



## The Fairways Story

Tiffany Chaisson, a world travelling golfer who has played over 120 courses in 3 years, was playing at Ballyliffin Golf Club, in County Donegal, Ireland, when she decided to set-up a nonprofit to help disadvantaged children play golf.

That day she heard from one of her partners that there were children who loved golf and wanted to play, but their families couldn't afford it.

She immediately decided to change that, and contacted her friend, Jeremy White, with an idea to found a non-profit to help kids like that, anywhere in the world. 18 months later, Fairways is a registered nonprofit in Australia and is financially supporting 20 kids in 4 countries.

Talent for the game of golf is not a requirement, only a love for it. There are plenty of organisations who identify talented kids and train them in the hope they become world-class golfers, but Fairways is the first to accept disadvantaged children in the hope they become *lifetime* golfers.

At Fairways, we believe that to increase golf participation, reaching kids of school-age needs to be the focus. It is better to create a lifetime golfer during childhood, rather than try to convert a non-golfer in their adulthood. We also feel that golf businesses should be supported, instead of being asked for handouts when market conditions are tough.



As such, Fairways identifies kids who love golf, but are in disadvantageous situations, and sponsor their membership, lessons and range access. Funded by charitable donations and Awesome 4somes, our tee time auction initiative, we pay golf businesses directly for their work with the cadets.

In this way, Fairways is helping to develop a sustainable future for all stakeholders in the golf industry.



## Contact

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