



Because Golf Matters



Annual Review 2023

Contents.

Foundations

Welcome from Martin Slumbers, CEO, The R&A	1
Introducing The R&A Foundation	2
Our Themes	3
Financial Summary	4

Spotlights

Africa Amateur Championship	6
Golf It!	9

Themes

Accessibility	12
Sustainability	14
Health	16
Heritage	18
Talent	20

Ambitions

Our Community	22
2024 Projects	23
A Message from Phil Anderton, Chief Development Officer, The R&A	24

Why Golf Matters.

From time to time, someone will ask me, what is the purpose of The R&A? Why does it exist?

Since I was appointed CEO of The R&A in 2015, I have said that our mission is about more than the staging of elite championships and the maintenance of our sport’s rulebook.

It is to make golf open, accessible and inclusive across all ages, abilities, backgrounds, genders and ethnicities because that is how we will ensure that our game is thriving 50 years from now.

As my tenure at The R&A comes to a close, perhaps no other part of my work represents this belief, ethos and ambition more than what is accomplished through the objectives of The R&A Foundation.

With the support of The R&A Foundation, we have achieved the launch of the Golf It! facility in Glasgow and the staging of groundbreaking championships like The G4D Open and the Africa Amateur Championship.

We are uncovering insights across health and sustainability with applications both on and beyond our courses.

We continue to share the values that underpin our game with a wider audience than ever before. From helping to revolutionise strength and conditioning coaching for elite women, to giving thousands of children all around the world their first opportunity to play, we are transforming golf at every level.

These milestones simply would not have been possible without the support The R&A Foundation has received from our donors. You have accelerated our transformative impact far beyond our hope and expectation.

I would like to thank all of you, whose generous support has made this work possible over the past year.

I look forward with great anticipation to the achievements that will come with the continued growth and success of The R&A Foundation.



Martin Slumbers
CEO, The R&A
Secretary, The Royal and Ancient Golf Club of St Andrews

Introducing The R&A Foundation.

On 18 September 2023, we proudly announced the public launch of The R&A Foundation's global philanthropy programme. The moment marked a significant milestone in our commitment to transforming lives through golf.

Founded with a mission to reinvest proceeds from The Open into charitable initiatives, The R&A Foundation has built a platform for meaningful impact as the charitable arm of The R&A over the last two decades. Our journey began with a dedication to the global development of the game and a desire to help more people around the world enjoy its benefits.

Entering a new phase, with additional funds raised through philanthropy, The R&A Foundation will be able to substantially increase our support for communities worldwide through golf.

In the last year, propelled by the generous support of our donors, we have expanded our reach and intensified our impact. This year's achievements include groundbreaking community development projects, international championships, educational programmes and research initiatives. All our work is guided by our five charitable themes - accessibility, sustainability, health, heritage and talent - and driven by our belief that golf matters.



Martin Slumbers, CEO of The R&A, golfing with Megan Ashley, R&A Foundation Scholar, in September 2023

Our Themes.



Accessibility

Page 12

We are making our sport more open, diverse and inclusive by improving access to golf for people from all backgrounds. From the groundbreaking new Golf It! facility in Glasgow, to golf participation programmes in schools around the world, to the launch of The G4D Open in partnership with the DP World Tour and supported by EDGA, we are proving that golf is truly for everyone.



Sustainability

Page 14

We are helping scientific experts and the broader public better understand the environmental impacts and benefits of golf. Through projects like The R&A's Golf and Nature Study, Greenkeeping Scholarship Programme and the Golf Bioblitz, we are promoting biodiversity research, careers in sustainability and community engagement with nature on golf courses.



Health

Page 16

We are improving health outcomes for golfers, from first time players to professional athletes. Our support for the pioneering Golf on Prescription programme is demonstrating the mental and physical health benefits of golf for the broader population, whilst our partnership with the Ladies' European Tour is equalising strength, conditioning and physiotherapy provision and research.



Heritage

Page 18

We are empowering archivists, researchers, curators and educators to share the rich history of golf. From outreach programmes for every age, to unique exhibitions, lectures and talks, to support for researchers, we are helping The R&A World Golf Museum reach a wider audience than ever before.



Talent

Page 20

We are developing elite players by creating pathways that enable people to reach their potential. From our support for the Africa High Performance Programme to our collaboration with Mizuno to better equip players in developing countries, to The Royal and Ancient Golf Club Scholarship, we are supporting the careers that will shape the future of golf.



2023 Financial Summary.

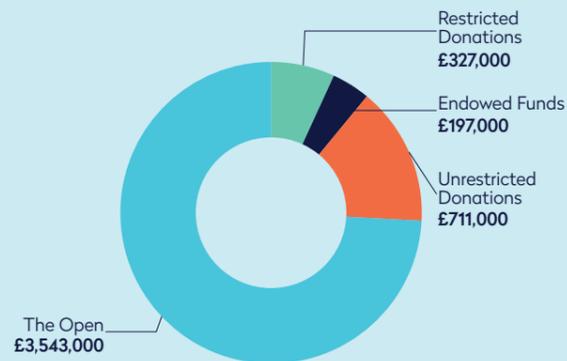
Since 2003, The R&A Foundation has provided funding from the proceeds of The Open to support golf projects across the globe, from grassroots to the elite level.

Over two decades, we invested millions of pounds to increase access, performance and participation in golf around the world while developing relationships with a global collection of partners.

In the last year, we asked donors to join us by establishing a global philanthropy programme to increase the reach and impact of our work. These extra funds are all additional to The R&A's commitment to golf, enabling our projects to develop faster and our impact to go further.

