



# CHANGING LIVES

The money raised for charity by pro and amateur golfers really does save and improve the lives of thousands of people every year



If you've ever stubbed your toe, been stuck in a traffic jam, not been able to afford a new club or made a double bogey and felt the world is against you, then these stories should help to put things in perspective.

Yes, times are tough these days, but they are a lot tougher for countless numbers of people who struggle just to survive and get by from day to day. Thankfully, the charitable efforts of professional and amateur golfers are helping ease those difficulties.

These four examples should give some insight into the difference that golf, and the money raised by those who play the sport, can make.



## GLAD'S HOUSE CADDIE PROJECT

Kenyan children saved from poverty by bagman scheme

The poverty of street kids in Mombasa, Kenya, is so bad that many of the children live in crude shelters without any water and resort to glue-sniffing to suppress their appetites. But these youngsters are being taken off the streets and given homes, jobs and the chance of a future by Glad's House.

The European Tour set up its charitable organisation in 2006 and when it was re-branded as The Tour Players' Foundation in 2009 the first donation that it made was £7,000 to help get the Glad's House Caddie Project off the ground. The European Tour Caddie Association (ETCA) also added their support.

This programme has saved 44 children from poverty by being trained and given jobs as caddies at the Vipingo Ridge Resort, 20 miles north of Mombasa, Kenya's second city. The youngsters receive regular pay, live in the village with a 'house mother' looking after them, get two meals a day and clean clothes, including polo shirts as their

uniform. Some have also learned basic reading and writing skills.

A year after the project started, three ETCA caddies – Paul Cast, Ken Herring and Brian McConnell – travelled to the Vipingo Ridge Resort for a week. As well as helping with the training, the trio also visited the streets and slums where the children had come from.

A clearly moved Cast said: "On behalf of the three of us I would like to say that we have never been more moved, emotionally or spiritually, by anything related to golf, than we were by our trip to Kenya. To visit with the street kids in Mombasa and, thanks to Glad's House and the TPF, to work with some of the ex-street kids in their new caddying environment was one of the most rewarding and very humbling experiences of our lives."

Since then, the programme, and many of the young caddies involved, has flourished and four of the former street kids were invited to visit the UK and help out at the Challenge Tour's English Challenge in July.

Unfortunately, the trip to Stoke by Nayland Hotel, Golf & Spa in Essex was cancelled because they were refused VISAs for UK entry, but the charity and the Challenge Tour are already working on bringing them to next year's event.

Despite this disappointment, Jane Otieno, one of the four caddies due to be on the trip is hugely thankful for the way the project has turned her life around. "When I was roaming around in the streets of Mombasa I did not think that one day I will be in such a place like Vipingo Ridge, let alone playing golf. I did not even know anything about golf and I thank Glad's House for having brought me this far. I think it's God who directed them to come to us. Here we are paid a salary and we are also allowed to play golf every Tuesday. And, for this, we will always be grateful to Glad's House."

Cliff Ferguson, founder of Glad's House, said: "The transformation in the lives of these young people has been remarkable. From a life of unimaginable poverty they now have a profession, a real love of golf and, most importantly, a future."

Glad's House now also have four caddies at Nyaligi GC, Mombasa, and are planning on rolling this initiative out at more venues in Kenya. You can find out more information about the programme and make donations by visiting [www.GladsHouse.com](http://www.GladsHouse.com)



Golfers play 72 holes in one day for charity.

## MACMILLAN LONGEST DAY CHALLENGE

Millions raised by playing 72 holes

It's not only the super-rich pros who are doing their bit. Thousands of normal club golfers raise vital funds every year, from something as simple as playing in your club's charity day to taking part in the excellent Macmillan Longest Day Challenge.

Teams of three or four players get sponsored to play 72 holes in one day – that's around 300 shots and 20 miles of walking. Stableford scores are combined with the total amount of money you raised and the groups with the best scores win prizes and the chance to play at the Finals in Boavista, Portugal, in October.

In the 12 years that the Longest Day Golf Challenge has been running it has raised more than £2.6 million for Macmillan. This year, more than 300 teams took part and the event has raised £335,000 with donations still coming in.

To put this into context, £297,506 could pay for two Macmillan nurses for three years, helping people living with cancer and their families receive essential medical, practical and emotional support.

Just £189 could pay for a Macmillan Grant that helps a person living with cancer heat their home when they really need to and, at the other end of the cost spectrum, between £300,000 and £500,000 would pay for a new chemotherapy suite in a hospital that could save thousands of lives.

▶ Visit [www.macmillan.org.uk](http://www.macmillan.org.uk) to find out more about the work that Macmillan Cancer Support do and for more information about entering the Longest Day Challenge.

Anthony Kim is a big admirer of The First Tee.



## THE FIRST TEE

Charity has been changing children's lives through the game of golf since 1997

It's hard to find a worthier cause than The First Tee, whose mission statement reads; "To impact the lives of young people by providing educational programmes that build character, instil life-enhancing values and promote healthy choices through golf."

