

THE PROMISE CAMPAIGN



Investing in the Evans Scholars of Tomorrow—Today



Evans Scholars Foundation

IN 1930, **THE WESTERN GOLF ASSOCIATION**
MADE A PROMISE TO TWO DETERMINED YOUNG STUDENTS:
WE'LL BE YOUR GUIDE—**FROM CADDIE, TO COLLEGE.**

Inspired by the vision and leadership of Chick Evans, the WGA established the Evans Scholarship to ensure that hardworking and driven caddies from humble backgrounds could realize their dream of a college education.

Every year since, the Evans Scholars Foundation has made this dream possible for young men and women with promise.

Today, we have a vision to bring our work to a whole new level with **THE PROMISE CAMPAIGN.**



Caddying SETS **PROMISE** IN MOTION

- What does it take to be at the golf course at 6 a.m.? • **DILIGENCE AND DISCIPLINE**
- What does it take to carry a heavy golf bag for 18 holes on a hot summer day? • **RESILIENCE AND STAMINA**
- What does it take for a teenager to start a conversation with a corporate executive? • **POISE AND SELF-CONFIDENCE**



At the Evans Scholars Foundation, caddying isn't just a way to get a scholarship. We see it as a powerful vehicle for personal growth at a critical time in young people's lives. We know it can be a catalyst for:

- Strengthening their leadership skills
- Helping them grow in their integrity and self-confidence
- Practicing perseverance

Our focus on the important role caddying can play helps set us apart from other scholarship opportunities—and helps set up young men and women to fulfill their promise.



Today, OUR WORK IS
MORE CRITICAL THAN EVER



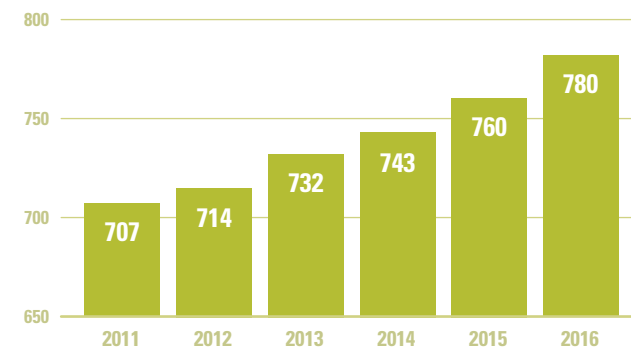
This is your ONCE-IN-A-GENERATION OPPORTUNITY to invest in a **NEW PROMISE**— to more deserving students than ever, from more diverse backgrounds, in more places across the country.



WE PROMISE:

- That their hard work won't go unnoticed.
- That attending a top college isn't out of reach.
- That they can belong to a community that sees them for their drive and for their potential—and supports them from caddy, to college, to career.

In the past six years, record numbers of caddies have applied for the Evans Scholarship.

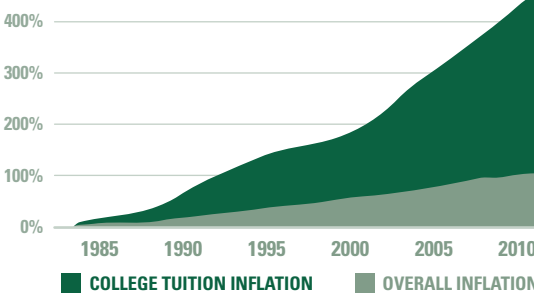


For so many promising young men and women, college is financially further from reach than ever before.

REGULAR FINANCIAL AID FOR COLLEGE IS
NOT ENOUGH.

\$1.26 TRILLION
OVERALL STUDENT LOAN DEBT IN THE UNITED STATES ¹

Since 1980, the cost of college tuition has grown nearly 260 percent and is currently increasing at *four times* the rate of inflation.²



An investment in the Evans Scholars Foundation is an investment in the future of caddying—and the future of golf.

Golf brings us together as a community and, through caddying, creates so many opportunities for deserving young people to

LEARN FROM TODAY'S LEADERS AND GROW INTO TOMORROW'S LEADERS.

Every year, the cost of our Program increases—especially as we expand to make scholarships and support available to more young men and women.

