



Golf Canada Foundation

ANNUAL REPORT

2022



About the FOUNDATION



UBC Thunderbirds won the team division on both the men's and women's side at the University/College Championship presented by BDO.



First Tee - Canada programming in full swing after the stall of the Pandemic

MISSION: To inspire young players to build strong core values and character while living a healthy lifestyle.

VISION: To become the leading voice of golf philanthropy in Canada.

MANDATE: The Golf Canada Foundation was established in 1979 with the purpose to raise and grant funds for the advancement of golf in Canada. As a registered Canadian Amateur Athletic

Association, the Foundation delivers this mandate by awarding scholarships to Canadian student golfers and distributing grants to support initiatives that fall into five key areas:

- Junior Golf
- Collegiate Golf
- Women's Golf
- High Performance Golf
- Heritage



Sonja Tang and Aidan Schurer, both members the University of British Columbia Thunderbirds, earned the gold medal for winning the men's and women's individual divisions of the 2022 University/College Championship presented by BDO in Bromont Quebec.

BOARD OF DIRECTORS:

David Agnew - President
 Peter McCarthy - Vice President
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 Dan Matthews - Director
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 Ben Fava - Coordinator, Operations
 Laura Sawyer - Director, Events
 Michael Wong - Coordinator, Events
 Sean Reczulski - Director, Development First Tee - Canada
 Ben Neumer - Development Officer, First Tee - British Columbia
 Jason Hraynyk - Development Officer, First Tee - Ontario
 Rilla Kingston - Development Officer, First Tee - Quebec
 Steve Healy - Development Officer, First Tee - Atlantic
 Connie Brian - Manager, Database
 Maddie Lethbridge - Intern, Development
 Robin Campbell - Consultant, Drive Campaign

President & CEO REPORT

Building on a record year can be a challenge, but we are very pleased to report an increase of 70% over 2021 to raise over \$6.3 million in 2022. Along with the resurgence of golf and a groundswell of support, we launched a new \$70 million Drive Campaign that focuses on making a generational impact in two major program areas: First Tee, which builds life skills in kids both on and off the course, and Team Canada by creating more Canadian golf heroes on television competing for championships. Tying the two programs together in the campaign will be a new multi-purpose First Tee - Canada National Headquarters to be built at TPC Toronto at Osprey Valley in Caledon, Ontario.

Launched in 2020, we are proud to say that First Tee has already reached more than 20,000 kids in Canada, on the road to our goal of reaching more than 100,000 kids by the end of 2024. And when those kids watched golf at the highest level, they saw more Canadians on the leaderboards in 2022—the first year of Golf Canada’s 10-year plan to help 30 Canadian players make the LPGA Tour and PGA TOUR by 2032.

Both programs helped launch the Foundation to a new level of giving in 2022, with a total of \$38.1 million pledged to support Team Canada and First Tee as part of the Drive Campaign. Lead gifts include Foundation board member and former Golf Canada president Paul McLean’s family \$5 million commitment to enhance the reach and impact of Golf Canada’s player development program,

and long-time philanthropists and golf course owners the Stollery family pledged \$2 million to name and fund the new Team Canada Stollery Family Women’s Head Coach position. In support of First Tee, the Desmarais family, Monty family, and Aune Foundation came on board as International Trustees, pledging \$1 million USD to help launch additional chapters in Canada and enhance programming in Quebec.

Major events were a big part of the 2022 story as well, with the return of the RBC Canadian Open and CP Women’s Open for the first time since 2019. Two incredible venues hosted the tournaments, St. George’s Golf and Country Club in Toronto, and Ottawa Hunt and Golf Club in the nation’s capital, where Foundation donors got to experience Pro-Ams, record crowds, and remarkable champions in Rory McIlroy and Paula Reto.

Success on-course wasn’t limited to the Opens, as our former Team Canada players had an outstanding year on tours around the world. Led by Brooke Henderson’s second major win at the Evian, Mac Hughes and Adam Svensson both won on the PGA TOUR, and Corey Connors and Taylor Pendrith represented Canada on the International Team in the Presidents Cup. Monet Chun’s run at the U.S. Amateur capped an amazing summer that included a Big Ten title and a Canadian Women’s Amateur Championship.

Team Canada players and legends of the game highlighted our three Trustee events in the summer and fall, including Team Canada players and coaches during Trustee-Guest at Taboo Muskoka Golf Course and Trustee Cup at Hamilton Golf and Country Club.



DAVID AGNEW
President, Golf Canada Foundation



MARTIN BARNARD
CEO, Golf Canada Foundation

Taboo was the perfect long-weekend summer kick-off, and Hamilton hosted Foundation Trustees following spectacular renovations that will test the world’s best when the RBC Canadian Open returns in 2024. Canadian legend Mike Weir and eight-time PGA TOUR winner Brad Faxon dazzled our International Trustees around the Memphrémagog putting green at the first annual First Tee - Canada Summit.

Trustees have always formed the backbone of our growth, from humble beginnings in 2013 when we expanded the Foundation mandate right up to today. Back then, we hoped that anyone involved in golf could give back through the Foundation and have an impact—whether it be through scholarships, high-performance, junior golf, women’s golf, or heritage. In 2022 and beyond we hope to reach even more donors after launching First Tee - Canada with high awareness, and a fundraising structure where 100% of chapter donations stay within the chapter.

On the heels of a terrific year, we would like to extend our thanks to a tremendous team of people who have worked very hard to grow the Foundation over the years, including the Board of Directors, Foundation staff, volunteers, and most of all our donors who have been incredibly generous with their dollars and their networks to build the Foundation to what it is today. Lastly, we thank our partners including RBC, Canadian Pacific, Citi Canada, Turf Care, Titleist Canada, RBC Foundation, PGA of Canada, Canadian Tire – Jumpstart, Credit Suisse, and the golf courses who hosted Foundation events this year including Taboo, Hamilton, Club de Golf Memphrémagog, Ottawa Hunt, TPC Toronto at Osprey Valley, and Angus Glen.

As we look to 2023, we hope golfers, partners, stakeholders, and even non-golfers will join us in the journey to change the game for the better!



Rendering of publicly accessible community putting green to be built at the First Tee - Canada headquarters at TPC Toronto at Osprey Valley.

DRIVE CAMPAIGN

INCREASE ACCESS & DIVERSITY IN GOLF

- Establish the First Tee - Canada headquarters
- Public-access community putting green
- Change the face of golf to reflect Canadian multiculturalism
- Eliminate cost as a barrier to entry

LONG-TERM SPORT DEVELOPMENT

- Develop a world-class Golf Performance Centre
- Host major amateur and professional championships
- Create a 12-month a year indoor training facility

ENHANCE COMMUNITY & HERITAGE

- Expand and reinvigorate Hall of Fame(s) & Museum
- Create an accessible community recreation facility
- Drive economic growth to the community (Peel, Ontario)

Foundational Elements

1. COMMUNITY PUTTING GREEN

30,000 ft² community putting course to introduce youth and underrepresented groups to golf, while providing Caledon with a publicly accessible recreation facility.

