



HELP THE USGA

**Acquire, Preserve and
Celebrate Golf History**

USGA[®]



Preserve and Celebrate Golf History

The USGA Golf Museum and Library's mission is to preserve and celebrate the history of golf. We are the nation's oldest sports museum and the world's leading institution for the collection, preservation, interpretation and dissemination of golf history. Since 1936, the USGA Golf Museum and Library has connected golfers, sports fans and scholars with the artifacts, documents, images and stories that chronicle golf's rich history. Our museum creates opportunities for deeper engagement with the game we love.

Honoring the Game's History

The world's most comprehensive collection of golf history provides a tangible connection to the game's legendary champions, iconic venues and signature moments. Through collections stewardship, research, education and outreach, the USGA Golf Museum and Library harnesses golf's past to inform its future.

Each year, the museum reaches an audience of more than 3 million people with historical content.

Our collections comprise:

- **100,000+ items catalogued in the library**
- **85,000+ catalogued artifacts**
- **1,000,000+ photographs**
- **250,000+ hours of film and video footage**

USGA Golf Museum and Library Matching Gift Campaign

The USGA has established a Matching Gift Campaign for supporters of the USGA Golf Museum and Library. The USGA will match any endowed gift made to the USGA Golf Museum and Library dollar for dollar up to \$500,000 per year, before December 31, 2024.

Right:

Club used by Rear Admiral Alan Shepard on the moon during the Apollo 14 mission.





Jack Nicklaus in the Hall of Champions during The Jack Nicklaus Room Opening.



Left:
A display inside the USGA Museum Experience at the 2022 U.S. Open at The Country Club in Brookline, Mass.

Below:
The USGA Museum Experience at the 2023 U.S. Open at Los Angeles Country Club in Los Angeles, Calif.

What We Do

- The collections serve as the foundation for the Museum's work.
- We offer compelling public programs that entertain, engage and inform audiences about the USGA and its collections.
- We produce innovative scholarship and conduct research that better connects all golfers to the game.



Why Support the USGA Golf Museum and Library?

Since 1936, the USGA has invested in preserving the history of the game.

Most of the items in our collection are irreplaceable, one-of-a-kind objects that provide tangible connection to the game's legendary champions, iconic venues and signature moments.

The depth and breadth of the collections make it the most comprehensive in the world. The collections are important to golf history and confirm our nation's shared cultural legacy.

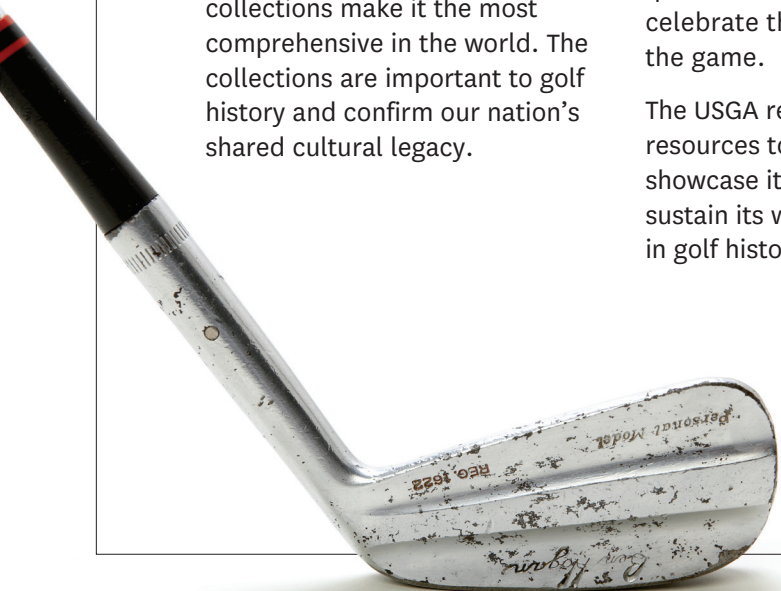
The USGA's collections and expertise make it uniquely qualified to preserve and celebrate the history of the game.

The USGA requires sufficient resources to acquire and showcase its collections to sustain its worldwide leadership in golf history.



Above:
Golf clubs and headcover belonging to Amelia Earhart, ca. 1930

Below:
Visor worn by Arnold Palmer, 1960 U.S. Open



Left:
1-iron used by Ben Hogan, 1950 U.S. Open



Visitors look at artifacts in The Ben Hogan Room

How the USGA Will Implement Your Support

Our mission is ongoing and relentless, as the game's history continues to unfold. Our museum relies on philanthropic support to ensure the continuation of the museum's leading role in preserving golf history. To continue our mission, your philanthropic dollars will support two core areas: collections and engagement.

The USGA will match philanthropic support to the Museum at 100%, preserving the USGA as the leading institution on golf history and enhancing public engagement with its collections.

USGA Golf Museum and Library staff are the leading experts in the care and preservation of the iconic memorabilia and archival material in our collection defining the history of the game.



