

Golf Fore Africa Strategy Alignment

4/19/2021

Rally Cry - Finish The Job in Zambia

- ▶ Align our next 3-year mission with World Vision's "Finish the Job in Zambia"
- ▶ Help WV bring safe drinking water everywhere WV works in Zambia by 2025 (over 1.2M people)
- ▶ \$5M commitment to World Vision by 2024 (over 100,000 people)

Our Purpose

With the support of the golf community and friends, empower the underprivileged in Africa by providing financial support to World Vision to provide access to clean water, sanitation and hygiene.

Value Statements

- ▶ Strong personal touch and involvement with donors and the communities we serve
- ▶ Strong ethical beliefs and commitment to being a responsible steward for the contributions of donors and sponsors
- ▶ Inspired by a strong faith in God

Growth Strategies

- ▶ High-end golf events to build donor base and maintain engagement from existing donors
- ▶ Strong Women Strong World events to expand donor base beyond golfers and to effectively tell the story of our impact
- ▶ 1:1 VIP golf events and trips to Africa with GFA leadership to cultivate large donations
- ▶ Dedications and well reports

3 Year Priorities

- ▶ At minimum 3 annual LPGA Pro-Am tournaments (AZ, NY, FL)
- ▶ Focus on Mega donor acquisition and cultivation
- ▶ LPGA player engagement with possible expansion to PGA
- ▶ Vision trips/virtual experiences to engage donors
- ▶ Leverage Board Members and their networks for fundraising beyond the events

OUR PURPOSE

With the support of the golf community and friends, empower the underprivileged in Africa by providing financial support to World Vision to provide access to clean water, sanitation and hygiene.

GROWTH STRATEGIES

High-end golf events to build donor base and maintain engagement from existing donors

Deliver SWSW events to expand donor base beyond golfers by effectively telling the story of our impact

1:1 VIP golf events and trips to Africa with GFA leadership to cultivate large donations

3 YEAR PRIORITIES

Host at least 3 LPGA Pro-Am events per year (AZ, FL, NY)

Acquire new and cultivate existing Mega donors

Engage well-known LPGA players with expansion to PGA

Leverage Board Members and their networks for fundraising beyond the events

Vision trips/virtual experiences to engage donors

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