2. HOME OF CANADIAN GOLF CAMPUS INCLUDING THE CANADIAN GOLF HALL OF FAME

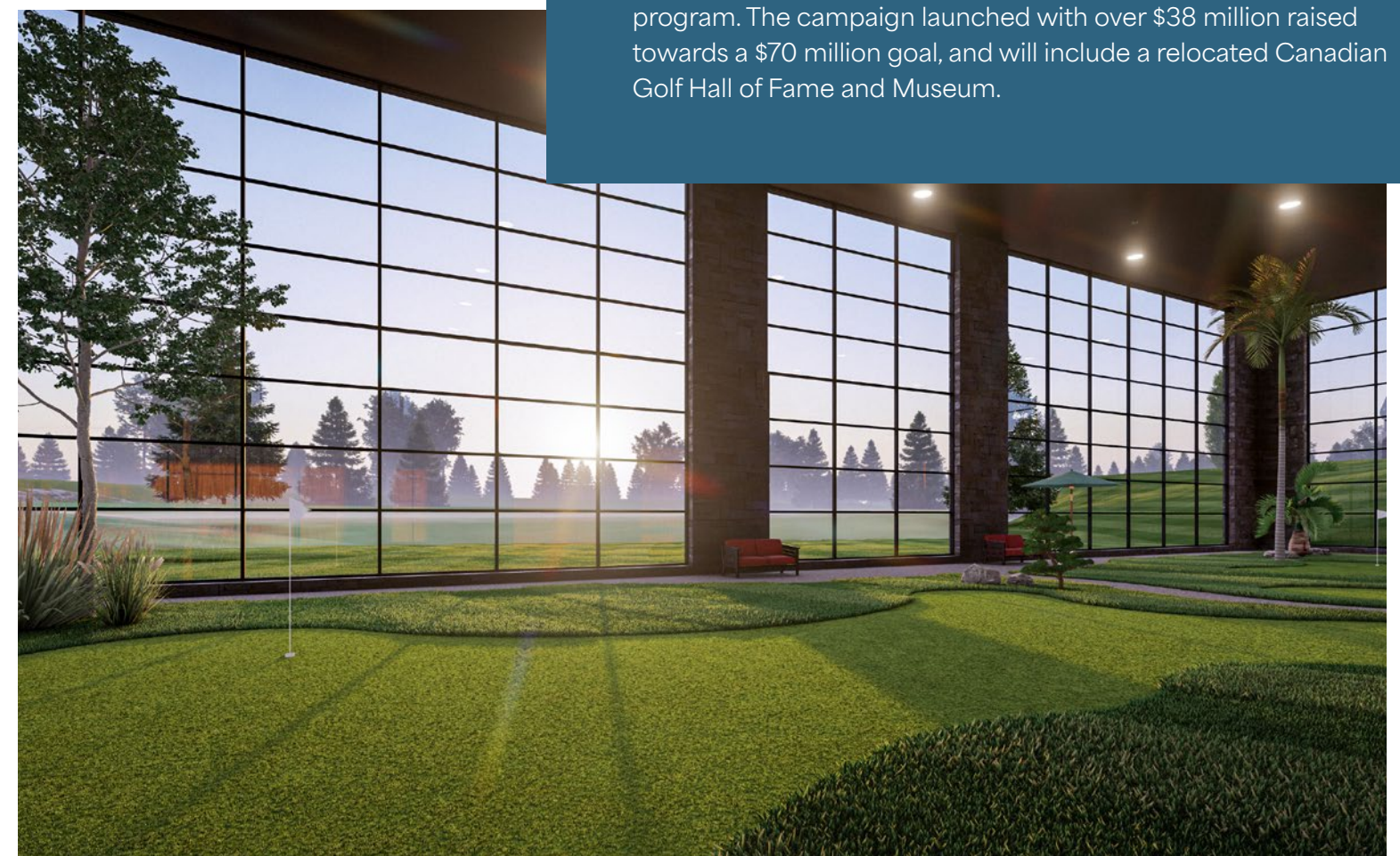
Campus building designed to consolidate Golf Canada's industry partners in one space.

3. FIRST TEE - CANADA NATIONAL HEADQUARTERS AND GOLF PERFORMANCE CENTRE:

16,000ft² fully accessible public training space designed to train and develop First Tee Coaches, provide year-round access to a state-of-the-art short game centre, and train the next generation of Team Canada golfers.

4. EDUCATIONAL & PROGRAMMATIC ELEMENTS

National conferences (rules, coaching, and general meetings); sport programming; and videoconferencing capability for coaches across Canada.



The Vision: A National Point Of Convergence For Golf In Canada

In July, Golf Canada announced a new head office for key stakeholders in the golf industry, a new Home for Canadian Golf. The new Home is a partnership between Golf Canada and TPC-Toronto at Osprey Valley with a bold vision that will see Golf Canada relocate its head office from Glen Abbey Golf Course and join forces with Golf Ontario, PGA of Canada and the Club Management Association of Canada among others.

At the same time Golf Canada Foundation launched the Drive Campaign to fund programming which will complement the new Home, including a First Tee - Canada Headquarters with indoor training facilities, a publicly accessible community putting green, and enhancements to Team Canada's player development system including a national talent identification program. The campaign launched with over \$38 million raised towards a \$70 million goal, and will include a relocated Canadian Golf Hall of Fame and Museum.

First Tee - Canada YEAR IN REVIEW

First Tee participant.



KEY STATS:

22,851 participants

65% male | **35%** female

78% of Canadian program locations serve equity-deserving groups

55% of participants identify as BIPOC

Since its successful inception in 2020, First Tee - Canada has launched operating provincial chapters delivering programming in schools, community centres, and golf facilities in British Columbia, Ontario, Quebec and across Atlantic Canada. Golf Canada anticipates the launch of two additional chapters, ensuring First Tee is offered in all provinces by the end of 2023.

With a mission to make golf more diverse, equitable, and inclusive to traditionally underrepresented communities, First Tee - Canada's fundraising continues to be the driving force behind First Tee. In 2022, the First Tee chapters in British Columbia (Musqueam Golf and Learning Academy), Ontario (Goodwood Golf Club), and Quebec (Royal Montreal Golf Club) held their first annual First Tee Cup tournaments. First Tee strives to continue to offer donors and supporters access to great courses, networking with other philanthropic leaders and continued education about the mission of First Tee.

In 2022, First Tee grew to 112 locations across Canada, providing access and opportunity to over 22,000 youth. This number is projected to grow as we work collaboratively with our Provincial Association partners in providing inclusive and interactive golf opportunities to children from all backgrounds.

First Tee - Canada fundraises through initiatives like the Golf Canada Foundation 50/50 at both the RBC Canadian Open and the CP Women's Open. First Tee - Canada held a nationwide Sweepstake draw which featured 12 prizes. First Tee - Canada conducted donor stewardship events including the first annual First Tee - Canada Summit at Club de golf Memphrémagog which brought together First Tee International Trustee donors from across the country.

First Tee - Update BRITISH COLUMBIA

First Tee participants at the Musqueam Golf & Learning Academy.

In 2022, First Tee - British Columbia was active across eight golf courses, 10 community centres and 18 schools. This took place across 12 unique communities in Greater Vancouver, Vancouver Island, and the Okanagan regions and engaged over 10,000 children. On-course programming also saw strong participation with 251 program spaces filled. Of the courses that offered programming, three of those six locations were full throughout the season.

In reaching those communities, we have also connected with the Indigenous populations of the Musqueam, Squamish, Tsleil-Waututh, and Tk'emlúps te Secwepemc First Nations as well as many equity deserving groups that reside in each of those communities. This was done through relationships established with the greater Vancouver Food Bank, KidSport, the Canucks Autism Network, the Greater Vancouver Parks Board, and the District of Saanich Recreation Department.