Collectively, we are not only creating good for golf but good through golf.

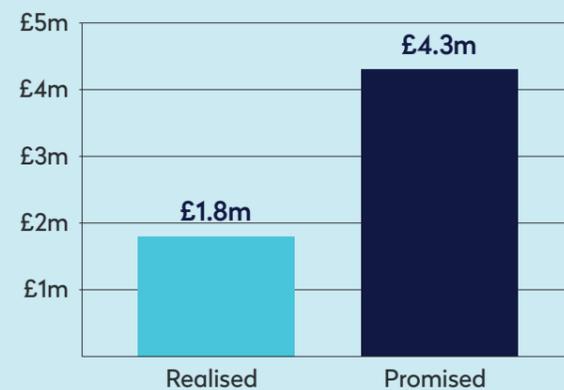
Sources of Income in 2023



In 2023, funding from philanthropic donors, combined with the proceeds of The Open totalled £4.7 million. Donors may give unrestricted donations, but may also provide restricted donations and endow specific funds that align with our charitable objectives.

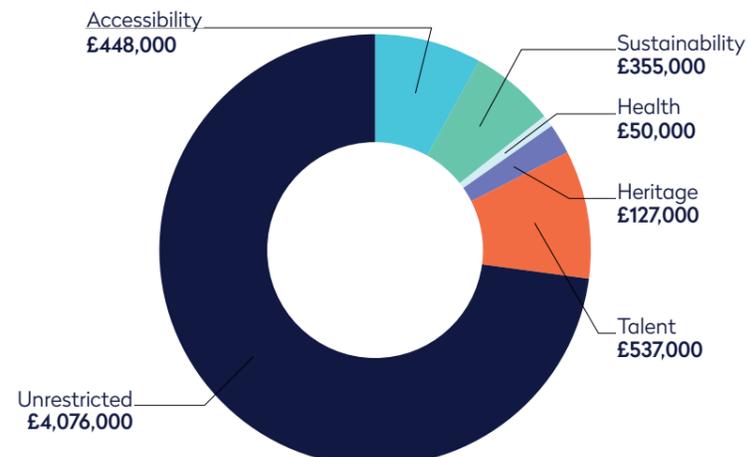
Total Philanthropic Commitment

Since the establishment of our philanthropy programme, individual, corporate and charitable trust donors have pledged £6.1 million. We have currently invested £1.8 million of this total into projects around the world.



Funding by Theme

The R&A Foundation allocates unrestricted donations through an annual process led by the Chief Development Officer and Director of Philanthropy and approved by the board. We evaluate projects on their strategic importance for impact across the globe and as a reflection of donor interest across all five of our charitable themes.



Funds pledged by theme to end April 2024.

A Global Network of Supporters

While the home of golf and The R&A Foundation is in St Andrews, Scotland, golfers play and support our game all around the world. Our donors hail from countries on six continents, bringing unique perspectives and ambitions to our global philanthropy programme.



Investment in Partnerships

We maximise our impact around the globe by investing in projects in three distinct ways: we use our international network to partner with local charities and foundations, we use our long-standing relationships to support industry affiliate organisations and we use our unrivalled expertise in golf development to directly invest in and manage specific programmes.

Charitable Partners

Partners such as charities, universities and other organisations receive funding to deliver specific projects, scholarships and initiatives. This year we distributed financial support to 17 university golf programmes.

The R&A's Affiliates

National federations and organisations receive support for their ongoing programming delivering the global growth of the game. The Golf Foundation received £500,000 this year toward increasing the retention of juniors in the sport.

The R&A's Programmes

Funding is distributed to charitable programmes directly managed by The R&A and The R&A Foundation, such as The Royal and Ancient Golf Club Scholarship.



Africa Amateur Championship.

The 18th at Leopard Creek, a 535 yard par-5 with its island green sloping from right to left down towards the water, is one of the most daunting finishing holes in the game. It is the hole where Ernie Els concluded his final round in the 2007 Alfred Dunhill Championship with an 8, losing the title by one shot to John Bickerton.

Yet, in the baking South African sun, Altin Van der Merwe held his nerve on the 18th, not once but twice, through a thrilling three-way play-off, to secure victory at the inaugural Africa Amateur Championship. When asked what the moment meant to him, Van der Merwe simply replied, "everything".

It means just as much to thousands of young golfers across Africa.

This unique event, a giant leap forward for the sport on the continent, has been years in the making.

Van der Merwe triumphed over 72 other players from 23 countries. Alongside, the inaugural Africa Amateur Women's Invitational brought 20 players from five countries, with Kyra van Kan triumphing by nine shots over the field.

At its core, the Championship is about inspiration and elevation, for players and audiences alike. The opportunity motivates competitors to raise their game like never before. The spectacle encourages young people across the continent to dream bigger and aim higher. The quality of the event transforms the expectations of everyone watching around the world about what is possible through golf across Africa.

RSA AFRICA AMATEUR CHAMPIONSHIP	
VERSTER	-15
MAAS	-13
VDMERWE	-12

The scoreboard at the start of the dramatic final day of play. Van der Merwe would pick up three shots to force a play-off.



“

Africa needs opportunities to showcase its remarkable talent, we've managed to provide that stage and that platform. The scale, the feel, the course, the diversity are different from anything that most of the players had ever experienced.”

Kevin Barker
Director - Golf Development,
GB&I and Africa, The R&A

An Unprecedented Platform

The Africa Amateur Championship and Women's Invitational are the centrepieces of The R&A's ambitious strategy to grow the game of golf across Africa and create opportunities for players and communities alike. This is a proven methodology - our Asia-Pacific Amateur Championship (in partnership with the Masters Tournament) and Latin America Amateur Championship (with the Masters and the USGA) have already become vital platforms for discovering the future stars of our sport and driving sporting and economic growth across the regions.