In 2016, our annual scholarship costs *alone* exceeded
\$17.6 MILLION—
AN ALL-TIME HIGH.

Going forward, we project these costs will increase by at least \$1 million each year.



This is the vision behind

THE PROMISE CAMPAIGN

With your support, WE WILL MAKE A **\$200 MILLION PROMISE:**

- TO GROW THE NUMBER OF SCHOLARS in college to 1,000 by 2020
- TO PROVIDE COMMUNITY LIVING opportunities for every Scholar
- TO BRING OUR PROGRAM TO MORE COLLEGES and universities coast to coast
- TO EXPAND OUR CONTINUUM OF SUPPORT—from early engagement to mentorship that lasts a lifetime

\$200 MILLION

Category	Amount
OUR SCHOLARS:	\$100 MILLION
OUR FUTURE:	\$60 MILLION
OUR PROGRAM:	\$30 MILLION
OUR COMMUNITY:	\$10 MILLION

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ABBY RICE
UNIVERSITY OF NOTRE DAME
Class of 2020



OUR PROMISE TO OUR SCHOLARS:

to support 1,000 Scholars by 2020



Spotlight on **SCHOLARS: ABBY'S STORY**

When Abby Rice was 6, her dad—who struggled with alcoholism—walked out the door and never returned.

How could her mom raise four children alone?

How were they going to pay bills—and was college in the cards for any of them?

While her mother worked long hours, Abby and her siblings learned to depend on one another. Abby understood early on what it took

to believe in herself, and how the support and strength of a community can help make that possible.

Abby's older brother, Nick, found that community in caddying—and later, at the University of Notre Dame as an Evans Scholar. After watching Nick's experience, Abby knew it was the right path for her, too. She's currently a freshman Evans Scholar at Notre Dame and plans to attend medical school to become a pediatric oncologist.

“I want to help children beat the odds, because I know from firsthand experience that kids have the power to fight for their own destinies.”

— ABBY RICE


Many of **OUR SCHOLARS** come from circumstances that either put **ATTENDING TOP COLLEGES OUT OF REACH**—or make navigating the college experience very difficult.


That's why in recent years, record numbers of young men and women have applied for the Evans Scholarship, seeking the opportunities it can unlock.


Currently, we support 935 talented, high-achieving Scholars. Yet there are so many other young men and women with promise who deserve the opportunities the Evans Scholarship can provide.

Through *The Promise Campaign*, we will raise \$100 million to support more Scholars—providing full-tuition and housing scholarships for a minimum of 1,000 students each year by 2020.

EVANS SCHOLARS BY THE NUMBERS


40%
FIRST-GENERATION
COLLEGE STUDENTS


\$60,000
NEARLY HALF OF OUR SCHOLARS
COME FROM FAMILIES WHERE
THE AVERAGE HOUSEHOLD
INCOME IS UNDER \$60,000


95%
GRADUATION RATE FOR
EVANS SCHOLARS

Spotlight on **SCHOLARS:** **ARI'S STORY**

When Ari Rexhepaj was a teenager, he and his family received the opportunity of a lifetime.

Ari's parents won the Green Card Lottery, which provides immigration opportunities to residents of countries that are underrepresented in U.S. immigration. The family left Albania to begin their lives as American citizens.

Adapting to life in Fairfield, Connecticut, was exciting but challenging. Learning English and adjusting to a new culture was difficult. But Ari found a supportive community at his school—and on the golf course, where he caddied.

There, he thrived. Ari became the first student from Connecticut to earn the Evans Scholarship, and his fellow Scholars at Miami University welcomed him with open arms. In early 2016, Ari and his fellow Scholars moved into the university's brand new Scholarship House.

“Living with my fellow Scholars in the new House has been an amazing opportunity,” says Ari. “This is such an important aspect of being an Evans Scholar. It brings us closer, and I know my Evans Scholars family will always be there for me.”

