

TwoWings Fundraising Golf Tournaments

TwoWings Foundation

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From Promoting Golf Courses to Facilitating Education

Briefing Paper for Charity Golf Tournaments of TwoWings

Summary

The whitepaper at hand provides an overview on TwoWings golf tournaments known as "Swing with your Heart" and the humanitarian programs it supports with the purpose of serving humanity, supporting girls' and women's education, providing health & hygiene facilities, and setting up an agroforestry system in communities with low income.

It will then explain how the contribution of golf clubs to these programs will lead to mutual benefits for golf clubs as well as hundreds of people living in remote regions of the globe. Finally, it will cover several benefits that golf clubs will gain from cooperation with TwoWings to optimize their performance and increase social recognition.

Background

According to UNICEF, "an estimated 617 million children and adolescents from around the world are unable to reach minimum proficiency levels in reading and mathematics. The lack of trained teachers, inadequate learning materials, and poor sanitation facilities make learning difficult for many children. Students come to school too hungry, sick, or exhausted from housework to benefit from their lessons. This learning crisis is the greatest global challenge to prepare children and adolescents for life, work, and active citizenship." (1)

The situation seems more challenging for women and girls. They are more prone to infections and the diseases that are quickly developed due to poor hygiene and lack of clean water, considered as major issues in low-income regions. In addition, due to gender inequality, women and girls receive lower attention and need more support in order to become educated and nurtured.

One of the most charitable communities that consistently responds to calls on philanthropic actions is the Golf community. As golfers enjoy playing their favorite sport and spend quality time with their family and friends on picturesque golf courses, they also appreciate that their hobby results in a good cause and benefits many people. Likewise, many golf courses welcome opportunities favorable for playing a constructive role in giving back to society.



TwoWings and Its Mission

The underlying philosophy of TwoWings: Humanity is like a bird and men and women are its two wings. Both wings need to be balanced and equally nourished so that the bird of mankind can reach the heights of the infinite glory.

Through collaboration with non-profit organizations such as FUNDAEC, Rays of Light, and Connaissance, TwoWings has helped individuals release their potential, improve their living situation, and become vibrant communities that build their future as they see fit. Some of these programs are:



Colombia, South America

The **FUNDAEC** project in Colombia focuses on creating sustainable development in a country endowed with natural resources by training residents of rural regions in planting trees, science, and employability.



Congo, Africa

Connaissance in Congo pursues overcoming malnutrition, promoting employability, and restoring native forests all through urban gardening and agroforestry programs. They promote education and train volunteers to establish schools at different levels and gain knowledge of their local biodiversity.



Papua New Guinea, Oceania

The focus of the **Rays of Light** program is on educating people living in remote regions of Papua New Guinea to compensate for the lack of proper access to education and facilities. The aim is to spread literacy in places where it is needed the most and help individuals to become an effective power for progress.



How Golf Helps Philanthropic Causes

In addition to collaboration with international NGOs, TwoWings seeks the accompaniment of private sectors and donors such as the Golf industry to take part in these benevolent activities.

Organizing charity golf tournaments called "Swing with your Heart" and fundraising golf events that are hosted by TwoWings' partner golf clubs, helps raise funds and awareness for people living in disadvantaged conditions. The cooperation between golf courses and TwoWings facilitates this process. By hosting these tournaments and events, golf clubs agree to donate a part of their earnings to a charitable cause. Golfers also take part in changing the living conditions of many people while winning valuable prizes.



