



2023 Challenge Events Impact Report

Play Yellow Golf Invitational

Helping Shodair Children's Hospital realize unexpected golf fundraising

Event Date - June 4, 2023

Background:

In 2021, Shodair Children's Hospital set out to create a Play Yellow event as their largest golf fundraiser in the state of Montana. In the beginning, the hospital didn't think they could surpass \$50,000 in fundraising. With the support of Play Yellow, their event surpassed \$300,000 in fundraising this past year!

How Play Yellow Made a Difference:

Play Yellow has been instrumental in the creation and success of this event. From coaching on sponsorship levels and on course activities to the powerful story of the origin on Play Yellow, this event would not be happening in Montana if it weren't for the Play Yellow program. The color of the shirt has really helped to unite this community in raising funds for acute and residential psychiatric services for the youth of Montana.

Local Fundraising Impact:

Shodair Children's Hospital serves as the only facility in the state with acute and residential psychiatric services under one roof for children. Because of this event, over \$500,000 has been raised to ensure that Shodair is able to treat the needs of children dealing with difficult mental health issues in Montana, the state with the nation's highest suicide rate.



Drew Neville Charity Classic

Rallying a community of golfers for best-in-class fundraising

Background:

Children's Health Foundation of Oklahoma set out to create a signature golf event in 2023. They wanted to bring the elite level of a professional pro-am to Oklahoma while keeping it intimate and with a strong mission. Play Yellow and Jack & Barbara's legacy helped create an elite level event that generated over \$700,000 in its first year for their Pediatric Cardiothoracic Surgery Center.

Event Date - June 22, 2023

How Play Yellow Made a Difference:

Leaning on the Story and Images of Jack and Barbara Nicklaus, the Children's Health Foundation and their strong Volunteer Committee were able to secure 20 teams competing in a pro-am format drawing players from the Korn Ferry Tour, including Play Yellow Ambassador Chris Gotterup, as well as retired athletes to Oklahoma. Play Yellow provided the story and a tie to the greatest to ever play the game helped the team recruit a strong line up of the future of Professional Golf.

Local Fundraising Impact:

In their first year, the Drew Neville Charity Classic raised \$706,000 for their pediatric cancer and cardiac surgery programs. In Oklahoma, the Children's Heart Center leads the way in pediatric cardiothoracic surgery, achieving exceptional outcomes through a world-class team and a commitment to advancing research and care for children with heart conditions, with a focus on recruiting top talent, exploring innovative treatments, and securing external funding.



Charlotte's Play Yellow Celebrity Invitational

Inspiring volunteer leaders to organize an extraordinary golf event

Event Date - July 21, 2023

Background:

Inspired by their daughter Charlotte's battle with rare pediatric liver cancer, Kelly Woolwine along with his wife Jess organized the Charlotte's Play Yellow and Children's Miracle Network Celebrity Invitational.

How Play Yellow Made a Difference:

The Play Yellow team provided unique support by enrolling CMN Hospital celebrity friends to participate, drawing support from notable figures like Julius Erving, Clyde Drexler, Joe Theismann, Roger Clemens, Billy Wagner, and Hokies alumni. Kelly and Jess are thrilled to be part of the Play Yellow movement and celebrate the impact of golf fundraising at the Play Yellow Invitational with Jack and Barbara Nicklaus.

Local Fundraising Impact:

The event aims to raise a substantial portion of the \$20 million goal for a new pediatric cancer center in Roanoke, VA. Kelly and Jess hope to create a lasting legacy, offering hope and support to children battling cancer in their community and beyond. Kelly and Jess's Foundation, Life Ring Foundation, has made a \$2 million dollar pledge towards the new pediatric cancer center to be fulfilled through the next few years of this event.



Will Golf 4 Kids

Connecting the Walmart Supplier community to ACNW

Event Date - August 3-4, 2023

Background:

Will Golf 4 Kids was started by dedicated Walmart Employees and Suppliers in 1992 and has grown into one of the largest golf events held in Northwest Arkansas. It is a two day event held at two courses simultaneously that generates, along with a Gala, over \$1M annually for Arkansas Children's. Majority of the participants and WG4K Committee members are suppliers and vendors in the Walmart and Sam's Club space.

How Play Yellow Made a Difference:

Because of the ability to send a foursome to the Play Yellow Invitational, the Will Golf 4 Kids Committee was interested in getting involved.