Because of the support of The R&A Foundation's donors, progress in Africa is moving faster than has been possible before. This is the first time a women's event has been held alongside the launch of the men's competition, ensuring parallel growth from the very start. Broadcasts of both championships reached more than 170 million homes across 70 countries, an enormous number for an amateur sporting event.

From players to coaches to greenkeepers, elite amateurs to first time golfers, adults to children, this inaugural championship and the many that will follow are raising ambitions and creating unprecedented opportunities.

This would not have been possible without the vision and generosity of Johann Rupert who invited The R&A to stage the inaugural Africa Amateur Championship at his Leopard Creek course.



Stars of the Future



MARGARET NYAMUKONDIWA
ZIMBABWE

Having attended The R&A's Africa High Performance Programme in 2022, Margaret (20) is now studying and playing at Western Texas University. With back-to-back wins at the Zimbabwe and Zambia Ladies Open Strokeplay Championships in 2023, she is fast becoming one of Africa's brightest young talents.

“I want to make it to the prestigious LPGA Tour and raise the Zimbabwe flag high.”



ADEL BALALA
KENYA

Adel (25) has competed globally at the elite amateur level, winning the Ruiru Open last year and playing the Magical Kenya Open on the DP World Tour. He manages his own logistics business and internet service provider to support his golfing career.

“I'd be giving hope not only to the people around me but to all Kenyan golfers who are aspiring to reach great heights.”



PRIMROSS CHIKWAYA
ZIMBABWE

Primross (18) honed her skills at the Royal Harare Golf Club as well as The R&A's Africa High Performance Programme camps. She is now studying business at the University of Northwestern Ohio and aspires to pursue both her professional golfing and business goals.

“Thank you for everything you are doing for golf in Africa. Surely this will make a great change. I believe this is only the beginning to a lot more fantastic things to come.”



ALTIN VAN DER MERWE
SOUTH AFRICA

As the winner of the inaugural Africa Amateur Championship, Van der Merwe (27) has secured the extraordinary opportunity of an exemption for The 152nd Open at Royal Troon and a chance to showcase his talents on the very biggest stage.

“To get the opportunity to play [at The Open] with the big guys, it's an absolute dream.”



Investment Across the Continent

“The talent is there – it’s the opportunity that hasn’t previously been maximised. This programme has created that platform.”

Eden Thompson

R&A Golf Development Manager - Africa

Since its launch in 2022, the Africa High Performance Programme (AHPP) is creating a pathway to excellence for 18 of the best young African golfers each year. Our commitment over the next decade will spot and nurture new talent through the formation of an Africa High Performance Squad bringing together top talents from across the continent, whilst also developing coaching and golf infrastructure throughout Africa.

Participants, both players and coaches, are exposed to the rigorous standards and methodologies of the elite level, with the ultimate aim of closing the gap between South Africa and the rest of the continent. High performance pathway pilots are already being implemented in Egypt, Kenya and Zimbabwe.

“I came from the same background as the kids who are here. I can assure you that the kids are really inspired to be part of this.”

Nobuhle Dlamini

LET Professional and AHPP Coach

“Through the High Performance Programme I believe I can become one of the best players in the world.”

Gilbert Chalwe

Player, Zambia

CASE STUDY

The Round of a Lifetime

Nineteen year-old Matthew Bramford of Zimbabwe’s only ambition for the Africa Amateur Championship was to play well on one of the great courses in the world. Little did he know he was about to shoot a round that would change his life forever.

On the first day of competition, Bramford shot a bogey-free 65, highlighted by an eagle on the par-4 6th and consecutive birdies on the 14th, 15th and 16th to lead the field. Although he would eventually slip back to fourth overall, his performance on the platform provided by The R&A had already been transformative.

Matthew had received an offer from a college in the USA to enrol in August but it required an enormous financial top-up. Following his performance at the Africa Amateur Championship, he received offers and scholarships from three different Division 1 colleges.

This is the fundamental purpose of this Championship - to transform lives and opportunities through golf.

“This exposure has been life-changing for him, opening doors to advanced training and educational opportunities that will undoubtedly shape his future.”

Martin Chikwana

President - Zimbabwe Golf Association



“Golf It! marks a significant commitment by The R&A to take golf into communities that may never have seen it as a viable, family-friendly activity before. We want this to be a place where everyone can feel at home, fostering a sense of community and shared joy.”

Martin Slumbers

CEO, The R&A

SPOTLIGHT

Golf It!

Just because transforming lives and communities through golf - the core of our mission at The R&A Foundation - is a hugely important task, it doesn't mean it can't also be a fun one!

In Golf It!, in the heart of Glasgow, The R&A Foundation has supported the creation of a benchmark for community-based golf initiatives that embrace inclusivity, foster community ties and prioritise fun.

From its three adventure golf courses and colossal 52-bay double decker driving range, to its delicious local street-food dining options and quality childcare facilities, there is something for everyone to enjoy at

Golf It! With child-friendly tee positions on the courses, a free equipment library and no dress code, golfers of all ages and abilities can experience everything our sport has to offer.

It is also a hub for education, access and career progression through golf. A wide range of programmes and partnerships provide numerous jobs, new in-curriculum activities for local schools and much needed economic opportunities for a historically deprived part of Glasgow.

It represents not just a singular success story, but a model for how we can ensure golf is thriving far into the future and how we can help communities thrive through golf.

