



FORE YOUTH

2023 U.S. OPEN COMMUNITY LEGACY

SCGA
SOUTHERN CALIFORNIA GOLF ASSOCIATION

USGA®



IMPACT REPORT

The 2023 U.S. Open is leaving a lasting legacy on its host community of Los Angeles. Led by the USGA, SCGA Junior Golf Foundation and The Los Angeles Country Club, millions of dollars were raised to **impact the next generation.**

CAMPAIGN PILLARS

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IMPACTFUL PROGRAMS

The SCGA Junior Golf Foundation provides impactful programs with **proven outcomes**, giving more kids the space to foster **critical social, emotional and cognitive-behavioral skills** and transfer those skills to other aspects of their lives.



RELATABLE ROLE MODELS

The community legacy will ensure **more coaches are hired from the communities they teach in** and are trained to instill positive values in kids.



FACILITY REJUVENATION

In partnership with Los Angeles County and Western States Golf Association, the campaign will restore and enhance **Maggie Hathaway GC's** long-standing role in the community as a gathering place.



EXPANDED PROGRAMMING

The program will develop resources for expanded junior golf programming at **more facilities** across Southern California to make the game **more inclusive, equitable and accessible** for underserved and underrepresented youth.

REJUVENATING MAGGIE HATHAWAY

Maggie Hathaway Golf Course is located in the heart of South Los Angeles and the African American community.

Today, it is a 9-hole golf course that is the home to many neighborhood golfers but needs restoration and expansion of its programming to encourage the game of golf and its life lessons for young people in the community for decades to come.

65% of the population is Black/African American

\$42k Median household income

41% of households in Maggie Hathaway Golf Course's zip code are families with children



Thank you to our project partners:



First opened in 1962, the Los Angeles County-owned facility was renamed Maggie Hathaway in 1997 in honor of the activist, blues singer, actress and golfer who helped end the discriminatory practice of segregation at County golf courses.

REJUVENATING MAGGIE HATHAWAY



“ I am thrilled for the return of the U.S. Open to Los Angeles for the first time in 75 years. The Los Angeles Country Club, in collaboration with the United States Golf Association and Southern California Golf Association, have committed to make a significant investment in the infrastructure and programming needed to grow and make the benefits of golf accessible to diverse communities in Los Angeles. We have an opportunity to create an impactful legacy that invests directly in people and long-standing community partnerships.”

Supervisor Holly J. Mitchell
Los Angeles County, Second District

Renowned golf course architect, Gil Hanse, has agreed to restore the golf and practice areas.

The Community Legacy project was featured in 18 external publications, including:

Golf Digest	Los Angeles Daily News
ESPN Los Angeles	Los Angeles Sentinel
KLAC LA Sports	African American Golf Digest
NBC Los Angeles	LA Watts Times
Spectrum News 1	
GolfPass	
On The Links	



Scan to view all media



GOLF CHANNEL



LOS ANGELES TIMES



CBS LOS ANGELES



FOX LOS ANGELES

150 New Donors



12 Elite junior golfers received a total of
\$54,500 through newly established Junior Golf Assistance Fund



2 full-time golf instructors
hired in Southwest Los Angeles

8 IN-PERSON ENGAGEMENTS

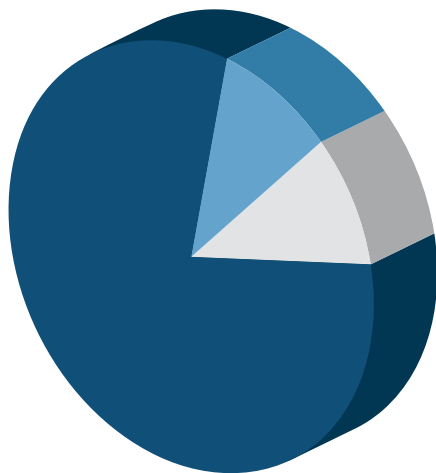


MULTIPLE KEY PARTNERSHIPS ENHANCED



\$12,750,000 raised through Jan. 30, 2024

With ongoing fundraising



- Pledged gifts
- Received gifts
- In-kind support

- \$10.3 - Maggie Hathaway GC renovation
- \$2.45M - Youth Development Programming



KEY ACHIEVEMENTS

- SCGA Junior Golf Foundation brand visibility is at an all-time high
- Junior Golf programming has expanded significantly
- Junior Golf Assistance Fund was established in March. \$54,500 was awarded with plans for the program to grow over the next five years
- The Los Angeles community has united through a mutual passion for the game of golf

KEY LEARNINGS

- Multi-year lead time is optimal to ensure proper donor cultivation
- Board of Trustees must be established and highly engaged
- Forecasting sustainability is crucial

PARTNERS

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Thank you to our supporters!