Local Fundraising Impact:

For 2023, the Will Golf 4 Kids Committee was finishing a pledge to raise money for the Oncology and Hematology Department at Arkansas Children's. This was the final year of a 5 year/ \$5M pledge. This pledge was actually fulfilled one year early and



Children's Miracle Celebrity Invitational

Subheading- Impact Statement

Background:

The Feldman Automotive Children's Miracle Celebrity Invitational is a unique celebrity golf event in the Detroit market where every foursome enjoys an up-close and personal celebrity pairing. This partnership between Corewell Health Children's (formerly Beaumont Children's) and the Mark Wahlberg Youth Foundation, features 50 national and local celebrities from the world of entertainment and professional sports. The Invitational provides a full day of golf on the premier courses of the Detroit Golf Club, all-day hospitality, and a live auction of over-the-top experiences.

Event Date - August 28, 2023

How Play Yellow Made a Difference:

By utilizing the Play Yellow brand, doors have been opened to welcome more celebrities and golfers to this event. Play Yellow also continues to strengthen the CMN Hospitals' connection within the Detroit community.

Local Fundraising Impact:

Funds from this golf event are used to fund Child-Life services, adaptive bicycles and helmets, state-of-the-art NICU equipment, pediatric oncology equipment, treatments, and services, pediatric physical and occupational therapy equipment and services, and 7 In-School Beaumont Teen Health Centers in the most vulnerable communities for at-risk youth, providing free medical and mental health services.



Northeastern Pennsylvania Invitational

Inspire TOUR Player to build his own local legacy

Event Date - September 24, 2023

Background:

Inspired by Jack and Barbara's impact on children's health, Brandon Matthews enthusiastically joined the Play Yellow movement as an official TOUR Ambassador. As part of his support of the movement, Brandon converted his existing fundraising tournament to a Play Yellow event to support his local children's hospital, the Janet Weis Children's Hospital.

How Play Yellow Made a Difference:

Because Brandon has made his event Play Yellow, he has been interviewed about the program and the tournament at the Invitational and on a few sports shows. This has led to him acquiring new sponsors and participants in his event.

Local Fundraising Impact:

At Geisinger Janet Weis Children's Hospital, everything they do is about caring for children. Their inventive clinicians uphold each child's dignity through passionate advocacy and are known to provide comprehensive, safe, family centered care founded in best practice and kindness.



CMN Friendship Invitational

Bringing community partners together to elevate impact

Event Date - October 9, 2023

Background:

The CMN Friendship Invitational is an annual tournament in support of UC Davis Children's Hospital. The event is sponsorship buy-in only and sells out every year. Sponsors are comprised of hospital vendors, construction/electric companies and CU4Kids partners. The event has been going for 10+ years and sells out every year.

How Play Yellow Made a Difference:

Play Yellow was incorporated 3 years ago to better align with the brand recognition of CMN Hospitals and those associated benefits.

Local Fundraising Impact:

The event raised \$100,500 net in 2023, which is a pretty standard outcome. Money raised supports the UC Davis Children's Hospital unrestricted CMN Hospitals fund and from there is awarded out via internal grants. [Click here](#) to learn more about internal grants and donations in action.





Birdie Bashes

South Florida PGA Play Yellow Birdie Bash

Playing Yellow with the Golden Bear

Event Date - April 10, 2023

Background:

This is an annual event organized by Nicklaus Children's Health Care Foundation in collaboration with South Florida PGA Foundation. The proceeds from the event are divided between South Florida PGA Foundation and Nicklaus Children's Health Care Foundation, and NCHCF donates 100% of their funds to Nicklaus Children's Hospital (and Golisano Children's Hospital in 2023). The event takes place at PGA National Resort and Spa, hosting between 25-30 two-person teams. The tournament is played in doubles team format with each birdie being matched by donors or pledges. The first tournament took place in 2022 and raised over \$460,000.

How Play Yellow Made a Difference:

The event has been a Play Yellow event since its inaugural year. The event is advertised as Play Yellow Birdie Bash, all participants wear yellow, and a luncheon closes the event with a speech made by the Nicklaus'

The event began to support the Nicklaus' mission to raise \$100 million for CMN Hospitals through Play Yellow efforts.