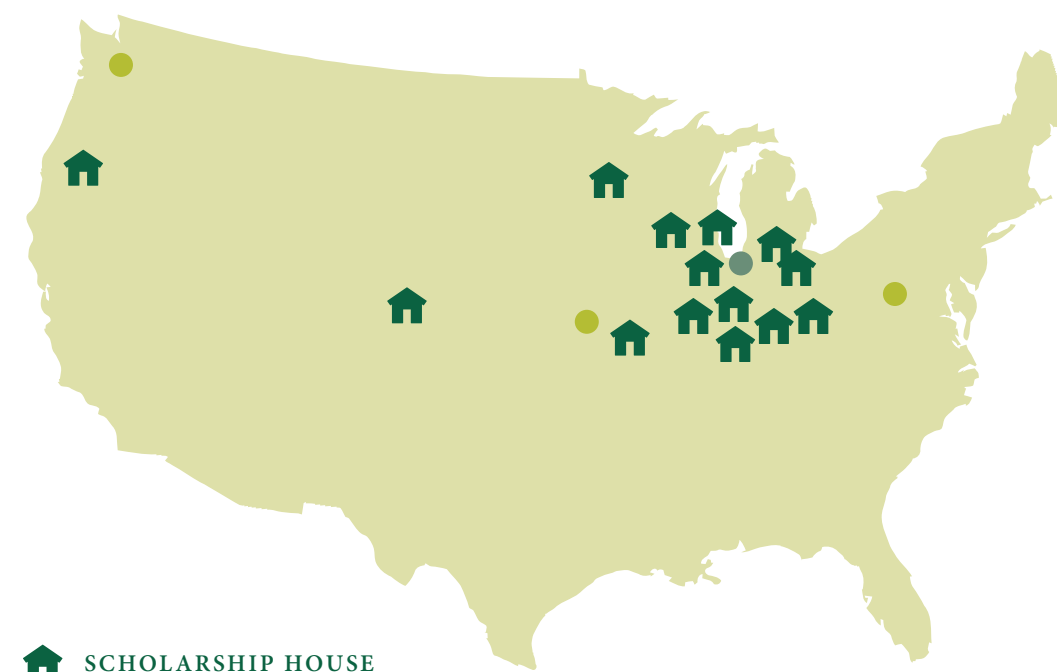


ARI REXHEPAJ
MIAMI UNIVERSITY, OHIO
Class of 2018



OUR PROMISE FOR OUR PROGRAM:
to bring Evans Scholars to more universities and create
community living opportunities for every Scholar

Whether it's their fellow caddies on the course or their housemates in college,
EVANS SCHOLARS FIND STRENGTH IN NUMBERS.



-  SCHOLARSHIP HOUSE
-  FUTURE SCHOLARSHIP HOUSE
-  PARTNER UNIVERSITY

That's why helping more caddies fulfill their promise means creating more opportunities for Scholars to come together and support one another.

Through *The Promise Campaign*, we will expand the reach and depth of our Program—establishing Evans Scholars chapters at more universities coast to coast, and creating community living opportunities for *all* Scholars.

Spotlight on **SCHOLARS:** LUPE'S STORY

Growing up, Lupe Diaz dreamed of going to college. But she wasn't always certain this dream would come true.

Lupe grew up in Chicago, the youngest of five children. Her father worked in a restaurant while her mother took care of Lupe and her siblings. Although neither of her parents had the opportunity to graduate from high school, they always stressed the importance of education to their children.

Lupe took that lesson to heart. In eighth grade, she received a scholarship and was able to attend a prestigious college prep school. In the process, she learned about an even bigger opportunity: the WGA Caddie Academy—a program that introduces deserving young women to caddying and to the Evans Scholarship. Lupe knew this could be a chance to make her college dream a reality.

“The Caddie Academy was a life-changing experience,” Lupe says. “There’s a real sense of belonging, and during the seven weeks we lived and caddied together, all the girls grew so close.”

Lupe caddied at Indian Hill Club in Chicago’s north suburbs, where several golfers mentored her and helped her apply for the Evans Scholarship. She’s now a freshman at Marquette University, attending school with many of her Caddie Academy friends. She’s the first person in her family to attend college.



“I don’t know where I’d be without the opportunities that the Caddie Academy and the Evans Scholarship have made possible.”