The Heart of the Community

With the funding to provide a wide range of employment, training and volunteering opportunities, our support maximises the impact that Golf It! has on the local community. The facility is a catalyst for economic growth, generating much needed job prospects within the historically deprived north-east Glasgow area.

Golf It! general manager Russell Smith is proud to employ and upskill local young people: "Most of our 50 trailblazers – the name we've given our new team members on-site – are from the local area." Through a volunteer pathway, 32 different volunteers each week explore working at the facility, learning the many different ways to get involved in golf.

"This is about community empowerment and golf with a social purpose. We want to be the catalyst to develop [our community's] strengths."

Ian McDonald
Director of Catch the Light,
Glasgow youth development company



A Gateway to Learning

Golf It! is not just a place to play - it is a gateway to learning and growth for the next generation. With a long-term education programme spanning Glasgow, Golf It! aims to introduce our sport to 42,500 children within the city.

From in-curriculum golf activities to engaging school initiatives, Golf It! is shaping young minds and instilling a love for the sport. With a staff team dedicated to community and education engagement, the programme has rolled out to over 8,000 students in its first year. The schools programme is about more than golf - it is about fostering teamwork and sportsmanship and teaching essential life skills, like communication and problem solving, all while experiencing the joys of the game.

"I had never played golf before and never expected it to be so fun and exciting. I can enjoy playing golf on my own or with my friends and family!"

Lilianna
Nine year-old participant in
Golf It! schools programme



A donation of £400,000 from The Arnold & Winnie Palmer Foundation (AWPF), through The R&A Foundation, has made a tremendous impact and added a touch of golfing royalty to Golf It!. The late, great Arnold Palmer's daughter, Amy Palmer Saunders, believes that the local engagement at Golf It! - through the schools programme, community improvement and greenkeeping apprenticeships - powerfully embodies her family's and foundation's values.



Sustainable Futures

Golf It! has been designed from the ground up as an environmentally-friendly facility. All energy at Golf It! comes from renewable sources and none of its waste is sent to landfills, and it hosts more than 11,000 square metres of wildflower meadows and nearly 200 species of animal and plants on site.

This green foundation makes it the perfect location to host two greenkeeping scholars: Lucy Millar and Anton Shields. The young Glasgow locals participate in a programme, sponsored by Toro, that runs on a four year cycle: two years at Golf It!, one year in St Andrews and one year in Ohio.

This inspirational programme developed at Golf It! has created an educational and employment model for greenkeeping apprenticeships that The R&A Foundation will support in other locations in the coming years.

"We're very proud of our apprentices. Golf It! is about family and community, and they sum that up perfectly."

Scott Corrigan
Golf Course Manager



"What The R&A has done here with Golf It! is so aligned with the things that were so important during my father's career and my parents' lives. To see what potential there is here is just remarkable but what they've already accomplished, what they've built and how well thought out it was, how they engaged the community, it's just remarkable. To see the potential for the future... it's endless."

Amy Palmer Saunders
Chair Emeritus, The Arnold & Winnie Palmer Foundation



22 SCHOOLS
engaged through
community projects



8,000+ STUDENTS
taught in year one



100,000+ PEOPLE
attended the centre



**3.75 MILLION+
GOLF BALLS**
hit since opening



THEME

Accessibility.

The R&A Foundation is working with our partners to create a world where everyone has access to everything our sport has to offer. From projects to increase participation and raise standards around the globe, to support for new forms of golf to bring the game to inner cities and disadvantaged communities, to our work with amazing partners empowering everyone to pick up a club, we are at the forefront of the drive to ensure golf's future is diverse, inclusive and thriving.

IMPACT

The G4D Open

It resembled a scene we have seen thousands of times: the crowd huddled around the 18th hole, holding its collective breath. But, as Brendan Lawlor's winning putt dropped into the hole, the importance of this moment extended beyond the course.

The inaugural G4D Open, developed with EDGA and staged by The R&A with the DP World Tour at Woburn Golf Club in 2023, was, as Lawlor himself has said, "a groundbreaking championship."

As groundbreaking as that moment on the 18th was, it was how closely it resembled the culmination of any other major competition that made it extraordinary. Because, in that moment, participants were not seen as people with a disability at all - they were elite golfers at the very top of their sport.

This is the purpose of The G4D Open. As the President of EDGA, Tony Bennett, says, "our aim is to make the unknown known, make the unfamiliar familiar, so that we can focus on the golf."

That is how we can inspire millions of people living with disability to try our sport, to strive for excellence and sporting immortality and to be defined not by their impairment but by their ability.



"Every player here, we felt like royalty this week. Hopefully this is the start and we're going to have many more of these major events. Disability golf is definitely on the way up."

 **Brendan Lawlor**
G4D Open 2023 Champion



CASE STUDY

Vietnam Schools Programme

"Support from The R&A Foundation is helping us to create an exciting, inclusive future for golf in Vietnam."

Vu Nguyen

Vice Chairman and Secretary General of the Vietnam Golf Association

Although it has amongst the highest levels of engagement with golf across Asia, Vietnam also has some of the most unequal: 93% of all Vietnamese golfers are men and just 9% are juniors.

With our support, the Vietnam Golf Association is tackling this challenge head-on. By working directly with schools they are creating a diverse, youthful player base that will ensure golf is thriving in Vietnam for generations to come.

The programme has already engaged nearly 500 students across the country, through open days and introductory lessons, and will gradually facilitate a transition to traditional golf clubs for participants.

With two programmes already fully established in the Hanoi area in the north of the country, a programme about to launch in Nghe An and plans in place to expand to Ho Chi Minh City, the project will soon be country-wide. With training for PE teachers included, it is also designed to be self-sustaining, with each school continuing to offer golf as part of the curriculum after the initial year.