\$2,500+ Supporters

Bear Mountain Senior Men's League
Boychuk Knoblauch (Wood Gundy)
David Fontanilla
Gurf League
Jay Synder
Ken Woods
Mayhem League
Peter Birks
Raymond James
Shelly Appleton-Benko
TD Bank
Vancouver Golf Tour
WesGroup

8

Golf Courses

18

Schools

10

Community Centres

Local BGC Canada getting an Inside the Ropes tour of the 2022 RBC Canadian Open.

First Tee - Update ONTARIO



In 2022 First Tee - Ontario connected program locations with the local communities and is now operational across 10 golf courses, 6 schools and 8 community centres, engaging over 3,200 children.

In addition to program locations supported by our partners at RBC through RBC Community Junior Golf, where programming is at no cost to the individual, Oakdale Golf & Country Club, home of the 2023 RBC Canadian Open has agreed to cover registration costs for First Tee participants. As a result, most participants across Ontario are accessing First Tee programming free of charge, truly providing affordable, accessible, and welcoming sport opportunities for Ontario youth.

\$2,500+ Supporters

- Bruce Winter
- Charles Kucey
- Chris McGrath
- Dave Picton
- Dave Rolleston
- Durham Artificial Grass
- Edwina Acheson
- Garfield Goulding
- Howard Atkinson
- Indigenous Sport and Wellness Ontario (ISWO)
- John Branton
- Jones Entertainment Group
- HUB International Limited
- Humber College
- Lora Bay Golf Club
- Mike Martysiewicz
- Mark Zecchino
- Nancy Bertrand
- Oakdale Golf & Country Club
- Port Carling Golf Club
- Roxanne Challenger
- Susan Vail
- Taboo Muskoka Resort & Golf
- Thomas Yeo
- Toronto Golf Club
- Will Edwards

Golf Courses

10

Schools

6

Community Centres

8

First Tee - Update QUEBEC

The inaugural First Tee group at Club 24 in Kahnawake



In 2022 First Tee - Quebec engaged young golfers for the first time through indoor programming during the winter thanks to coaches from Val d'Or and Kahnawake. That helped bring First Tee - Quebec to six golf courses, 26 schools and one community centre, engaging over 5,000 children. First Tee - Quebec continues to grow our partnership with Centre Sportif CDN, which manages multiple community centres in the Montréal area to serve traditionally underserved communities which offers the potential to bring programming to 10 additional community centres in 2023.

First Tee - Quebec is proud of the relationships being established with the Indigenous communities in Quebec. First Tee - Quebec is working with the communities of the Mohawk Council of Kahnawake, the Mashteuiatsh Reserve Cree and the Nation of Waskaganish to bring First Tee to their communities through their leadership.

\$2,500+ Supporters

- Barry F. Lorenzetti
- Brad Sigouin
- Jose Jacinto
- David Agnew
- Golf Quebec
- Micro-ondes Apollo Ltee
- Michel Landry
- Chantal Morin
- Ted Fletcher
- Henri Family Foundation
- Claridge Inc.
- Quinn Sports Management Inc.
- La Fondation Libermont
- Tom Quinn

Golf Courses

6

Schools

26

Community Centre

1

First Tee - Update ATLANTIC

A new First Tee participant working on the fundamentals



Launched in January 2022, First Tee - Atlantic has been working to activate programming in all four Atlantic provinces. In partnership with Golf New Brunswick, Nova Scotia Golf Association, Prince Edward Island Golf Association and Golf Newfoundland Labrador, First Tee was able to onboard 15 school programs, two community programs and two golf course programs in year one, providing quality programming to nearly 4,000 children. A Development Officer was hired in May to lead philanthropic efforts within the Atlantic Provinces.

Notable partnerships for 2022 include a Chapter-led initiative with the Halifax Regional Centre for Education EXCEL Program. This after-school program will see the First Tee program delivered to over 4,000 students at 69 sites through the school district's boundaries. Funding for this initiative was secured through a grant from HRCE EXCEL which allowed First Tee - Atlantic to hire two part-time coaches to deliver the sessions.

Other notable partnerships include a collaborative effort with the Confederacy of Mainland Mi'kmaq Nova Scotia to introduce the Community Program to their member communities, a partnership with Big Brothers Big Sisters of Greater Halifax to engage youth on their waitlist, and partnerships with two recreation service providers in Nova Scotia and Prince Edward Island.

As we start to cultivate relationships with other community groups and stakeholders, we anticipate increasing engagement with equity seeking and unrepresented groups and we strive to ensure the game of golf is more accessible for youth looking to participate for the first time.

Golf Courses

2

Schools

15

Community Centres

2



“

Golf Canada anticipates the launch of two additional chapters, ensuring First Tee is offered in all provinces by the end of 2023.



Scan here to read First Tee - Canada's 2022 Annual Report

JUNIOR GOLF PROGRAMMING

RBC COMMUNITY JUNIOR GOLF

RBC Community Junior Golf is a funding initiative to diversify the participation base of junior golf across Canada and better reflect the multicultural strength of the Canadian population.

RBC Community Junior Golf provides critical support for First Tee – Canada and Youth on Course, Golf Canada’s most important junior programs, to help to build out golf participation at golf facilities, schools, and community centres that are accessible to equity-deserving communities.

First Tee’s curriculum and environments empower youth aged 5-18 to continue to develop life skills and core values through sport. First Tee has launched in British Columbia, Ontario, Quebec, and the Atlantic provinces, with RBC Community Junior Golf supporting growth in 15 communities.

Nearly 6,000 Canadian youth participated in First Tee programming this year through RBC Community Junior Golf. Each location supported by our partners at RBC is equipped with First Tee instructor training, turnkey lesson plans, equipment or a stipend to purchase appropriate equipment, and allows for the program to operate at no cost to the location or participants. Additionally, each golf facility offers Youth on Course, a program that provides young golfers aged 5-18 with access to subsidized rounds for five dollars or less.

By the end of 2023, RBC Community Junior Golf will engage more than 10,000 young people by providing free First Tee programming and \$5 Youth on Course green fees at select courses from coast to coast.



Community
Junior Golf

in support of



RBC Community Junior Golf participants warming up for their First Tee session at Peel Village Golf Course in Brampton, ON.

JUNIOR GOLF PROGRAMMING

YOUTH ON COURSE



Golf Canada, Golf Ontario and Alberta Golf, collectively provided over \$53,000 in subsidized rounds to 1,353 children, allowing them to play over 6,000 rounds.

The price of a round of golf should not be a barrier for a young person who wants to play. That’s where Youth on Course comes in. As an important ‘on-course’ compliment to First Tee, Golf Canada has provided children aged 5-18 with access to play over 40 golf courses in Ontario and Alberta for \$5 or less, providing opportunities to learn lessons that can be taught in a way only a golf course can. Youth on Course provides opportunities for young people

to get the support they need to succeed through career preparation, leadership, and scholarship programs. In 2022, Golf Canada, Golf Ontario and Alberta Golf, collectively provided over \$53,000 in subsidized rounds to 1,353 children, allowing them to play over 6,000 rounds. Golf Canada strives to expand Youth on Course to allow children from other provinces affordable playing opportunities.

PARTNER SUPPORT



Thank you to our corporate and organizational partners for your support throughout the 2022 season.



Collegiate Golf SCHOLARSHIPS & GRANTS

In 2022, the Foundation awarded a total of 13 scholarships and 27 institution grants for a combined value of \$94,500.

