



Par Excellence Youth Development Selected to Receive Funds Through Industry’s ‘Make Golf Your Thing’ Grant Program

Par Excellence Youth Development one of 81 Organizations Across U.S. Receiving Grant through ‘Make Golf Your Thing’ DEI Initiative

Huntsville, Alabama Thursday, June 6, 2024 – Par Excellence Youth Development has been selected to receive funding through a dedicated grant program operated by the golf industry’s DEI campaign, [Make Golf Your Thing](#). As one of 81 designated organizations across the U.S., Par Excellence Youth Development (PEYD) was chosen for its efforts to increase golf participation among underrepresented populations of the sport.

PEYD mission is to positively affect the lives of youth ages 6-18 by providing access to learning/training facilities and educational programs that encourages fitness, etiquette and academics thru life & golf skills. The purpose of the program is to introduce students (primarily) in grades 2-6 to math, science (STEM), reading and life skills using golf as the context. Programs include in-school and after-school tutoring, mentoring, summer enrichment, academic and athletic activities. The program has multiple effects including: increasing interest and expanding the understanding of math, introducing more youth to the game of golf and character development. Our long-term goals and objectives are to develop a Life & Golf skills team.

Initially introduced in 2021, the grant program – through its latest round of funding – has now issued 318 grants to 166 unique organizations overall, totaling \$2.5 million to-date.

As we are committed to, “Giving Youth A Gift for Life - Youth Golf Development”. “Anything Positive is Possible” Howard Bankhead, Executive Director.

The grant program was established to support organizations or programs dedicated to increasing golf participation among underrepresented populations in the sport (i.e., Black, Latinx, Asian, Indigenous communities, as well as women, LGBTQI+ individuals, veterans, and individuals with disabilities). The program is being [financially supported by industry partners](#) committed to helping make the game more welcoming and inclusive for all.

PEYD’s Winning Formula of 60% Academic skills + 40% Golf Skills = 100% of Positive Impact.



The Winning Formula
60%(a) + 40%(g) = 100% (pi)
Academic (a) + Golf (g) = Positive Impact (pi)

Formally launched in May 2021, *Make Golf Your Thing* is an industry-wide movement to accelerate golf's evolution, strengthening its inclusion of people from all backgrounds. The movement is organized into three strategic focus areas for increasing diversity: *Make Golf Your Game* (participants), *Make Golf Your Career* (industry employees), and *Make Golf Your Business* (industry suppliers).

The grant program is being administered by the [American Golf Industry Coalition](#), a partnership among golf's leading organizations to promote and advocate for the collective interests of the sport. Funding for the program is led by a contingent of [industry supporters](#) committed to making the sport more welcoming and inclusive for all.

For more information on Par Excellence Youth Development, visit www.peyd.org/ / <https://youtube.com/shorts/dOGNNSiSsoU?feature=share>

For more information on *Make Golf Your Thing*, visit <https://makegolfsyourthing.org/>.

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The Winning Formula

PEYD is a 501(c)(3)
Non-Profit Charity
Organization

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