This pilot project is also testing a highly replicable model that could have far wider application around the world if it proves successful.

PARTNERSHIP

EDGA

With The R&A Foundation's support, and by collaborating with federations around the world, EDGA is transforming golf for the disabled at every level of the sport.

Sampling

By training and supporting volunteers and creating new access pathways, EDGA is providing thousands of people with disabilities with the opportunity to try golf for the first time, every year.

Participation

By providing free accessibility audits for golf clubs, working with designers on new courses and training hundreds of new coaches, EDGA is transforming services, environments and attitudes.

Competition

EDGA have created a pathway to the highest level through the EDGA and R&A 8-Stage Pathway, supporting national federations to implement plans to enable individuals with a disability to sample, participate and compete.

“

At its simplest, golf is a sport that involves taking a stick to hit an object towards a target. Golf is fundamentally inclusive; the stick doesn't know who is swinging it. Individuals with a disability can play an integrated mainstream sport, with the minimum of modified rules to make the game fair for all. This means it can do more for those people, whether on an individual or societal level, than perhaps any other sport."

Tony Bennett
President, EDGA



THEME

Sustainability.

The R&A Foundation is committed to shaping the landscape of golf in harmony with our shared planet. Through investment in a range of initiatives promoting environmental stewardship and ecological revitalisation, we support research on biodiversity and environmental impact, greenkeeping education and careers and community science on golf courses to ensure an ecologically positive future for our sport.



PARTNERSHIP

The R&A Golf and Nature Study

Sustainability at The R&A, as one of its core strategic objectives, seeks to future-proof the sport of golf and contribute to a brighter, greener future for our planet. Our sustainable golf initiatives are helping us better understand the relationship between golf and nature. At the heart of this endeavour lies the Golf and Nature Study, a comprehensive five-year research project of 27 championship golf courses.

The Golf and Nature Study delves into the intricate ecosystems of these courses, examining and tracking biodiversity indicators, such as bird and butterfly populations, to showcase the symbiotic relationship between golf and nature. With species decline at an unprecedented rate in human history, addressing biodiversity loss is an urgent environmental challenge of our time, making it imperative for golf courses to adopt sustainable practices and champion conservation efforts.

At the completion of its inaugural year, the study has found over 150 species of conservation concern and 14 habitats of principal importance protected on these courses. The findings affirm golf's potential as a powerful force for nature conservation.



The study demonstrates the value of prioritising environmentally-sound practices for golf courses - both for biodiversity and for business. It also highlights opportunities and incentives for other clubs to implement resource-saving and nature-protecting policies, whilst improving golfer experiences.

“

The R&A Foundation gives us more bandwidth - we can do so much more thanks to this funding. Bridging our sustainability work with this extraordinary fundraising potential allows us to achieve our goals in an even bigger way. We can be bolder and tackle global issues, supporting long-term research projects that will have a transformative impact.”

Daniel Lightfoot
Director - Sustainable Golf, The R&A

IMPACT

Golf Bioblitz

Bioblitzes bring together a local community and biodiversity experts in a collaborative race to find and record the variety of flora and fauna in a specific habitat or biome. These events are a fun and proven approach to large-scale natural data gathering and community engagement.

Bioblitzes are perfectly suited to the analysis of nature on golf courses. They can be completed in a short, intense period, which facilitates the gathering of complete datasets across a course, without having to suspend play for a lengthy period.

The first Golf Bioblitz, in memory of Helen Goodman, will take place at Carnoustie Golf Links in June 2024. It is the intention that this year's event will inspire new venues on The R&A's Championships rota to want to host their own Golf Bioblitz in future years. By modelling and systematising such events, clubs across the UK could help us build the largest dataset ever compiled on the vital biodiversity of golf courses.

CASE STUDY

Greenkeeping Scholarships: Cultivating a Sustainable Future

Educating greenkeepers in environmental best practices is the key to future-proofing our courses. In the face of labour shortages in the turf management industry around the world, support for the agronomists of the future is more important than ever.

With funding from The R&A Foundation, The R&A's Greenkeeping Scholarship Programme provides greenkeepers and apprentices access to professional development, practical experience and career opportunities. To date, the programme has funded over 500 scholars from more than 30 countries.



CASE STUDY

Helen Goodman: Our Links to Nature

For many years, on the desks of most of the executive assistants at The R&A sat identical signs. They read:

**“If I don't know the answer,
Helen Goodman does.”**

Helen joined The R&A in 1979, at just 16, and over her career she helped organise The Open on nearly 40 occasions. She never worked for anyone else.

The only things she loved as much as the team at The R&A were her family and the stunning nature that fills and surrounds the Old Course. Accompanied everywhere by her fiercely loyal schnauzers, she was an animal person through and through, endlessly interested in wildlife and generous with her time and money to animal charities.

“

When we talk about the values of The R&A, integrity and courage, we are talking about special colleagues like Helen. More than most, she saw the power The Open has and she was so passionate about how we used it to create environmental and sustainability impacts. The Golf Bioblitz day is the perfect way to honour her memory.”

Johnnie Cole-Hamilton
Executive Director - Championships,
The R&A

THEME

Health.

The R&A Foundation is dedicated to unlocking the transformative potential we know our sport can have on mental and physical well-being. By supporting programmes in social prescription and sports medicine research for elite athletes and everyday players, we are championing the universal health benefits of golf, promoting an active and fulfilling lifestyle for individuals of all ages and creating longer, healthier and happier lives.