2022 Recipients

Connor/Spafford Scholarship | \$7,500
Mark Chandler (NS), Isaac MacNaughton (NS)

CSGA Jim Fraser Scholarship | \$5,000
Ashley Noh (ON)

CSGA George S. Lyon Scholarship | \$5,000
Kelly Wong (ON)

CSGA Graham Cooke Scholarship | \$5,000
Ryan Stoly (BC)

CWSGA Centennial Scholarship | \$3,000
Jacqueline Giles (ON)

Marlene Streit Golf Scholarship | \$3,000
Stéphanie Roy (NB), Miriam Braiter (ON)

Suzanne Beauregard Scholarship | \$2,000
Morgan Best (QC)

William Kucey Scholarship | \$2,000
John Stewart (ON)

Robert Salsberg Scholarship | \$1,500
Tommy Sluka (AB)

Mary Ellen Driscoll Scholarship | \$1,000
Mackenzie Deveau (NB)

Mapleview Scholarship | \$1,000
Emily Li (BC)

"I am extremely thrilled to be this year's recipient of the CWSGA Centennial Scholarship. As a student-athlete, it is an honour and privilege to receive funds that will most definitely support my academic and athletic endeavours. I began golfing at a young age and was naive to the possibility that I may fall in love with the sport. As time progressed, so has my love for the game and I am beyond thankful for the CWSGA; an organization who strives to make golf more accessible to females like myself. I would like to thank the Golf Canada Foundation and the CWSGA for their continued generosity; they have made an incredible impact on not only myself but on so many other aspiring student-athletes as well."

- Jacqueline Giles

2022 CWSGA Centennial Scholarship Recipient

To commemorate the organization's 100th anniversary, the Canadian Women's Senior Golf Association (CWSGA) partnered with Golf Canada Foundation has launched the CWSGA Centennial Scholarship. To be awarded annually, the goal of this scholarship is to provide financial support to Canadian women golfers. CWSGA's objective is to support female player development in Canada, thereby helping to foster the sport of golf in younger generations.

Application Statistics

24 / Female Applicants

29 / Male Applicants

8 / Provinces Represented

41 / Applicants Attending Canadian University

12 / Applicants Attending U.S./International University

92 / Average GPA of Recipients

2.5 / Average Handicap of Recipients



Since inception, the Foundation has awarded almost \$5.8 million in scholarships to student athletes and grants to collegiate golf programs.

COLLEGIATE GRANTS

Players at the 2022 Canadian University/College Championship



In 2022, Golf Canada Foundation reviewed applications from post-secondary athletic departments across the country, awarding a total of \$50,000 in matched grants to the following institutions in support of golf programming:

- | | |
|---|---------------------------------|
| Bishop’s University | University of Lethbridge |
| Brock University | University of New Brunswick |
| Cégep André-Laurendeau | University of the Fraser Valley |
| Durham College | University of Toronto |
| Fanshawe College | University of Victoria |
| Georgian College | University of Waterloo |
| Humber College | University of Windsor |
| McMaster University | Western University |
| Medicine Hat College | Wilfrid Laurier University |
| Ontario Tech University | |
| Portage College | |
| Queen’s University | |
| Simon Fraser University | |
| Trent University | |
| Université du Québec à Trois-Rivières | |
| Université Laval | |
| University of British Columbia – Okanagan | |
| University of Guelph | |
- A Special Thank You to the 2022 scholarship selection committee members:**
- Liz Hoffman (ON) – Chair
 - David Clark (ON) – CSGA
 - David Atkinson (BC)
 - Ian Giles (ON)
 - Fran Marsden (AB)
 - Kay Thompson (NL)

WOMEN'S Golf

Lorie Kane at the 2022 CP Women's Open



Sophie Foulds (L) and Martina Yu (R) at the fourth round of the 2022 Canadian Junior Girls Championship



The Foundation has supported initiatives that have a long-term impact on growing the women's game. In 2022, the Foundation's Women's Fund granted its final projects and will transition its support to The Jocelyne Bourassa Scholarship Program. Further to this transition, the Foundation will continue its focus of women's initiatives by encouraging gender balance throughout all our programs.

Women's Fund History

Since 2014, the Foundation's Women's Fund has granted over \$750,000 to projects and initiatives supporting the growth of women's and girls' golf in Canada, with over \$300,000 supporting junior programming at the provincial and national level, and \$250,000 supporting development pathways for players and coaches. We would like to thank our provincial association partners for all their support during the implementation of the fund.

A special thank you to the 2022 Women's Fund selection committee members:

- Liz Hoffman - Chair
- Diane Drury-Clarke
- Ian Giles
- Laura Small
- Kay Thompson

The Jocelyne Bourassa Scholarship Program

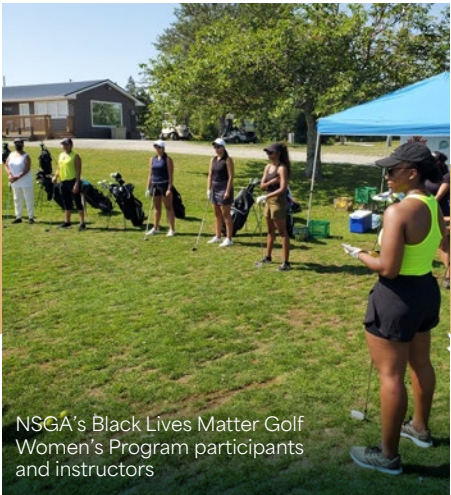


Jocelyne Bourassa at the 2011 CP Canadian Women's Open Pro-Am

The Jocelyne Bourassa Scholarship Program is an amalgamation of the Women in Coaching Program and the Young Pro Women's Education Scholarship. The program will provide critical educational opportunities for women developing their careers as professional coaches and players, thereby helping to increase the number of Canadian women who are prominent leaders and role models for golf in our country. The program will support the educational needs of professional high-performance coaches by enhancing Golf Canada and PGA of Canada's Women in Coaching program. The program would also provide university scholarship support to Canadian women who wish to continue their post-secondary education while also competing in professional golf.

With help from the Women's Fund and several generous donors, the Jocelyne Bourassa Scholarship Program has already secured \$300,000 of pledged support to the program.

Nova Scotia Golf Association Black Lives Matter Golf Women's Program



NSGA's Black Lives Matter Golf Women's Program participants and instructors

The Black Lives Matter Golf Women's Program created opportunities for women in the BIPOC community to learn and play together. With 100 new golfers trying the sport, the three-month program increased participation in the community by fostering an environment where community members can be comfortable among peers. Providing training all season long, the program was organized by members of the BIPOC community and supported by local female PGA of Canada professionals. With weekly on course mentorship and introduction to a fun wrap-up competition, the program seeks to retain its participants with expanded programming for BIPOC women in 2023, including biweekly lessons, tournaments, and golf getaways.

Golf Canada – PGA of Canada Women in Coaching Program



Team Canada Coaches Jennifer Greggain (L) and Salimah Mussani (R)

Golf Canada is increasing their capacity to develop and train female PGA of Canada coaches. With funding from 2021, the Women's Fund supported the program's webinar content in 2022. Eight participants learned from established female experts on a variety of coaching areas, with the goal of helping the next generation of golfers remain engaged and motivated for years to come. This program aims to provide equal representation on the Golf Canada National Team Coaching staff by increasing the talent pool of qualified professionals in Canada. The 2022 program ran from December to September, and the coaches have acquired knowledge and experience they can use to create a positive impact for years to come.



