

CHAMPIONS FOR YOUTH BOILERPLATE



Here are some suggestions on how to describe the Champions for Youth program.

Long Version

Champions for Youth (CFY) is a charitable program of the Century Club of San Diego, the 501(c)(3) nonprofit that manages the Farmers Insurance Open, San Diego's PGA TOUR event. The program strives to strengthen the participating charities' ability to achieve long-term goals by providing development support and opportunities for collaboration, volunteerism, and brand exposure.

Six local charities serving at-risk and underserved youth fundraise from December 1 – January 31, the final day of the 2021 Farmers Insurance Open. Organizations earn additional funds from the \$285,000 Farmers Cares Bonus Pool based on how much they raise and how many donors they have compared to the other participating organizations. As well, the Century Club covers all service fees ensuring organizations receive 100% of the intended donation.

Last year, donations grew nearly 45% because of the bonus pool, meaning that if a donor gave \$10, the organization received approximately \$15.

Short Version

Champions for Youth (CFY) is a fundraising program of the Century Club of San Diego, the nonprofit that manages the Farmers Insurance Open, San Diego's PGA TOUR event.

The program supports 6 local nonprofits serving at-risk and underserved youth where charities earn additional funds from the \$285,000 Farmers Cares Bonus Pool based on how much they raise and how many donors they have compared to the other participating organizations.