The charity has been doing this across America since 1997 and they've been so successful at home that they've launched a pilot programme in Manchester in collaboration with the Golf Foundation.

The First Tee in the UK has been visited by a host of great golfing stars over the last three years, including legend Jack Nicklaus, that has enabled them to raise over £40,000. Luke Donald helped them raise £3,500 and Paula Creamer-signed goodies were auctioned for more than £5,000.

This funding goes directly to positively impacting the lives of the youth by enabling The First Tee to offer golf and life skills programmes in the UK. To date, they have helped more



than 5,000 youths that may never have been able to participate in the game of golf due to socio-economic barriers.

On the other side of the pond, when Anthony Kim took the opportunity to talk to a group of First Tee participants on the practice range of Brentwood GC, Florida, to mark the opening of a new Learning Centre earlier this year, he saw a lot of himself in the young faces staring back at him.

"I was sitting there in your shoes not that long ago," said the 24-year-old First Tee Ambassador. "I grew up in LA and I didn't really have a course to play at your age, so each day I

would go to this driving range by my house. I know if I'd had a place like this, I would have been here every day.

Fund-raising efforts for the facility totalled \$634,000, with additional money coming from The Players Championship's Birdies for Charity programme. That money will be used to purchase computers, golf-teaching aids, educational games and other learning materials for the 1,200 children between the ages of seven and 17 who will benefit from the centre.

"Our new Learning Centre is a tremendous step in us having the ability to provide effective training and direction for even more youth in the Jacksonville area, thanks to the tremendous and very generous support from our donors," said Pepper Peete, The First Tee of Jacksonville's executive director and wife of former Players Championship winner Calvin Peete.

► Find out more and donate at [www.thefirstteemanchester.org](http://www.thefirstteemanchester.org) and [www.thefirsttee.org](http://www.thefirsttee.org)

## GENEROUS DONATIONS

**€1,000,000**

Total the Tour Players' Foundation has raised since its inception back in 2009.

**\$120 million**

Incredible amount raised for charity by the PGA Tour in 2010.

**427,680**

Total number of holes played by teams for Macmillan Longest Day Challenge this year.

**\$1.6 billion**

Total contributions to charity by the PGA Tour since 1938.

**248**

Number of Tour pros who do charity work for the PGA Tour.

## PUTTS4CHARITY

Pros holing putts doesn't just put money in their pockets

We all know how much money can ride on the pros holing putts at the business end of a tournament, but they also earn money for charity with every successful one-putt they make in selected events.

The Putts4Charity initiative has been run by the Tour Players' Foundation, the Tour's statistic sponsor Genworth and the Genworth Foundation since 2007 and sees €2 donated for every successful putt.

In addition, members of the public have the opportunity to do their bit by putting on specially designed greens in the sponsor's village. For each successful public one-putt, another €1 is given.

At last year's Portugal Masters, Lee Westwood, Jose-Filipe Lima, Thomas Levet, Graeme McDowell, Francesco Molinari and Ross Fisher got involved on the public putting green. They randomly drew golf balls marked with a donation amount ranging from €1,000-€10,000 and if they successfully sunk their putt that amount was donated. In total

€40,000 was raised by that challenge.

This combination of pro and public involvement has raised €800,000 since it started in 2007. The majority of this has gone to SOS Children's Villages, the world's largest orphan charity that has provided homes and families for more than 78,000 children and supported a million children and their families in 125 different countries.

Mark Roe, Chairman of the Tour Players' Foundation, said: "The Tour Players' Foundation is a relatively young charity and we are proud of its achievements to date, which would not have been possible without the full support of players and generosity of sponsors and public.

"We continue to develop our fundraising strategies and partnerships and look forward to continuing to assist the worthy causes which capture the attention and support of the European Tour and its members. It has been a pleasure and a privilege to act as chairman since retiring from playing in 2006."



Selected events see holed putts raise huge funds.



From green reading to book reading for Henrik Stenson.

## OPERATION LITERACY

Reading programme is brainchild of PGA Tour star Jim Furyk's wife

You probably take the skill that you're using right now for granted, but it is estimated that more than 40 million adults in America can't read well enough to read a simple story to their children.

The PGA Tour Wives Association are helping to reverse this shocking statistic with 'Operation Literacy', the brainchild of Tabitha Furyk, wife of 2010 FedEx Cup winner Jim. The programme raises awareness of literacy skills and raises vital funds to help in the fight against illiteracy.

A special reading event is held every year around The Players Championship. This year, a number of top pros took time out from their tournament preparations to read to 100 excited children, including 2009 champion Henrik Stenson, Jim Furyk, Justin Leonard and Ben Crane.

"It's a busy day, but this is definitely one of the most important things for me in the entire week," said Stenson.

The father of two added: "I don't know if my reading is good enough or not but it's great to get the time to come down here and see all the kids.

"It's all about having fun for these kids, and many of them need it. I'm doing a fair amount of reading now, so this is good practice for me."

As well as reading, there was also a small-scale replica of the famous par-3 17th at Sawgrass for the children to have a go at and one-on-one coaching with the players. This superb annual event has raised more than \$150,000 over the last three years.