A collection of members of Team Canada, Team Canada Media Day at Weston Golf and Country Club

HIGH PERFORMANCE

Golf Canada’s National Team Program incorporates advanced coaching, sport science expertise, training camps and world-class competition to aid Canada’s top emerging players in all areas of their high-performance development.

The program is divided into two primary tiers: Team Canada provides support for young professionals and elite amateurs who are nearing the transition into professional golf, while Team Canada – NextGen supports early-stage amateurs and elite juniors. Underlying these two primary tiers is the Team Canada Talent ID infrastructure, which provides education and support for promising young juniors across Canada through their local coaches and parents. . In 2022, Golf Canada announced a new strategic framework for its player development program with a stated primary objective to increase the cumulative number of Canadian athletes on the LPGA and PGA TOUR to 30 by 2032. A detailed outline of the program’s enhancements can be viewed here.



“Over the past year, we undertook an in-depth analysis of global golf, consulted with numerous stakeholders who are involved in Canadian high-performance golf, and created the framework for an

updated strategic plan for Canada to develop more world-class golfers.” **Kevin Blue**, Chief Sport Officer

Golf Canada’s enhanced investments in player development are financially supported by a group of generous donors who have made initial major gifts totalling \$13.5 million through the Golf Canada Foundation. Paul McLean, CEO of Turf Care and former president of Golf Canada and Golf Canada Foundation has made a lead gift of \$5 million – the single largest gift ever directed towards Canadian high-performance golf.



“I am thrilled to support the effort to increase the number of Canadians on tour and we look forward to seeing even more Canadian flags on worldwide leaderboards.”

Paul McLean, CEO of Turf Care

Major gifts were also committed by The Kavelman Fonn Foundation, John Francis, Jean Monty, David Kaufman, Steve Lister and Dr. Molly Rundle, and a pair of donors who wished to remain anonymous. These donors make up Team Canada Council, an engaged group of supporters who are part of the Foundation’s second highest level of giving in our Trustee program, later detailed in the report.



The Stollery Family Women’s Head Coach and Stollery Family Olympic Women’s Head Coach, Salimah Mussani

In 2022, the Foundation received an unprecedented endowment gift in the amount of \$2 million to support the Women’s Head Coach position. The Stollery family, which owns and operates Goodwood Golf Club in Goodwood, Ont., and Angus Glen Golf Club in Markham, Ont., has donated the sum to the Golf Canada Foundation and Canadian Olympic Foundation to help fund the national women’s head coaching position over a 30-year term. Recently promoted, Salimah Mussani, will be the first to hold the title as the Stollery Family Women’s Head Coach and Stollery Family Olympic Women’s Head Coach.



The Stollery Sisters, pictured: Lindsay, Victoria, Gillian, Cailey, and Hannah. Absent: Claire and Sarah Stollery

“Our family recognizes and values the critical role that women’s golf and high-performance coaching can have on the overall growth of a sport that has meant so much to us all,” said Cailey Stollery, who sits on the Board of Directors for the Golf Canada Foundation and the Canadian Olympic Foundation. “In making this gift, we believe in the renewed vision of Golf Canada’s high-performance program and hope that others will come forward to join us in this journey.”

We are forever grateful to the seven Stollery sisters – Cailey, Victoria, Gillian, Lindsay, Claire, Sarah, and Hannah – for this ground-breaking gift to women in sport. The Stollery family have been carrying on the family legacy of support for the game initiated by their late father, Gordon Stollery.

2022 TEAM CANADA

Members

Young Pro Squad

Launched in 2014, the Young Pro program was created to bridge the gap in support to young professionals transitioning to a career in golf. To date, Young Pro members have recorded 50 professional wins since inception.

Women



Jaclyn Lee - Calgary, AB



Maddie Szeryk - London, ON



Maude-Aimée LeBlanc - Sherbrooke, QC



Rebecca Lee-Bentham - Toronto, ON



Selena Costabile -Thornhill, ON

Men



Blair Bursey - Gander, NL



Chris Crisologo - Richmond, BC



Hugo Bernard - Mont-Saint-Hilaire, QC



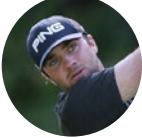
Jared du Toit - Kimberley, BC



Joey Savoie - La Prairie, QC



Myles Creighton - Digby, NS



Stuart Macdonald - Vancouver, BC

National Amateur Squad

Women



Brigitte Thibault - Rosemère, QC



Brooke Rivers - Brampton, ON



Céleste Dao - Notre-Dame-de-l'Île-Perrot, QC



Monet Chun - Richmond Hill, ON



Noémie Paré -Victoriaville, QC



Sarah-Eve Rhéaume - Québec City, QC



Savannah Grewal - Mississauga, ON

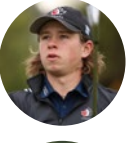


Taylor Kehoe - Strathroy, ON

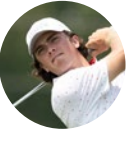
Men



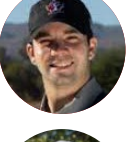
A.J. Ewart- Coquitlam, BC



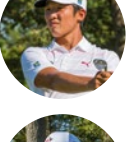
Brendan MacDougall - Calgary, AB



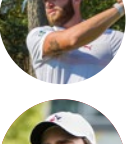
Chris Vandette - Beaconsfield, QC



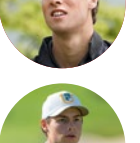
Étienne Papineau - St-Jean-Sur-Richelieu, QC