PARTNERSHIP

Ladies' European Tour Performance Institute

For elite athletes, exceptional performance requires far more than just refining their swing and perfecting their short game. For the very best, strength and conditioning coaching, performance nutrition and world class physiotherapy are vital for peak performance.

Although women's golf has made immense progress over the 45 years since the Ladies' European Tour (LET) was launched, health is one of the areas where the greatest inequality remains. Many competitions still have only a single physiotherapist for all female players.

With significant support from The R&A Foundation, the LET Performance Institute (LET-PI) and their team of specialist therapists and coaches is changing that:

For Professionals

At global tournaments, the LET-PI provides nearly 500 players with the world class services they deserve, wherever they are playing.

For Physios

With medical professionals, the LET-PI creates new pathways to elite sport for female physiotherapists, nutritionists and coaches.

For Researchers

Through research institutions, the LET-PI support studies which elevate professional performance and benefit female golfers at every level.

“We are working to create a future where every service currently available to elite male golfers is available to their female counterparts. The R&A Foundation's ongoing support and collaboration is indispensable to this mission.”

Diane Barnard
Director of Operations, Ladies' European Tour

SPOTLIGHT

Golf on Prescription

35%

reduction in risk of strokes

40%

reduction in risk of diabetes

68%

reduction in risk of hip fractures

20%

reduction in risk of breast cancer

30%

reduction in risk of depression and dementia

30%

reduction in risk of mortality from all causes

Source: UK Chief Medical Officers' Physical Activity Guidelines 2019.

“I would highly recommend Golf for Health to anyone with underlying health conditions.”
Golf on Prescription Participant

“The R&A Foundation's backing legitimised us. When you see the organisations involved, how widespread the support has been, all of these people got interested because of The R&A Foundation.”

Professor Frank Sullivan
Professor of Primary Care Medicine,
University of St Andrews

These numbers are not the results of a science-fiction wonderdrug - they are the proven impact of regular physical activity.

We have known about the benefits of physical activity for decades, and recent research led by Dr Andrew Murray has established how these health benefits are achieved through golf. The challenge is not how we can help people live longer and better but how can we encourage people to embrace the opportunity in front of them?

This is the question a first-of-its-kind study, led by Professor Frank Sullivan at the University of St Andrews with support from The R&A Foundation, is helping to answer.

A sequence of pilot programmes, across six golf clubs in Fife, Scotland, is connecting individuals with mental and physical health needs and particularly low levels of physical activity, with a life-changing opportunity - a package of golf, nature and social activities designed to be accessible, enjoyable and still provide the same level of risk reductions.

Across these pilots we have already seen remarkable results. There is a clear demand for the programme among the target demographic and strong retention among participants once they begin to take part. Researchers have seen not only improvements in willingness to exercise and in general physical health as a result but also notable improvements in mental health, with many attendees reporting improvements to psychological wellbeing, including symptoms of anxiety and depression. This holistic impact is something no medication can offer.

Golf on Prescription is a unique collaboration between golf, research and healthcare professionals.



Donated initial funding to help launch the Golf on Prescription study.



Developed the social prescribing package and research methods.



Helped identify prospects in local communities.



Contributed additional funding and support for wider testing.



Provided access to golf courses and golf professionals.

THEME

Heritage.

The R&A Foundation is committed to preserving the storied history of golf and keeping its timeless values alive in every player and enthusiast across the globe. Through our wide-ranging support for The R&A World Golf Museum's outreach projects, research funds and digital storytelling, we help create a deeper understanding of golf's role in our past, present and future, ensuring that our sport continues to resonate, inspire and connect with diverse audiences.



IMPACT

Golf Memories

By transcending the boundaries of time and memory, the Golf Memories programme offers solace, camaraderie and joy to all who attend. The project embodies the power of human connection through sport, storytelling and reminiscence.

At The R&A World Golf Museum, participants come together to share their love for the game and the memories it holds. Amidst artifacts and memorabilia of golf's history, individuals from all walks of life gather to reminisce and to forge new connections.

While open to all, the monthly sessions are designed to be dementia-friendly, specifically serving individuals with memory loss and their carers, by discussing favourite golf films and interacting with artifacts and recalling famous tournaments, players and courses. The reminiscence meetings offer people an opportunity to reconnect with their passion for golf and find moments of clarity and contentment amidst the disorientation of memory loss.

Through programmes like Golf Memories, the museum nurtures a compassionate community off the course — one that fosters inclusivity and honours the timelessness of golf.



“For many people, attending these sessions allows them to spend time with their relatives in a relaxed and comfortable environment where they create new memories and have glimpses of the people that they were, allowing them to have their Dad or Mum back.”

Hannah Fleming
Learning & Access Curator,
The R&A World Golf Museum

PARTNERSHIP

The R&A World Golf Museum



Our Collection

The R&A World Golf Museum brings 400 years of golf's history to life through state of the art immersive galleries and an unrivalled collection of sporting and historical artifacts, including some of the world's oldest golf clubs. Our investment helps preserve the collection's treasures and keeps this connection to our past open and accessible for audiences old and new.



Our Exhibitions

Every year, with the support of The R&A Foundation, The R&A World Golf Museum curates a number of special exhibitions, highlighting particular competitions, communities and themes. In 2023, special exhibitions explored the history of the Walker Cup from 1922 to the present day and train travel's impact on increasing access to seaside links courses in the 19th century.



Our Lecture Series

The R&A World Golf Museum is also a vital resource for experts in golfing history. Our lecture series features historians, researchers and local experts in golf heritage and related fields. These events explore the context and culture surrounding our sport and how it has influenced and been influenced by our politics and society.