Collections

- Continuing acquisition of historically significant artifacts, books and documents
- Preserving existing collections

Engagement

- Enhancing access to collections through digitization projects
- Exposing the treasures of the game through public programs and exhibits



Left: 1895 U.S. Open championship medal won by Horace Rawlins

What We Can Achieve Together

In December 2022, a generous donor provided the funds for the USGA to acquire the runner-up medal won by Charles B. Macdonald at an 1894 event. Macdonald's medal is one of the only artifacts in our collection related to Macdonald as the 1895 U.S. Amateur champion, USGA vice-president, author of the USGA's original constitution and renowned golf course architect. Thanks to the donor's proactive philanthropy, our museum will ensure that this historic 1894 medal will be cared for and forever accessible to the public.

With a record-tying four U.S. Women's Open titles along with 82 professional victories, Mickey Wright is indelibly important to the USGA and the world of golf. After winning her first U.S. Women's Open in 1958, Wright became the first woman to defend her title when she defeated two-time champion and LPGA founder Louise Suggs in 1959 at Churchill Valley Country Club in Pittsburgh, Pa. Although the museum has a



Left:
Runner-up medal,
1894 Championship
of the United States.

Below:
Mickey Wright's
Champion Medal,
1959 U.S. Women's
Open.



comprehensive collection that spans Wright's personal life and professional career and a room is dedicated to her, this is the only USGA medal awarded to the legendary golfer in the museum's collection. The museum was able to purchase the medal thanks in part to funds provided by another generous donor.



Steward of the game and its values. Arnold Palmer was a lifelong supporter of the Museum's work.

Why the USGA Needs Your Support Now

Golf collecting is experiencing an unprecedented moment:

- The method of acquiring artifacts has shifted significantly from donation to online auctions devoted exclusively to golf.
- The value of memorabilia associated with premier athletes and heroic sports moments is skyrocketing.
- Champions are now turning to auction houses to liquidate their collections to achieve value.
- Wealthy private collectors and hedge funds present increased competition.

The Museum cannot remain competitive without donor support.

When the Museum cannot acquire an artifact, it is lost to private hands, at home and abroad.



Hall of Champions inside the USGA Golf Museum and Library.

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Right: 2011 U.S. Open champion Rory McIlroy views the second U.S. Open medal during the U.S. Open Reunion of Champions dinner at the 2019 U.S. Open at Pebble Beach Golf Links.



USGA Executive Committee member George W. Blossom Jr. who came up with the idea for a museum.

History of the USGA Golf Museum and Library

In 1935, USGA Executive Committee member George W. Blossom Jr. suggested the idea of a golf museum, though there was little space in the Association's offices for artifacts or formal displays. When a sizeable New York City location for USGA headquarters was found in January 1936, the Executive Committee formally voted to establish a museum and to collect and exhibit "implements, balls, etchings, photographs, literature and similar articles pertaining to the game of golf."

The first Museum Committee included a distinguished roster of USGA champions, including Francis Ouimet, Bob Jones, Chick Evans and Margaret

Curtis. The committee's primary goal was to bring important artifacts into the collection and to make contributions to the museum.

From its humble beginnings with hallway displays, the current state-of-the-art museum has been expanded twice since the USGA's relocation to Liberty Corner, N.J., in 1972, with the addition of the Arnold Palmer Center for Golf History in 2008 and the Jack Nicklaus Room in 2015.

In 2024, the USGA will open the USGA Experience and oversee operation of the updated visitor experience for the new World Golf Hall of Fame in Pinehurst, N.C.



Top: The first galleries of the USGA Museum as it existed in New York City in the early 1960s.

Above: One of the interior rooms inside Golf House in midtown Manhattan.

Support the USGA Golf Museum and Library's Mission

Philanthropic support is more important than ever as the USGA Golf Museum and Library focuses on celebrating the game by acquiring new artifacts and sharing its collection. Donor gifts enable the USGA to become more resilient in delivering a thriving, welcoming and sustainable Golf Museum now and in the future.

Why Give to the USGA?

When you give to the USGA, you become part of a community of supporters who care deeply about the history of the game and want to see the USGA Golf Museum and Library flourish for generations to come. Your donation is an investment in golf's future allowing the USGA to develop and grow programs and initiatives that celebrate the history of the USGA and the game. The USGA is committed to engaging its supporters to help strengthen and expand the USGA's impact.



The Mickey Wright Room houses the most comprehensive collection of memorabilia belonging to the four-time U.S. Women's Open champion.

There are many ways to give, and we hope you will choose one that is meaningful to you. Your generosity will help ensure the future of preserving the history of the game that we all love.

President's Circle

The President's Circle recognizes supporters whose annual giving totals \$1,000 or more in a calendar year. President's Circle

supporters will make the USGA Golf Museum and Library stronger and more resilient by helping fund programs and collections acquisition. President's Circle members are celebrated through an honor roll featured in the USGA's Golf Journal Magazine along with an exclusive, custom USGA President's Circle bag tag.

Ways to Give

Online: If you are interested in supporting the USGA Golf Museum

and Library's mission, please consider making your gift online by donating today.
[usga.org/givemuseum](https://www.usga.org/givemuseum)

By Mail:
USGA Foundation
77 Liberty Corner Rd.
Liberty Corner, NJ 07938

Please include the form that came with the brochure so that we can direct your gift to the Golf Museum and Library.

By Phone:
1-800-223-0041