Steve Ballmer



Collin Morikawa
Honorary Chairman



Brad Freeman

The Berry
Foundation



Dan and Kessie
Cimino

Daniel & Mary
James



GAT Family
Foundation

Gene & Tracy
Sykes

Hanse Golf
Course Design

**LATHAM &
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LOS ANGELES
GOLF CLUB



ROAD TO SUCCESS

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MAR. 2020

Initial conversations
with LACC

DEC. 2021

Campaign
feasibility study

MAR. 2023

Public fundraising
campaign launches

OCT. 2023

Maggie Hathaway GC Donation
Agreement completed with Los
Angeles County and American Golf

NOV. 2024

Construction begins*

NOV. 2020

Initial conversations
with USGA

JUN. 2022

Silent fundraising
phase begins

JUN. 2023



JUN. 2024

Los Angeles County
Board approval*

SUMMER 2025

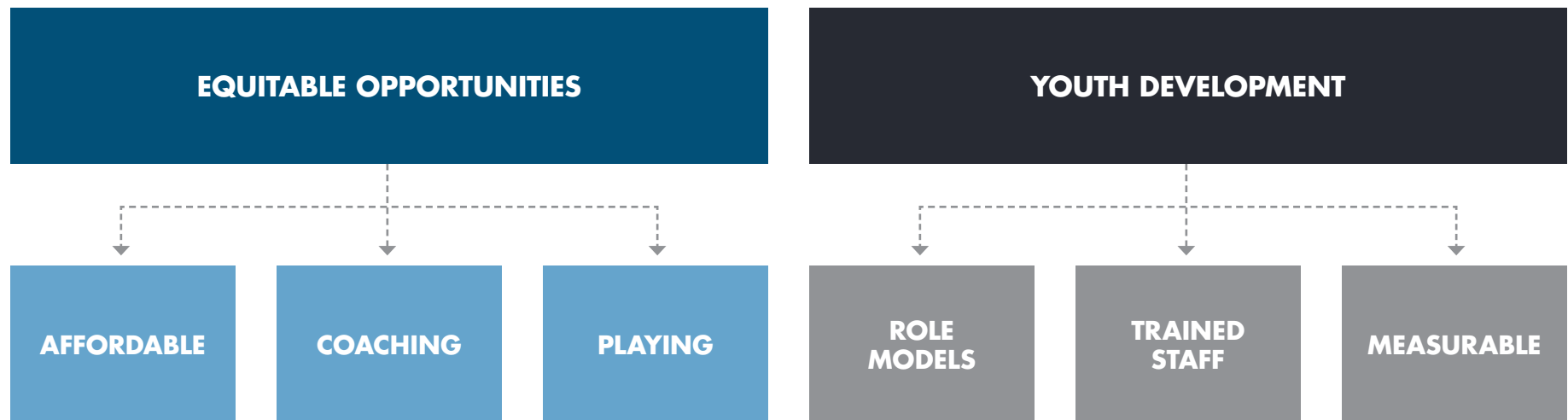
Maggie Hathaway GC
Reopening*

*Dates subject to change

“The U.S. Open is a tremendous investment in our economy, and on the heels of the Super Bowl and the college football championship and ahead of the World Cup and the Olympics, it really advances Los Angeles as a championship city. Make no mistake, there is no better city for sports in the world. I’m so glad that LACC, the Southern California Golf Association and the USGA have come

together to leverage the U.S. Open to create a lasting legacy in L.A. and our region by expanding youth golf programs and renovating and improving L.A. County’s Maggie Hathaway Golf Course in South L.A.’s Jesse Owens Park.”

Mayor Karen Bass
City of Los Angeles



Maggie Hathaway GC will thrive through this model

Throughout the week of the U.S. Open, multiple activations were held to unite and inspire.



THE MAGGIE

The South Los Angeles community united to celebrate the start of the tournament with a horse race, giveaways, live music and more!



USGA PRESS CONFERENCE

Local golfers were invited to join dignitaries, partners and project leaders for a press conference held at Maggie Hatha-way GC. USGA CEO Mike Whan, California State Senator Steven Bradford and others played a few holes with SCGA juniors* and Cisco surprised juniors with new putters!



Press Conference Recap

CAREERS IN GOLF PANEL

In partnership with the USGA and the Pathways Internship program, a panel of leaders from the SoCal golf scene shared valuable perspectives on working in golf.



JUNETEETH CELEBRATION

During the final day of the U.S. Open, L.A. County Supervisor Mitchell's hosted a Juneteenth Celebration. In collaboration with CicLA-via, SCGA Junior engaged residents just outside of Maggie Hathaway GC to share info about the junior golf and youth development pro-grams being developed.

ON COURSE ACCESS BY THE NUMBERS

- 100 families attended
- 280 practice round tickets donated
- 130 parking passes donated
- 200 food vouchers utilized



SPONSORED BY: 





“ This campaign takes me back to how I got started. I wouldn't be here if I didn't play junior golf. This is an opportunity to give kids a chance to fall in love with the game and all the lessons that it teaches. It means so much to me to be able to give back to this community for years and years to come.”

COLLIN MORIKAWA

Community Legacy Honorary Chair

THERE'S STILL TIME TO CONTRIBUTE.

Join Collin Morikawa and impact junior golf today



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