"Swing with your Heart" Charity Golf Tournaments

Tournaments

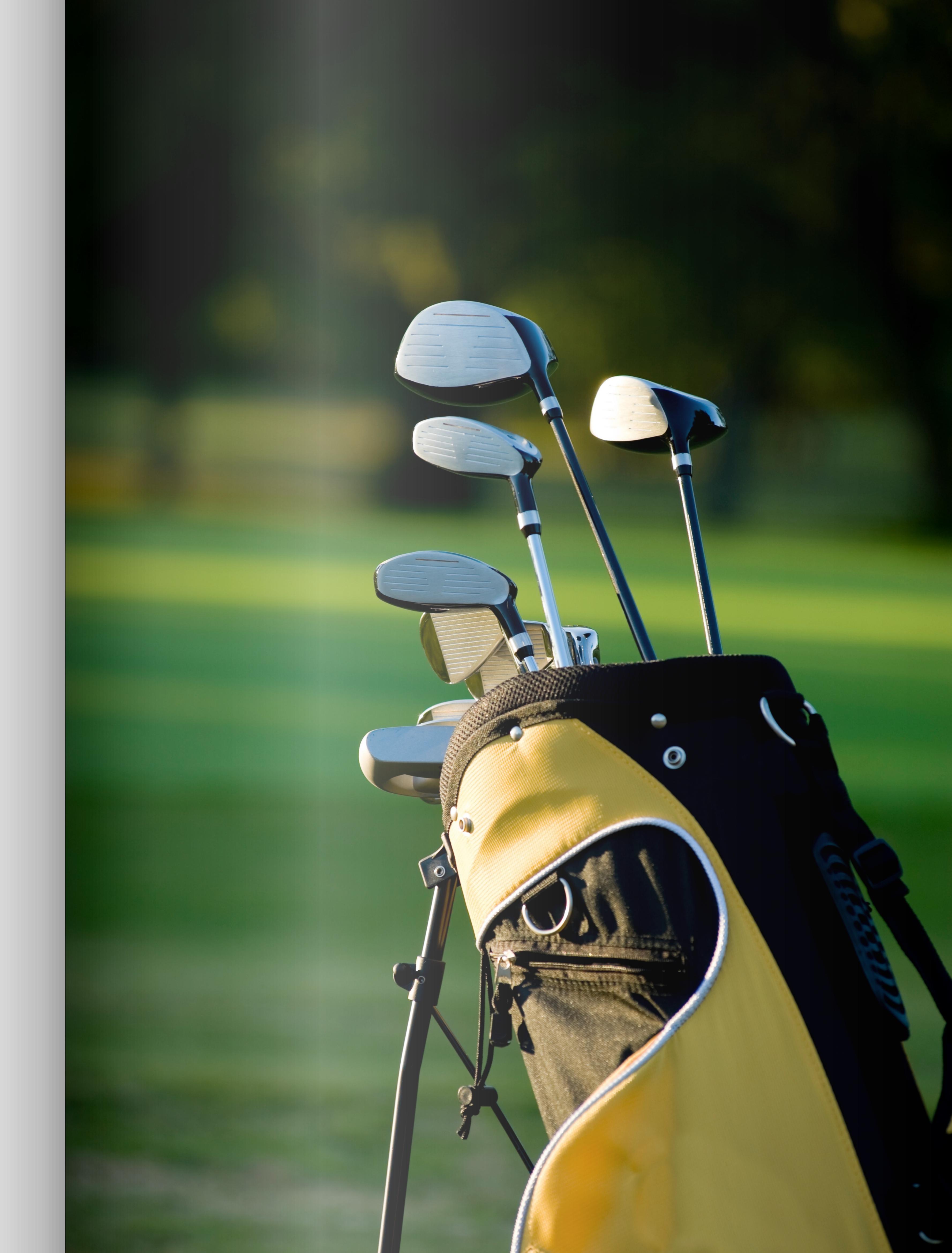
The TwoWings Golf Cup or "Swing with your Heart" is a series of tournaments held to promote golf on a broad basis as well as promoting contribution to educational programs. The games take place in three categories: local tournaments, final tournaments, and fundraising events.

Golfers with any skill level, gender, and nationality are welcome to play in these tournaments, and golf clubs are also invited to become the hosts and partners. Each player is required to play at least 6 tournaments to be ranked for the TwoWings International Final Tournament. If any of the TwoWings Golf Cups are organized within a 100 km radius in other clubs, the player has to play 1 out of 6 tournaments at another golf club.

TwoWings' partnered golf clubs in different countries and regions have made it easy for the golfers to play on their desired courses. Each club is supposed to organize at least 5 tournaments. This makes them eligible to nominate 3 of their top golfers to receive a starting place in the "TwoWings International Final Tournament."

9 prizes will be offered per tournament. The winners of each TwoWings charity golf tournament will receive quality hotel vouchers of €900 amount sponsored by Green Habitat as one of TwoWings' partnered businesses. For the seasonal club finals, TwoWings offers an additional €300 in gold to the hotel voucher, sponsored by Partner Bank, for three winners per club. Also, for TwoWings International Final Tournament, the participants will receive awards sponsored by TwoWings' partnered businesses. The gift for final winners is €4,000 in gold which is specifically sponsored by Partner Bank.

In each tournament event, golf clubs are encouraged to organize an exciting Birdie Pool competition. The winners will be waiting for €150 in hotel vouchers at each event.





How Golf Clubs Benefit from Collaboration with TwoWings

Organizing tournaments will retain and attract golfers

The main advantage of this collaboration is attracting professional, regular, and former golfers to the partnered golf club. By hosting TwoWings' Golf Cup series and fundraising golf events, the clubs get publicity for acting on a good cause and are noticed by numerous golfers and visitors. These groups will then have the potential to join the club and increase its revenue.

Getting promoted on TwoWings' website and social media

TwoWings' website not only promotes its charity golf tournaments and educational programs but also is one way to lead visitors to golf clubs' websites and generate traffic and greenfees for them. The promotion and publicity of golf clubs will not be limited to charity golf tournaments. Green Habitat as a partner of TwoWings with mutual business interest in golf, has designated a separate section to introduce TwoWings partnered golf clubs, their courses, and facilities in full detail. Another efficient way is TwoWings' social media that announce news about the upcoming golf events of its partner clubs and the humanitarian programs they support.

As a partner, TwoWings offers specific business solutions

The partnership is the next benefit offered to golf clubs. Since hosting TwoWings' charity golf tournaments is regarded as a "partnership," all golf clubs that either hold one-time fundraising events or "Swing with your Heart" tournaments will be considered as TwoWings partners. Thus, they will be entitled to receive professional services from quality hotel vouchers to digital marketing strategies and activities. These services will be provided both for golf clubs and their members.

Become a TwoWings partner

For more information on partnership with TwoWings, please feel free to email: office@twowings.com or submit a message on the https://www.twowings.com/en/tournament. It would be delightful to receive a message from you.