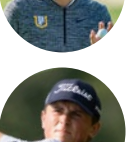
Henry Lee - Coquitlam, BC



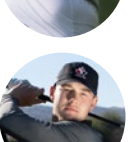
Johnny Travale - Stoney Creek, ON



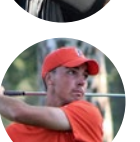
Laurent Desmarchais - Longueuil, QC



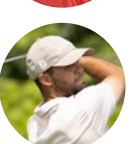
Matthew Anderson - Mississauga, ON



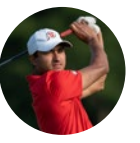
Max Sekulic - Rycroft, AB



Noah Steele - Kingston, ON



Piercen Hunt - Hartland, WI



Thomas Giroux - Georgetown, ON



Tristan Mandur - Duncan, BC

Women



Angela Arora - Surrey, BC



Anne-Léa Lavoie - Québec, QC



Ella Weber - Burlington, ON



Emily Zhu - Richmond Hill, ON



Katie Cranston - Oakville, ON



Lauren Kim -Surrey, BC



Lauren Zaretsky - Thornhill, ON



Luna Lu - Burnaby, BC



Martina Yu - Coquitlam, BC



Michelle Liu - Vancouver, BC

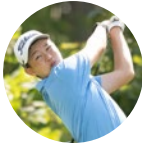


Nicole Gal - Oakville, ON



Yeji Kwon - Port Coquitlam, BC

Men



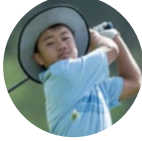
Andre Zhu - Richmond Hill, ON



Ben MacLean - Niagara Falls, ON



Cooper Humphreys - Vernon, BC



Eric Zhao - North York, ON



Ethan Wilson - St. Albert, AB



Gavyn Knight - Parksville, BC



James Newton - Ottawa, ON



Jeevan Sihota - Victoria, BC



Jean-Philippe Parr - St-Célestin, QC



Malik Dao - Notre-Dame-Ile-Perrot, QC



Mathieu Lafontaine - Vaudreuil-Dorion, QC



Owen Kim - Oakville, ON



Jean-Philippe Parr, Champion of the 2022 Canadian Junior Boys Championship



Yeji Kwon wins 67th Canadian Junior Girls Championship

Team Canada 2022 HIGHLIGHTS



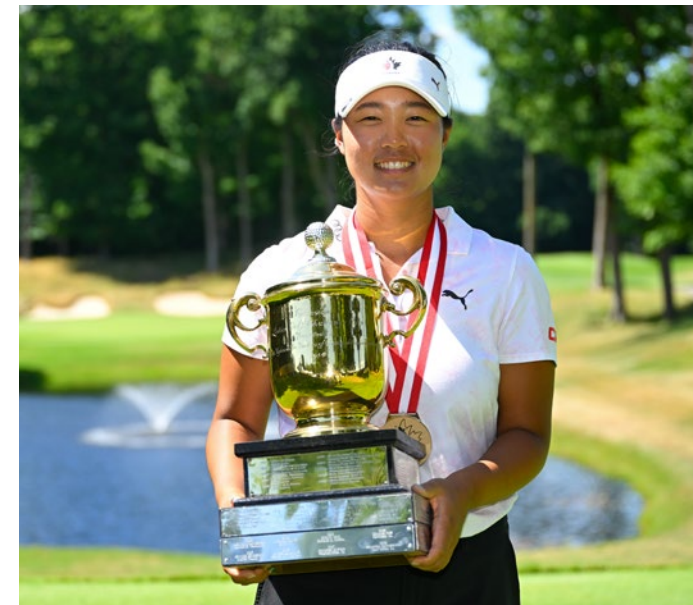
Brooke Henderson of Canada celebrates with the trophy after winning the Evian Championship in the French Alps town of Évian-les-Bains, a major tournament on LPGA Tour, on July 24, 2022. (Photo by Jean-Philippe Ksiązek/afp via Getty Images)

- Brooke Henderson won her second career major at the 2022 Evian Championship in Évian-les-Bains, France at Evian Resort Golf Club. Brooke did so with a winning score of 267 (-17) and became the first LPGA Tour player to start a major with two rounds of 64 or lower. Henderson spent four years on Team Canada, from 2012-2015.
- Mackenzie Hughes won his second career PGA TOUR event at the Sanderson Farms Championship at the Country Club of Jackson in a playoff over Sepp Straka. Mac was able to win on the second playoff hole with an incredible approach shot that left him a short putt for birdie. Mac ended with a final score of 271 (-17) and as a result, gained 31 places in the Official World Golf Rankings.
- Corey Connors qualified for the International team at the 2022 Presidents Cup where he was joined by fellow Canadian and captain's pick Taylor Pendrith.
- Young Pro member Maude-Aimée Leblanc had a strong year on the LPGA Tour where she retained her card. Most notably, Maude-Aimée had strong finishes at the Trust Golf Women's Scottish Open (T8, -14) and the JTBC Classic Presented by Barbasol (T4, -14).



Team Canada golden in Japan at Toyota Junior Golf World Cup. Left to right: Eric Zhao, Cooper Humphreys, Ethan Wilson and Félix Bouchard hoist the 2022 Toyota Junior Golf World Cup at Hakusan Village Golf Club in Tsu, Japan on June 24, 2022.

- The overall number of projected players to qualify for LPGA and PGA Tour cards currently stands at nine (Corey Connors, Mackenzie Hughes, Adam Hadwin, Taylor Pendrith, Nick Taylor, Michael Gligic, Adam Svensson, Brooke Henderson, Maude-Aimée Leblanc).
- The Canadian Junior Boys team won the 2022 Toyota Junior Golf World Cup with a two-stroke victory over Japan (-28). The team made up of Team Canada NextGen squad members Félix Bouchard, Ethan Wilson, Cooper Humphreys, and Eric Zhao was the first to claim the championship in the events 28-year history.
- There were five juniors to qualify for the CP Women's Open at Ottawa Hunt and Golf Club (Lauren Zaretsky, Katie Cranston, Vanessa Zhang, Michelle Liu, Yeji Kwon). Zaretsky was able to make the cut while also recording an ace during her first round on the 5th hole. She concluded her tournament by finishing 75th (+1).
- During the same week, the Women's World Amateur Championship took place in Paris, France. The team of Brooke Rivers, Lauren Kim, and Nicole Gal competed as Team Canada securing a T7 (-2) finish and placing T10 (-1), T33 (+5), and T64 (+15) respectively.



Monet Chun won the 108th Canadian Women's Amateur Championship, firing an even-par 73 to win the national championship by two shots.

- Team Canada member and Michigan Wolverine Monet Chun had a season to remember winning the Big Ten Championship (-9), the Canadian Women's Amateur Championship (-2), and placing 2nd at the U.S. Women's Amateur Championship.

Team Canada Player of the Year Award Endowment

Former Golf Canada president Andrew Cook and his wife Anne Jewett have generously endowed a fund that will annually recognize a top male and top female emerging Canadian professional golfer from the Young Pro Squad. Through a \$1 million total commitment, each player will receive \$10,000 to recognize their exceptional performance and help with further tournament expenses.

Female 2022 Team Canada Player of the Year Award Winner

Maude-Aimée Leblanc who went from 355 in the world at the end of 2021 to currently sitting at 147. She notched 2 top-10s during 2022 and has retained her LPGA card for 2023.

Male 2022 Team Canada Player of the Year Award Winner

Wilson Bateman who started the year ranked 1118 and finished the year ranked 454. Won the PGA TOUR Canada's season-long points race to secure Korn Ferry Tour status for 2023. Won twice on PGA TOUR Canada in 2022 and did not miss a cut. He also made two starts on the Korn Ferry Tour by Monday qualifying and made both cuts.



Under 19 players at 2022 CP Women's Open, left to right: Michelle Liu, Lucy Lin, Katie Cranston, Vanessa Zhang.

Events HIGHLIGHTS



Corey Conners wins the Rivermead Cup as the lowest Canadian. Award presented by CEO of Golf Canada, Laurence Applebaum and President of Golf Canada, Liz Hoffman

RBC Canadian Open Foundation Monday Celebrity PRO-AM.

June 6, 2022, St. George's Golf and Country Club

After a two-year hiatus, the RBC Canadian Open was back and better than ever. The week started with the eighth annual Foundation Monday Celebrity Pro-Am at St. George's Golf and Country Club, raising funds for First Tee - Canada. Golfers were joined by Raptor's Coach Nick Nurse, former NHLers



2022 RBC Canadian Open Champion, Rory McIlroy

Curtis Joseph and Darcy Tucker, golf icon Mike Weir, current PGA TOUR pro Corey Conners and several up-and coming Canadian players, to name a few. Golfers and guests also had the opportunity to visit the First Tee pavilion and try their hand at a golf simulator designed for children in the program. In total, over \$197,000 was raised during the RBC Canadian Open from the Monday Pro-Am, 50/50 draw, and water station donations.

CP Women's Foundation PRO-AM

The Foundation's Monday Pro-Am kicked off the CP Women's Open at the Ottawa Hunt and Golf Club on August 22nd, 2022. Participants were treated to an all-star clinic on the range during warm-up hosted by TSN's Lindsay Hamilton. Several LPGA Tour players participated in the day including Canada's own, Alena Sharp, Maddie Szeryk, Maude-Aimée Leblanc and more. In total, \$41,000 was raised from the Monday Pro-Am and 50/50 draw that ran through tournament week.



