



GRASSROOTS GRANT PROGRAM

FUNDING ELIGIBILITY & GUIDELINES

ABOUT: In May of 2021, the golf industry collaborated to introduce a new Grassroots Grant Program (GGP) designed to increase participation among those who are underrepresented in the sport. The GGP was developed by the Youth & Adult Player Development Work Group that was formed as part of the Make Golf Your Thing industry-wide Diversity, Equity, and Inclusion movement.

Facilitated through the American Golf Industry Coalition, a division of the World Golf Foundation, Phase One of the Grassroots Grant Program distributed \$150,000 to 43 grassroots organizations. In January of 2022, an additional \$150,000 was awarded to 31 grassroots organizations.

PURPOSE & FUNDING PRIORITIES: A grassroots golf program is defined as a charitable organization or program dedicated to increasing golf participation among those who are underrepresented in the sport, such as those that are focused on participation from one or more of the following: Black, Latinx, Asian, and Indigenous communities as well as women, LGBTQ+ individuals, Veterans, and individuals with disabilities.

Emphasis might be given to organizations in need of resources, who are not receiving significant support from leading golf industry organizations.

ELIGIBILITY: GGP funding will support tax-exempt organizations, preferably those defined under Section 501(c)(3) of the U.S. Internal Revenue Code or government municipalities.

The GGP will not provide funding to reimburse organizations for program expenses which have been incurred prior to an application's review by the designated GGP committee. Eligibility for future funding support is dependent on the organization's ability to successfully implement the proposed program and proper utilization of funds as directed.

The GGP expects all applicants to demonstrate plans for eventual self-sustainability through local support, and strongly recommends that successive funding requests comprise a decreasing percentage of the overall program budget.

FUNDING GUIDELINES: The GGP will not provide 100% of the cash cost to operate any program. In addition:

- Applicants are expected to submit detailed information on the other sources of revenue that will be used to support the program.
- Applicants must demonstrate a sustainable business model for operations, with partnerships and resources coming from individuals, community, and private funders.
- Applicants must agree to share program information, best practices, pictures, and testimonies to the GGP on a timely basis (TBD).

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- Applicants are required to submit a final report at the end of the funding period. Contact GGP for the proper form and instructions for completion.

USE OF GGP FUNDS: GGP funds may be used for the following:

- Golf instruction
- Course access and/or practice range facility access
- Training/curriculum design
- Golf Equipment
- Technology
- Transportation provided for participants to attend program
- Snacks
- Clothing
- Insurance
- Fees based on sliding scale (free or reduced) per combined family income (W-2)
- Other needs to be determined on a case-by-case basis. Detailed narrative must accompany application.

APPLICATION REQUIREMENTS:

- Completed GGP Application
- GGP Budget Forms (Revenues, Expenses)
- Budget Narrative describing in detail all revenues, expenses, and in-kind contributions listed on the GGP Budget Forms
- Copy of your organization's IRS Tax Determination Letter (if applicable)
- List of your organization's Board of Directors or other Governing Body
- The two most recent years' financial statements for your organization (if applicable), including a list of assets and liabilities (balance sheet), and a list of operating revenues and expense

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