Our Outreach Programmes

Learning and access events ensure the connection between the golfing community, the people of St Andrews and The Royal and Ancient Golf Club of St Andrews remains as vibrant and close as it has always been throughout golf's 400-year history. From our work with youth groups to golf enthusiasts, outreach programming brings the Museum's collections to life.

THEME

Talent.

The R&A Foundation elevates golfers, greenkeepers, coaches and innovators of exceptional promise into the champions and leaders who will define the future of the sport. By equipping them to succeed, providing pathways to excellence and developing the coaching and networks which identify and unlock remarkable talents, we are helping to nurture the stars of tomorrow, today.



PARTNERSHIP

Mizuno Corporation

Unequal access to the highest standard of equipment is a huge barrier for many of the world's most talented golfers growing up in less developed golfing nations.

The R&A Foundation, in partnership with the Mizuno Corporation, are closing that gap.

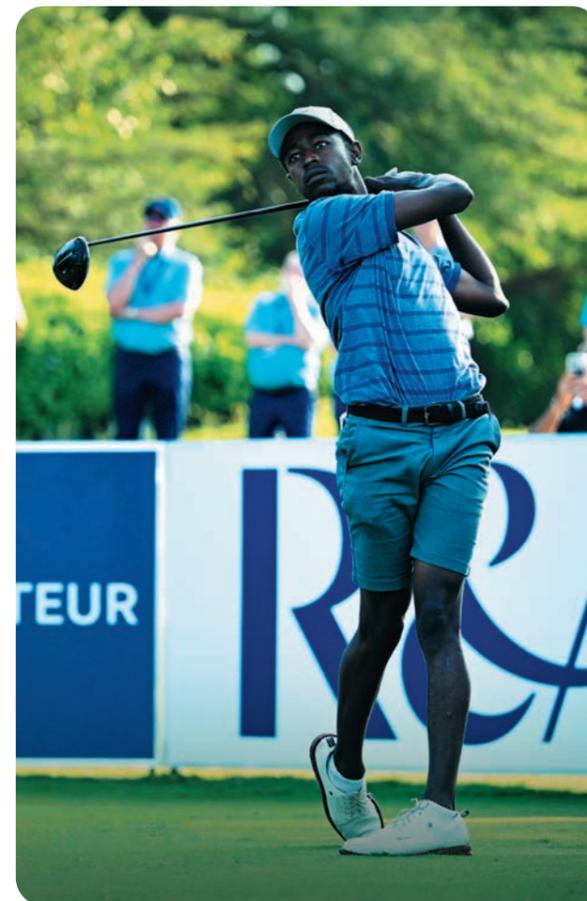
With an initial £25,720 donation of golf products to The R&A's Africa High Performance Programme in 2023, Mizuno has made a strategic investment in the future of golf excellence.

This is not just about handing over equipment; it is about empowering talented players with elite tools to unlock their full potential. This generous donation ensures that promising talents, such as Zimbabwe's Kudzai Mandava and Tanaka Chatora and Zambia's Bwembya Patrick Chanda, are equipped with the finest clubs to refine their skills and elevate their game.



“Mizuno's corporate philosophy is to contribute to society through the advancement of sporting goods and the promotion of sports, so The R&A Foundation is the perfect partner to work with in order to deliver this philosophy in countries where golfers may not be able to afford, or have access to, high quality and bespoke golf equipment.”

Rob Jackson
Head of EMEA Golf, Mizuno



IMPACT

Bwembya Patrick Chanda

As both a member of The R&A's Africa High Performance Programme and a recipient of The R&A Foundation Scholarship, Bwembya exemplifies the commitment and talent we exist to nurture.

He competes internationally as a top amateur golfer, including at the Africa Amateur Championship, and studies at the African Turf Academy as a greenkeeper. His love of the game, his passion to succeed both on and off the course and his developing golfing excellence made him a perfect recipient of Mizuno's generous commitment.

“Your help enables me to pursue my golf dreams with enhanced focus and determination. Your belief in my abilities has motivated me to continue improving my skills, pursue competitive opportunities and strive for excellence within the sport. I would like to thank you for your generous support. I am deeply grateful for the opportunity to pursue my passion with this support and I look forward to the journey ahead with great enthusiasm.”

Bwembya Patrick Chanda

CASE STUDY



The Royal and Ancient Golf Club Scholarship Shaping Golf's Future Leaders

Golf depends on leadership on and off the course. This year, we launched a new philanthropic initiative, in collaboration with The Royal and Ancient Golf Club of St Andrews, to support the next generation of golf's ambassadors in cultivating the skills and networks needed to lead our sport to a brighter future.

The Royal and Ancient Golf Club Scholarship is a game-changing programme that seeks to nurture golf's future leaders. These scholars will receive tailored support, including education and golf engagement bursaries, mentorship from esteemed Club members and opportunities for international networking at a leadership conference in St Andrews.

Through the Club's extensive international network, we will identify and support individuals of exceptional promise from around the world, irrespective of background or circumstance, who embody the best of what our sport has to offer. This programme will foster a global community of future leaders to carry forward the virtues and values of golf.

Thanks to the generosity of members of The Royal and Ancient Golf Club of St Andrews, we are able to offer places to 12 scholars in the inaugural cohort in 2024-2025 - and this is just the beginning of a long term ambition to support golf's exceptional, influential individuals of the future.

Our Community.



At The R&A Foundation, we connect individuals with capacity to projects and programmes which match their ambition.

Our philanthropy team learns each donor's specific priorities and connects them to the work that will achieve them. Whether you want to give through endowments, as part of your charitable legacy or in memory of a loved one, we will translate your donation into impact.