TSN's Lindsay Hamilton and Lori Kane

6th Annual TRUSTEE CUP



Rod Black hosting the Team Canada Player and Coaches Panel Discussion

Each fall, donors gather to participate in a signature event - the Trustee Cup. The event is an invitation-only golf and fellowship experience exclusive to Foundation donors that honours and celebrate those who have made a significant impact through the game of golf in Canada. The 6th annual Trustee Cup took place October 1, 2022, at Hamilton Golf and Country Club. Donors and guests had the opportunity to play with some of Canada's top up-and-coming athletes such as JP Parr (Team Canada



2022 Trustee Cup Champions: Barrington Grey, Bill Vastis, Eric Zhao (Team Canada), Brett Bitove and JJ Bitove.

- NextGen Squad), Myles Creighton (Team Canada - Young Pro Squad), Noémie Paré (Team Canada Amateur Squad) and others. The post-round cocktail reception featured a video call from Mackenzie Hughes fresh off his win at the Sanderson Farms Championship. Golf Canada Foundation's CEO, Martin Barnard presented donors and Trustees who launched the 2022 Drive Campaign with custom golf bags, followed by intimate panel discussion hosted by renowned sports broadcaster Rod Black.

Trustee-Guest

August 1, 2022, Taboo Resort and Golf, Muskoka

Trustee-Guest is an intimate tournament that brings together current and future Trustees. This year's tournament took place at Taboo Muskoka Resort and Golf. Golfers were also joined on course by Team Canada National Amateur Squad members, Sarah-Eve Rhéaume and Brigitte Thibault who both played in the CP Women's Open later that month.



Trustee-Guest golfers, Don and Lizette Green with Sarah-Eve Rhéaume with Trustees Dr. Molly Rundle and Stephen Lister

TRUSTEE Program



Trustees are hosted in the Golf Canada Foundation Hospitality Suite on the 18th green at the RBC Canadian Open

The Trustee Program, the Foundation's major donor program, is comprised of philanthropic supporters with a shared vision to invest in the developmental pathway for Canadian golf. From supporting grassroots initiatives to our top performing players representing Canada on global leaderboards, Trustees are impactful thought-leaders who partner with the Foundation to leave a legacy in the Canadian golf community.



Trustees at the annual Trustee Cup, 2022 was held at Hamilton Golf & Country Club



Toronto Raptors Head Coach, Nick Nurse and award-winning Sports broadcaster, Rod Black were among the celebrities playing with Trustees at the RBC Canadian Open Celebrity Pro-Am



Toronto Raptors Head Coach, Nick Nurse with Trustees at the 2022 RBC Canadian Open Celebrity Pro-Am



Trustees with Mike Weir and Presidents Cup Executive Director, Ryan Hart at Mike's Captaincy Announcement at the Toronto Stock Exchange

In return for advancing the future of golf in Canada, Trustees receive premium VIP access to exclusive events and content experiences alongside other change-makers in Canadian golf, such as VIP hospitality at the RBC Canadian Open and CP Women's Open, invitation to the annual Trustee Cup and Trustee Guest, and some unique playing opportunities with local Team Canada players.

PROGRAM Expansion

Team Canada Council Trustees

In 2022, the Foundation welcomed another new tier of support, building from last year's new First Tee International Trustee level, Team Canada Council (TCC). The TCC are donors who were impassioned by Golf Canada's vision to get 30 Canadians on tour by 2032. Each TCC Trustee pledged \$1 million+ to provide a critical injection into this vision so players on Team Canada will have elevated support from coaching, training, and sport psychology to a warm-climate training base in Phoenix, Arizona where the athletes can practice and train together, as opposed to being siloed across the US and Canada wherever team members could find an affordable accommodation and training facility. In exchange for this transformational gift, Team Canada Council Trustees get behind the scenes access to the inner workings of our Team Canada program. They are integrated into training camps to meet the players and form a stronger connection to see how they are helping. Further, TCC Trustees receive invitations to premium hospitality at professional events and unique playing opportunities.

First Tee International Trustee

In 2021, The Foundation welcomed its first new major gift level since 2014, with the launch of First Tee - Canada. First Tee International Trustees pledge \$1 million USD to provide critical start-up capital to support chapters throughout their first four years of operation. First Tee International Trustees join an international network of committed philanthropists who want to support developmental youth programming that seeks to teach critical life skills through the game of golf. In exchange for this transformational gift, First Tee International Trustees have the opportunity to meet First Tee participants, learn about the growth of the program on an international scale, and see the impact of their contributions first-hand while joining the Annual



Canadian First Tee International Trustees joining their American counterparts at the annual Trustee Meeting and Outing, at the annual Trustee Meeting and Outing, at Pebble Beach.



Trustees at Trustee Cup: Jeff Paikin, Mark Shepherd, Myles Creighton, Matt Ion, Paul Paletta

Trustee Meeting & Outing in the USA which rotates among host clubs such as Augusta National, Pebble Beach, and TPC Sawgrass. In 2022, the Foundation welcomed two new First Tee International Trustees to take our total to eight committed donors for this program.

National Trustee LISTING

Thank you to the following major donors for their annual contribution consisting of a minimum three-year renewable commitment.

First Tee International Trustees \$200,000 - \$250,000 USD

Paul and Hélène Desmarais, Jr. • Blane Fowler • Ian Gragtmans
Chris Humeniuk • Dan Matthews • Jean Monty • Rémi Racine

Team Canada Council

\$200,000-\$500,000

(Restricted to High Performance)

Francis, John

Kaufman, David

Laurent Charitable Foundation

Lister, Stephen

McLean, Paul

Monty, Jean

Rundle, Molly, PhD.

