

CASE STUDY: THE GOLF TRUST



OVERVIEW

The Golf Trust is a UK-based charity that provides opportunities for people of all ages to learn and play golf, while also promoting the sport's positive impact on social mobility and inclusion. They work with a range of organisations, golf professionals, volunteers and multi-sport coaches. Apart from practically delivering golf lessons to people with a variety of special needs, they also aim to empower more people to live healthier and happier lives and thereby reduce the impact on the social care system.



THE CHALLENGE

In order for The Golf Trust to reach their programme goals and expand to an additional 100,000 participants per year, they needed to sharpen their messaging, provide stakeholders with a compelling and impact-focused story of why and how real positive change can be achieved, and as a result, increase their fundraising and partnership support.



WHAT WE DELIVERED

- > The Golf Trust's first Theory of Change was developed, which visually mapped and outlined the connections between their activities, expected outcomes (milestones), and goals.
- > A Case for Support was created that included their Theory of Change and compellingly and concisely told the story of their history, impact, goals, and fundraising needs.



SECTOR
SPORT DEVELOPMENT



LOCATION



ORGANISATION
NON-PROFIT

"By detailing a thoughtful, creative and insightful Theory of Change, The Golf Trust were able to clearly define their organisation's priorities and this clarity ultimately led them to have a far greater reach and impact on their beneficiaries."

Ethical Good, Project Partner

The Golf Trust's mission is to promote golf as a means of improving the lives of disadvantaged individuals and communities in the UK and globally. With a special focus on people with autism and spinal injuries, they raise awareness and educate the sporting community on creative programmes for people living with various special needs⁶. The Golf Trust partnered with Relativ Impact for the development of a Theory of Change and Case for Support.



RESULTS

The Golf Trust has been using their new tools and collateral to effectively communicate their mission and impact to stakeholders, leading to increased support and expansion opportunities. Their Theory of Change has provided clear and concise pathways for achieving their goals, while allowing for flexibility in adapting to changing circumstances. Their Case for Support has further helped their team and partners to tell their story and invite others to be a part of the journey.



IMPACT

The Case for Support and Theory of Change have provided a strong foundation for future growth and development. These tools will continue to be effective for internal decision-making guidance and invitations for stakeholder support. Using the Theory of Change as a point of departure for developing an Impact Measurement Framework, The Golf Trust can better understand their goals and how to achieve them. By learning and adapting, they will continue to grow and be better equipped to showcase the inclusive opportunities of golf.

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THE GOLF TRUST

Bringing people together through golf

With a special focus on people with autism and spinal injuries, we aim to raise awareness and educate the sport community on disability. This includes training golf professionals, volunteers and multi-sport coaches on how to practically deliver golf lessons to people with a variety of needs.

One of our most significant programmes is our partnership with EIs for Autism – delivering GameOn clinics and curriculum for the enhancement of physical skills, golf skills and the most important social communication skills.

Golf activities are also offered in care homes for older people, residential day centers, and sheltered housing accommodation, including a Forget Me Not Golf Club for people with early-onset dementia.

Working with local organisations to build trust, we adapt the game of golf to fit many untraditional spaces, such as inner-city estates, school halls, adventure playgrounds and parks.