—**LUPE DIAZ, MARQUETTE UNIVERSITY, Class of 2020**



OUR PROMISE TO OUR COMMUNITY: to develop a full continuum of opportunities and support—from caddie, to college, to career

Spotlight on **MENTORSHIP:** KEVIN'S STORY



“As a senior at Marquette, I landed an interview at Accenture. Through the Evans Scholars Foundation, I connected with an Alumnus who worked at Accenture. He went above and beyond to help me prepare. We reviewed

my resume line by line, and he also coached me in preparation for the interview. Accenture offered me the job just one week after I graduated.

The time that Alumnus spent with me completely changed my professional trajectory. I want to make that kind of difference for other Scholars.”

— **KEVIN SCOTT, MARQUETTE UNIVERSITY,**
Class of 2010, Leadership Council member

To achieve a lifetime of success, you need opportunities at every age. That’s why, through *The Promise Campaign*, we will build out our spectrum of support before college by creating a strong and diverse pipeline of deserving caddies.

We’ll achieve this by creating new early engagement programs. We’re working to create new—and strengthen existing—caddie programs around the country. And we plan to continue expanding the WGA Caddie Academy, which provides job opportunities for young people from disadvantaged backgrounds.

But it’s critical to also support Scholars after graduation. So through *The Promise Campaign*, we’ll formalize mentorship and post-graduate opportunities by creating a Life Skills & Career Search Program and expanding our Alumni networking events and online career resources.



OUR PROMISE FOR OUR FUTURE: to build an enduring foundation for our work

“Since 1930, the Evans Scholars Foundation has been committed to helping caddies with promise earn a college education and pursue successful careers. Our Scholars are young men and women who have worked hard and earned top grades—but would not be able to afford college without significant financial assistance.

As more families struggle to make ends meet, and as college costs continue to escalate, we’re renewing our promise to make sure all deserving caddies have the opportunity to better their lives—on the course, in the classroom, in their communities and in their careers.

Your support helps these caddies realize their dreams—and ensures that we can keep our promise to Evans Scholars, generation after generation.”

— **DAVID ROBINSON**, Chairman,
EVANS SCHOLARS FOUNDATION



As we work to help our Scholars fulfill their promise, we also have to plan ahead for our own future—as an organization and as a community—so we can keep delivering on the promise we make to our Scholars.

Through **THE PROMISE CAMPAIGN**, we’ll build an enduring foundation for our work by:

- **STRENGTHENING OUR ENDOWMENT FUND**, to secure our financial future
- **BUILDING A NEW HOME FOR THE EVANS SCHOLARS FOUNDATION** that unites our staff and brings everything we do under one roof

Spotlight on **SCHOLARS:** **LUKE'S STORY**

From an early age, Luke Arrington understood the power of resilience, hard work and hope—and realized the crucial role that a supportive community plays in developing and reinforcing those qualities.

Luke grew up in Harvey, Illinois, a suburb of Chicago where nearly 40 percent of the residents live below the poverty line, and where the unemployment rate is almost 12 percent. It's a community many people give up in—and give up on—but Luke and his family didn't.

“In my neighborhood, the easy choice was to sell drugs and steal to get by. I chose honest, hard work and saw the benefits,” says Luke. Inspired by his father, Luke worked hard and graduated near the top of his high school class. He also signed up to caddie—which helped develop his leadership skills, put his strong work ethic into practice, and introduced him to the Evans Scholarship, which he applied for and earned.

As Luke's college experience as chapter president at Northern Illinois University comes to a close, he's looking ahead to the future. After spending a summer interning in Washington, D.C. with an Illinois congresswoman, he plans to attend law school, then pursue a career in politics. Luke wants to advocate for kids who live in disadvantaged communities like Harvey—and ensure they have access to opportunities that can break the cycle of poverty.



“My goal is to empower people to shape their futures.
The Evans Scholarship was the gift that made that possible for me.”

—LUKE ARRINGTON, Class of 2017



Join us in our new promise:
TO CHANGE COUNTLESS TOMORROWS—
STARTING TODAY.

Your commitment to
The Promise Campaign will make
A LASTING IMPACT
ON EACH CADDIE'S LIFE—
at every age, and every stage:
ON **GOLF COURSES,**
IN **COLLEGE** AND **BEYOND.**

UNIVERSITY OF COLORADO
EVANS SCHOLARS
SCHOLARSHIP HOUSE

THE
PROMISE
CAMPAIGN



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