Local Fundraising Impact:

Funds donated to Nicklaus Children's Hospital and Golisano Children's Hospital are unrestricted, allowing the Foundation to meet the current needs of the hospital



Southern Ohio PGA Play Yellow Birdie Bash

The Birdie Bash creators launch a movement

Event Date - May 27, 2023

Background:

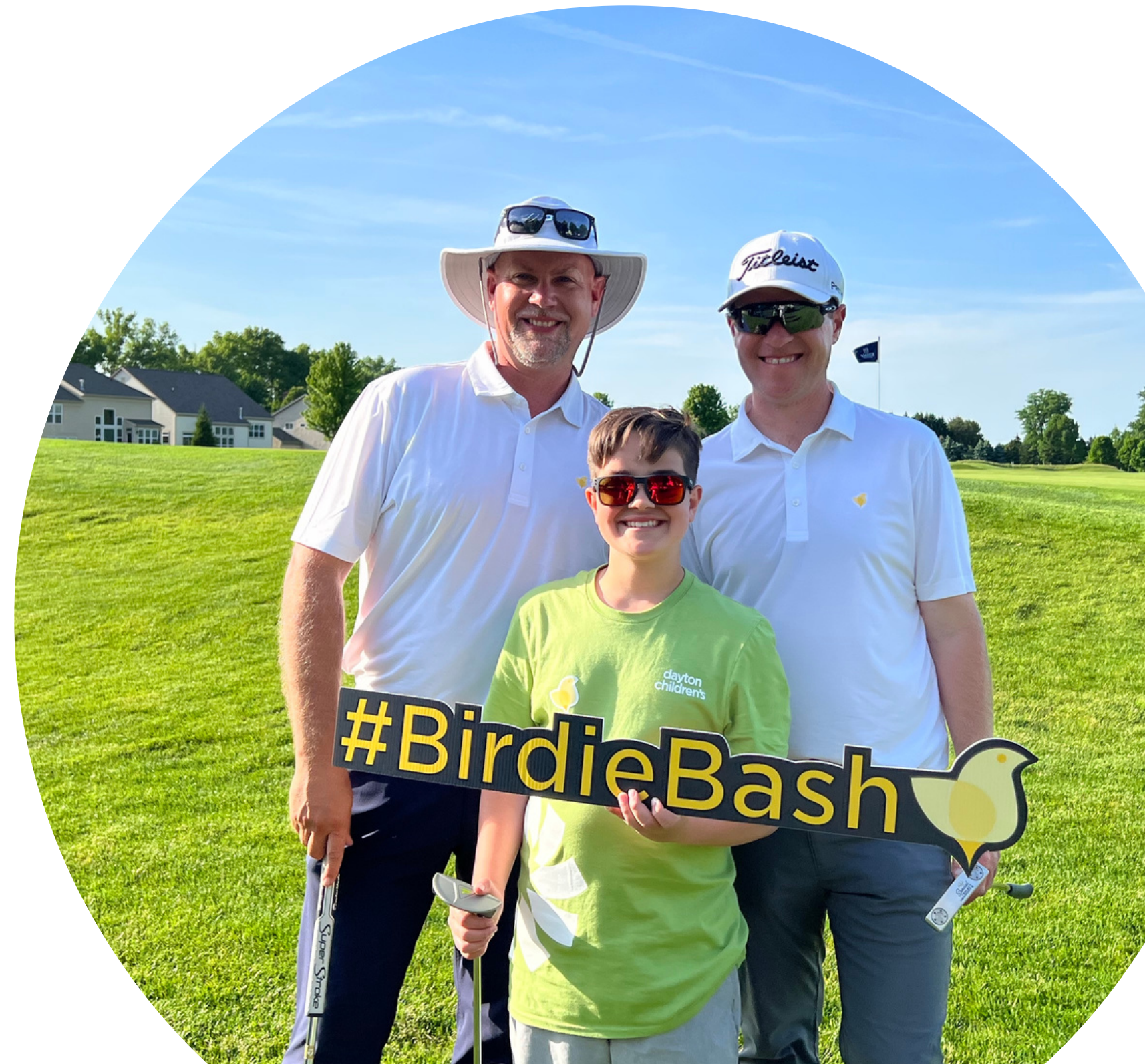
In 2021, Southern Ohio PGA started the very first Play Yellow Birdie Bash benefitting Columbus, Dayton, and Cincinnati. Patrick Salva, the Section Director, worked with Play Yellow to come up with the concept and perfect it over the last three years. This event is a peer-to-peer fundraising event.

How Play Yellow Made a Difference:

This was the first Play Yellow Birdie Bash held in any market. The involvement of Play Yellow was key to its success. Because of the imagery and endorsement of Jack Nicklaus, the Section was able to recruit a large number of dedicated players. Play Yellow and CMN Hospitals have been able to provide collateral and verbiage for the peer-to-peer sites and to help the Section develop inspiring language to recruit golfers and donors.

Local Fundraising Impact:

Since the event started in 2021, this tournament has raised over \$250,000 for the three markets. The funds have been used for the greatest needs at all three hospitals and are making a huge impact on what they are able to do for the kids.



