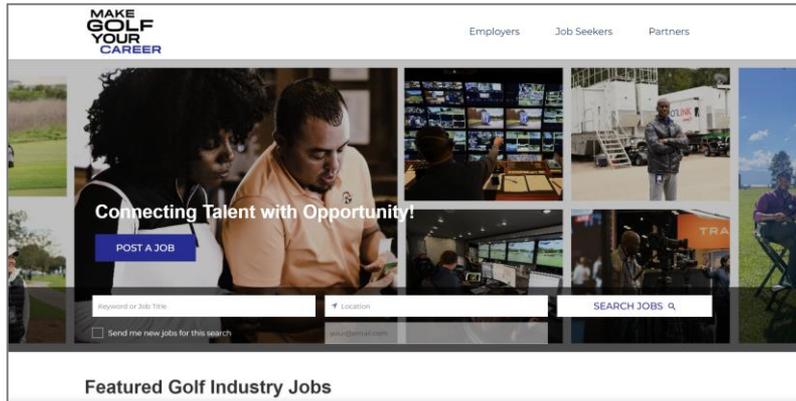
Invested \$3 million

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 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

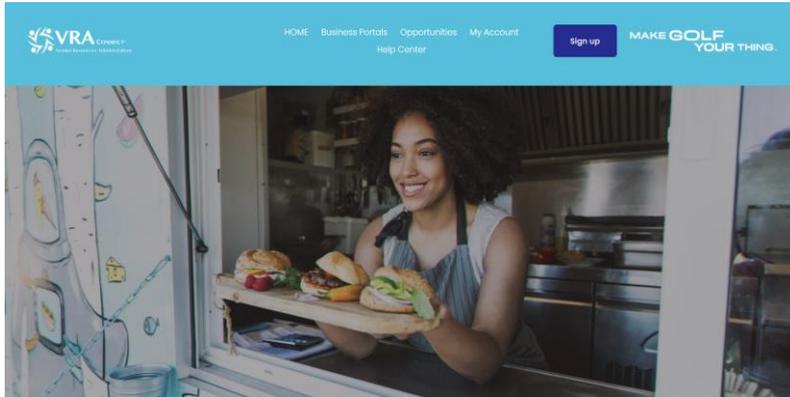
The initiative took place during 2023-2024 and 2024- 2025 academic school years at the following 10 HBCUs:

- Alabama State University\*
- Florida A&M University\*
- Benedict College
- Paul Quinn College
- Bennett College Texas Southern University\*
- Bethune Cookman College
- University 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 vendors and suppliers. More than 2,000 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

## 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**<sup>®</sup>

## 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 golf look more like America through on-course and off-course opportunities.

PGA Works Fellowships – Post College immersion Program

PGA Works Scholarships – Supports enrollees in PGA PGM University Programs

PGA Works Collegiate Championship (PWCC) - Formerly known as the National Minority Collegiate Championship – for golfers from HBCU, HIS, and MSI Institutions.

PGA Works Beyond the Green – Career exploration events

# PGA of America



## PGA VendorMatch

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

## PGA JobMatch

Invites talent from diverse background to careers 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.

## 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



## 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

## DEI Advisory Council

10-person council that is dedicated to covering far-ranging topics of gender and race in the golf industry at large and GCSAA specifically. The council strives to help make the golf industry more reflective of the greater American population.

## The First Green Program

A science, technology, engineering, arts and math (STEAM) environmental outreach program that uses the golf course as a living laboratory. K-12 students participate in hands-on, outdoor learning stations.





## 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.

## African American Golf Expo & Forum

A dynamic and inclusive community that celebrates the intersection of golf and African American culture. The EXPO has helped to foster new ideas and initiatives in the golf space.

## 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.

## APGA Tour

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

**THANK YOU TO OUR PARTNERS**

# THANK YOU TO OUR PARTNERS