Through The R&A Foundation, donors are achieving their personal aspirations to develop the champions of the future, to unlock golf's potential as a force for environmental good and to put clubs into the hands of more children than ever before. To find out more, please get in touch with our philanthropy team at foundation@randa.org and begin your personalised giving journey.



"Every person's journey through our sport is unique and so too are their aspirations for all that it can accomplish. However, all of us are united by our commitment to serve our communities through the sport we love."

Bruce Mitchell
Past Captain, The Royal and Ancient Golf Club of St Andrews
Chair, The R&A Advancement Committee

The R&A Advancement Committee, a group of members of The Royal and Ancient Golf Club of St Andrews, offer substantial support to The R&A Foundation team. The Committee members volunteer their time to support donor engagement and fundraising efforts worldwide.

The Advancement Committee pictured in September 2023 with Committee Chair Bruce Mitchell and Phil Anderton, Dick Barrett, Roger Devlin (not pictured), Tim Hultquist, Antony Lee, Lung-Nien Lee, Andrew Lothian and Martin Slumbers.



Donations from our corporate partners, like Rolex and AIG, and trusts and foundations, like The Arnold & Winnie Palmer Foundation, elevate the scale at which we offer philanthropic-level support to charitable projects and programmes around the world.

The R&A Founders Society (R&AFS) is our community of these corporate donors and individuals who pledge £50,000 or more over a five-year period. To thank our early donors for their significant contributions, we hosted an exclusive dinner at The Open at Royal Liverpool in 2023, providing them with privileged access to the Championship to express our gratitude and celebrate the work that their support makes possible.

2024 Projects.

As well as continuing to develop and fund many of the events, projects and programmes supported in 2023, philanthropic funding will allow us to support an even wider range of impactful work in 2024. Below are a few of the projects we are most excited about.

Fairways to Learning



£80,000

Building on our success engaging the Glasgow community through the Golf It! facility, we are partnering with Kelvin College for the Fairways to Learning programme. This initiative will provide work experience, personal development and pathways to employment for young people from disadvantaged backgrounds.

Golf It! Community Garden



£20,000

A new project at Golf It! will create a space to grow fresh produce that will be shared with the neighbouring communities. Prisoners at Barlinnie, the largest prison in Scotland, who are enrolled in joinery and steel fabrication courses will construct the garden facilities.

Community Golf Instructors



£45,000

Foundation funding will support the launch of Community Golf Instructor programmes in a number of federations both in Europe and Asia. These instructors provide a more holistic approach to teaching our sport, which will have extensive benefits for both accessibility and for individuals seeking to take up golf for its health and wellbeing benefits.

Paragolfers



£25,000

Paragolfer chairs are remarkable pieces of technology, providing individuals with complex physical disabilities the opportunity to play an entire round by raising them to a standing position. Our funding will create a world first in 2024 by ensuring there is a Paragolfer permanently available at Woburn Golf Club.

Africa Tournament Preparation Fund



£25,000

Often underappreciated as a challenge for African golfers are the logistical hurdles they face - from travel, to accommodation, to entry fees. This fund will cover these costs for Africa High Performance players so that they can compete in WAGR events across Africa.

WAAP Academy



£35,000

This new women's High Performance Programme will build on the success of the men's academy. Through bespoke support for 12-14 promising female amateur golfers from less developed countries, it will help them excel at the Women's Amateur Asia-Pacific championship.

Climate Impact of Golf Courses



Technology Research

£45,000

Researchers at the University of St Andrews will conduct an MRes study to explore the use of green technology on golf courses, particularly new strategies for carbon capture. The aim is to produce innovative methodologies with applications for golf courses and beyond.

New Exhibitions at The R&A World Golf Museum



£52,000

The Museum has commissioned two new exhibitions for 2024 - a spotlight on women's golf history at the AIG Women's Open and an exhibition on the lives and experiences of golf's great caddies, including new photography and audio interviews that will allow the sport's unsung heroes to tell their stories in their own words.

Golf as a Force for Good.

The last year has been a period of extraordinary growth and success for Golf Development. We have implemented a new global structure, significantly increasing our ability to grow our game for the global good. The launch of The R&A Foundation's philanthropy programme has provided new funding to support these expanding ambitions and projects.

When I reflect on the enormous strides we have been able to take across accessibility, health, sustainability, heritage and talent, I am immensely grateful to all those who are joining us on this journey.

Your generosity has been felt by young people with new opportunities to chase and new networks to support them in their pursuit. It is driving greater equality of access and experience, through our partners at EDGA and the Ladies' European Tour.

It can be found in the heart of Glasgow, in thousands of young people experiencing the joys and challenges of our sport for the first time. It has become the foundation of groundbreaking research programmes, like Golf on Prescription and our Golf and Nature Study, which will shape the lives and experiences of golfers at every level.

It is sharing the stories and values of our sport more widely than ever before, and empowering and equipping the leaders of tomorrow. The core of our mission in Golf Development will always be to support the growth of our sport around the world.

Now, through golf and your support, we are doing even more: we are transforming opportunities, aspirations and outcomes through all that is great about our game. It has never been so clear that golf can be a transformative force for good around the world. This is why golf matters.

Thank you for your support.




Phil Anderton
Chief Development Officer, The R&A

Together we can build a better future through golf.



To find out more, please contact:

The R&A Foundation
foundation@randa.org
+44 (0)1334 460 000



The R&A Foundation

Charity number: SC034817
Beach House, Golf Place, St Andrews,
Scotland, United Kingdom, KY16 9JA