The MET PGA Play Yellow Birdie Bash

A day of fun for a great cause

Event Date - August 7, 2023

Background:

2023 was the second annual MET PGA Play Yellow Birdie Bash held at Silvermine Golf Course in Norwalk, CT. This event benefits Cohen Children's and Maria Fareri Children's Hospital as well as the MET PGA Hope Foundation. Excitingly for 2024, they will be hosting two simultaneous events at Silvermine and on Long Island which will make travel easier for both hospitals.

How Play Yellow Made a Difference:

Birdie Bashes exist across the PGA of America because of Play Yellow. This event has leaned into the story of Jack Nicklaus and has really incorporated Champions from their local hospitals to help carry the story through to a new generation of golfers and families.

Local Fundraising Impact:

Funds that are donated to both hospitals from this event are unrestricted. In 2023, \$40,000 was donated to each hospital and the section traveled to both for check presentations and to tour the hospitals for more connection with their local representatives and the cause they are fundraising for each year.



Sun Country PGA Play Yellow Birdie Bash

Tapping into a new Birdie Bash audience - amateurs

Event Date - August 7, 2023

Background:

On Monday, August 7, area PGA Professionals and amateur golfers raised funds in the inaugural Sun Country Play Yellow Birdie Bash at the University of New Mexico (UNM) Championship Course. Proceeds were shared between the UNM Children's Hospital and the Sun Country Golf Foundation.

How Play Yellow Made a Difference:

The Golfers (in 14 teams of two), engaged with their communities to earn donations and pledges toward the birdies they would make in the one day, two-person scramble format. After four rounds, 476 birdies (or more) were made.

Local Fundraising Impact:

Hospital emphasized how great the golf course was to work with and how easy everything was to set up. They loved how turnkey the program was and how low of a lift the actual fundraiser is on their end. When it comes to the future and growing the program, they hope that it continues to engage more individuals throughout New Mexico. Net from the events was just north of \$14,000



Colorado PGA Play Yellow Birdie Bash

Subheading- Impact Statement

Event Date - October 10, 2023

Background:

2023 was the first year of Birdie Bash in Colorado. Players enjoyed the chance to connect with each other, hospital staff and the local champion's family. There is already enthusiasm from the course to make the event even bigger and better in 2024.

How Play Yellow Made a Difference:

The support from the Play Yellow team was instrumental in the success of the tournament. The course had not hosted a fundraising event like this before, so greatly benefitted from being able to utilize national resources and connect with peers in other sections.

Local Fundraising Impact:

Net from the event was \$108,000 total, with Children's Hospital Colorado receiving half of the funds. Money will go towards the Children's Fund to support areas of greatest need at the hospital.





Swing Fore Miracles

Swing Fore Miracles

Forming a new partnership with Topgolf

Event Date - October 13, 2023

Background:

A corporate-focused tournament at Topgolf that allows attendees to network with other Children's Health supporters, team build with colleagues while competing in the tournament, and learn about the mission of Children's Health. This event was created by the Dallas Market and has since been shared with the entire CMN Hospitals network. Invited patients and their families to be a part of the day and serve as a major cause connection moment for guests.

How Play Yellow Made a Difference:

Support from Play Yellow really got the event to grow and become a major signature event. This event format connected sponsors and companies who participated to the hospital and the cause they were directly supporting.

Local Fundraising Impact:

More than 200 participants competed from nearly 40 companies raising over \$172,000 at Swing Fore Miracles 2023 for the expansion of Children's Medical Center Plano.



St. Louis Swing Fore Miracles

Expanding a proven template to a new market

Event Date - November 9, 2023

Background:

Children's Miracle Network Hospitals of Greater St. Louis' (CMN-STL) signature Play Yellow event, Swing Fore Miracles, is a tournament at Topgolf focused on bringing the St. Louis business community together with other CMN-STL supporters. This event started in 2021 due to CMN-STL sunsetting their annual Cowboys for Kiddos Gala that was underperforming. They looked to the network for examples of what they could do that would be fresh and attractive to their audience and borrowed ideas from Children's Health in Dallas.

How Play Yellow Made a Difference:

Swing Fore Miracles is advertised as an event part of the Play Yellow initiative locally. All of the branding is Play Yellow and the story of how Play Yellow was started is shared at the event. All guests are also encouraged to wear yellow.

Local Fundraising Impact:

The funds are split evenly between St. Louis Children's Hospital and SSM Health Cardinal Glennon Children's Hospital where it's needed most. The funds are used where each hospital sees fit. \$87,8700 was raised at the most recent event in 2023.