Stollery Family

The Kavelman-Fonn Foundation

Platinum \$50,000+

Aune Family

Lengvari, George

Gold \$25,000+

Acton, Bill

Agnew, David

Cochrane, Greg

Cook, Andrew & Anne Jewett

Copland Family

Kucey, Charles

Lloyd, Ron

Mitchell, Bruce

Nadal, Miles

Port Carling Golf Club

Sullivan, Kevin

Silver \$10,000+

Anderson, Jamie

Atkinson, Howard

Beattie, Geoff

Coyle, Bill

Dunlop-Hébert, Diane

Forgan, David

Gibson, Gord

Greenlees, Jason

Grey, Barrington

Hollidge, Nigel

Meneley, Patrick

Monty, Jean-Sébastien

Nixon, Gordon

Patava, Jerry

Picton, David

Quinn, Tom

Sherman, Les

Vastis, William

Walshe, Dan

Westlake, Jim

Bronze \$5,000+

Allan, Gordon

Allan, Barry

Angus, David

Ashley, Ross

Atkins, Mark

Beaulieu, Charlie

Bidulka, Brian

Black, Michael

Blakely, Derek

Blyth, Sam

Burgess, Andy

Cacioppo, Lu

Cannon, Lawrence

Carter, Cathy

Catalano, Justin

Cooper, Tim

Cooper, Kevin

Cowan-Dewar, Ben

Craig, Ronald

Cunningham, Neil

Dellelce, Perry

Dodds, James

Drake, Jonathan

Fletcher, Edward

Fonn, Robert

Fraser, Rob

Galashan, Kris

Giacomelli, Peter

Hamm, Richard

Hill, John

Hurlburt, Stephen

Ion, Matthew

Ippolito, David

Ippolito, Joel

Jackson, Edward

Janson, Robert

Joel, Keith

Khosla, Deep

Kimel, Jeffrey

Kuntz, Andy

Lackenbauer, Gord

Li, Kevin

MacNicol, David

Malhiot, Cal

Mara & Jay Klein Fund at the Jewish Foundation of Greater Toronto

McCarter, George

McCarthy, Peter

Merson, Jesse

Mitchell, Bruce

Nichols, Don

Page, Herb

Paikin, Jeffrey

Paletta, Paul

Peacock, John

Pew, Paul

Reisman, Josh

Rigby, Jonathan

Rochon, Martin

Ross, Scott

Sauerbrei, Pete

Serafini, Lou

Shepherd, Mark

Sheridan, John

Sigouin, Brad

Simmonds, Bruce

Sims, Charles

Smith, Steven

Smith, Mark

Stratton, Neil

Theodoropoulos, George

Thompson, Chuck

Vejvalka, Tom

Villeneuve, Marc

Walker, Matt

Waters, George

Westlake, Scott

Willson, Peter

Winberg, Jack

Winter, Bruce

Committed Planned Gifts

Golf Canada Foundation is proud to recognize the following donors who have made a gift in their will to the Foundation in addition to the many families who wish to remain anonymous:

Andrew Cook & Anne Jewett

Emilie Paterson

Jean Stone-Séguin

CONSIDERING A LEGACY IN CANADIAN GOLF?

Contact Foundation staff about the many customized options available or scan the code to learn more.



HERITAGE

Community Spirit Leader Award

With the support of the Golf Canada Foundation, the inaugural Lorie Kane Community Spirit Awards were launched to recognize golf leaders within the community. Nominations were accepted by the general public and submitted to a committee for voting. The 2022 winners are Fareen Samji of Burlington, ON and Bob Beauchemin of Toronto, ON, each receiving the Community Leader Award.

The Community Leader Award celebrates an individual over the age of 19 with a demonstrated ability to lead community initiatives; someone who has contributed a measurable impact through volunteerism or charity; or an individual who has showcased excellence in their involvement with or support of youth programs such as First Tee - Canada or other junior golf activities.

The recipient of the Community Leader Award receives a \$5,000 donation from the Golf Canada Foundation to advance a golf program or golf-related initiative of their choice.

To recognize youth who are making an impact in their community, the Future Leader Award will honour an individual 19 years of age or younger who embodies community leadership; has a history of sportsmanship or demonstrated activities to make the game more inclusive; or an individual who has used golf to create a meaningful impact in their community.

The recipient of the Future Leader Award will be awarded a \$5,000 donation towards their post-secondary education and will also be offered a paid work internship with Golf Canada.



Golf Canada's Chief Financial Officer, Garrett Ball and 2022 Lorie Kane Community Leader Award winner Fareen Samji.

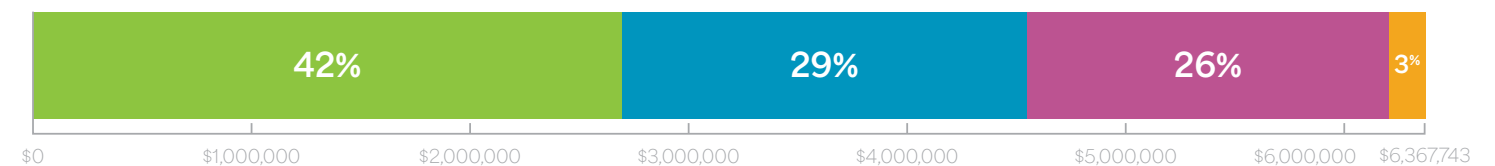
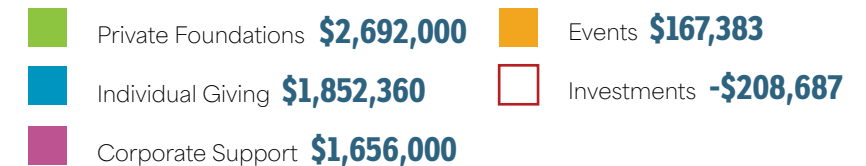
Gary Cowan Heritage Fund

With the success of Gary Cowan's biography "From Rockway to Augusta", proceeds from the sale of the publication have been allocated to support the Gary Cowan Heritage Fund. The funds along with donations from The Canadian Seniors' Golf Association (CSGA) will be used to provide needed support to financially restricted junior golfers to enable them to pursue their golfing aspirations.

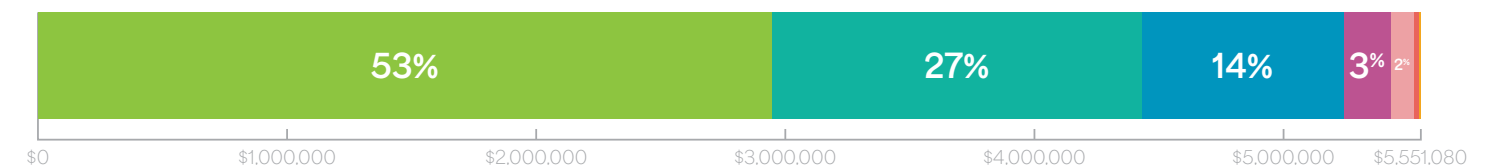
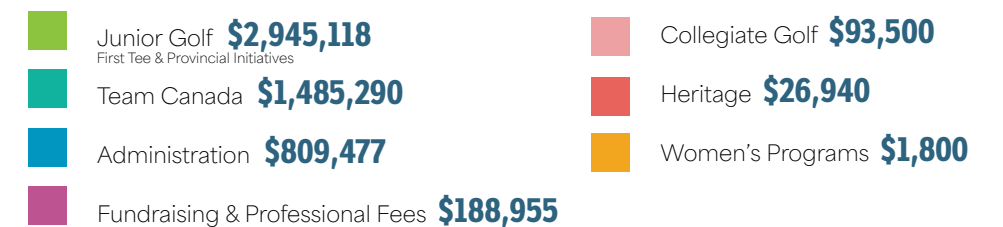
FINANCE

Golf Canada Foundation finances its operations primarily through events and the support of corporate and individual private donations. On the heels of recovering from the COVID-19 pandemic, with a return to events in 2022 and the launch of our Drive Campaign, the Foundation was able to make a significant contribution to golf in Canada, with contributions to junior programming totalling over \$2.9 million and an investment of \$1.4 million to Golf Canada's high-performance program.

Sources of Net Revenue Total \$6.3 Million \$3.2 Million in 2021



Program Expenditures Total \$5.5 Million \$2.5 Million in 2021



IMPACT

Year over year grants disbursed to Golf Canada & Community Golf Programs

2021 - \$1,968,293
2022 - \$4,552,648

131%
Increase

Junior Golf

2021 - \$1,151,110
2022 - \$2,945,118

155%
Increase

Corporate Support

2021 - \$783,000
2022 - \$1,656,000

111%
Increase

Private Foundations

2021 - \$515,000
2022 - \$2,692,000

422%
Increase

Drive Campaign

Golf Canada Foundation has received over \$38 million in pledges towards the \$70 million Drive Campaign, that will be collected over the next ten years

\$3,130,590 of that was pledged for First Tee in 2022
\$1,472,000 of that was pledged for the high-performance program in 2022

THANK YOU

Golf Canada Foundation would like to thank all donors for their generous support in 2022. These meaningful gifts will help fuel the dreams of current and future generations of Canadian golfers from the grassroots level to our top professional athletes representing Canada on the global stage.



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