



The Club Foundation®

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WHO WE ARE

The Club Foundation, a 501(c)(3) non-profit organization, was established by the Club Managers Association of America (CMAA) in 1988 with the mission of raising funds to financially support the professional development of club managers through education, outreach and research initiatives. More than \$6.5 million has directly supported scholarship opportunities and grant programs for five target areas: club managers; CMAA chapters; students; hospitality faculty; and the club industry at large.

WHAT WE DO

Club Managers

The core of The Club Foundation’s mission is to help fund professional development opportunities for club managers.

Willmoore H. Kendall Scholarship www.clubfoundation.org/kendallscholarship.htm

In honor of CMAA past president Bill Kendall, CCM, the Willmoore H. Kendall Scholarship was established to provide tuition support to club managers interested in pursuing the Certified Club Manager (CCM) designation through CMAA.

LaRocca Family Executive Scholarship www.clubfoundation.org/laroccascholarship.htm

In recognition of how much The Foundation has impacted their careers, members of the LaRocca Family took the initiative to give back by making a generous contribution to The Foundation. The LaRocca Family Executive Scholarship honors their commitment to professional development and recognizes their continued support of the Foundation. This scholarship provides financial support to club managers interested in furthering their professional development and helping others achieve their career goals through mentoring.

Sally Burns Rambo Scholarship www.clubfoundation.org/sallyRamboScholarship.htm

As a mentor and role model, Sally Burns Rambo, CCM, was a pioneer who paved the way for success of countless club industry leaders. Thus, her legacy lives on in this scholarship by providing financial support to female club managers interested in furthering their professional development.

James B. Singerling Scholarship www.clubfoundation.org/singerlingscholarship.htm

Named in honor of CMAA’s long-tenured Chief Executive Officer James B. Singerling, CCM, this scholarship provides complete access to the annual CMAA World Conference on Club Management and Club Business Expo for first-time attendees.

Business Management Institutes www.cmaa.org/BMI.aspx

Annually, The Foundation allocates more than \$100,000 for the development and enhancement of all the CMAA Business Management Institute (BMI) curricula. Grants in support of the BMI programs help keep tuition rates at more than half the price of comparable programs, allowing the curricula to be kept current with industry trends.

CMAA World Conference Education www.cmaa.org/conf

The CMAA World Conference is an annual event fulfilling CMAA’s mission to provide a variety of educational opportunities reflecting the latest industry trends and information. Pre-Conference Workshops, expert-led seminars, round-table discussions, student programs, networking opportunities and keynote addresses by distinguished speakers are supported through funds allocated by The Foundation.

ClubCareers Coaching Services www.clubcareers.org

Since 2003, more than \$250,000 has been awarded in support of CMAA’s ClubCareers Coaching Services. This valuable member-benefit provides confidential career and life guidance designed to help members become the best they can be, both personally and professionally.

CMAA Website www.cmaa.org

Accessed more than two million times per month, CMAA’s website provides essential resources to help members succeed in their career.

WHAT WE DO (CONTINUED)

CMAA Chapters www.cmaa.org/Links/SeniorChapters.aspx

The Foundation offers numerous opportunities at the local, CMAA chapter level to support managerial education initiatives.

CMAA Awards Programs www.cmaa.org/template.aspx?id=140

CMAA chapters engage in numerous award programs that not only enhance chapter programming, but also earn winning chapters education grants from The Foundation. Annually, more than \$20,000 in grants are awarded for programs such as the New Member Recruitment competition, and the Excellence in Education and Chapter of the Year awards.

Chapter Workshop Grant Program www.clubfoundation.org/chapters.htm

The Foundation's Chapter Workshop Grant Program provides complimentary education workshops to three CMAA chapters each year. Randomly, chapters are chosen in each size category at the CMAA World Conference.

Students

The Club Foundation recognizes the importance of encouraging and supporting future club industry professionals. Through undergraduate scholarships and student chapter grants, resources are available to help students build a solid foundation for their career in the industry.

Joe Perdue Scholarship www.clubfoundation.org/joePerdueScholarship.htm

In honor of a pillar in the club industry, the Joe Perdue Scholarship provides tuition assistance to undergraduate students pursuing a career in club management.

Student Chapter Grant Program www.clubfoundation.org/studentChapterGrant.htm

Through matching grants and complimentary registration vouchers, this valuable program provides funds for CMAA student chapter members to attend the CMAA World Conference.

Hospitality Faculty

The Club Foundation acknowledges the significant role that collegiate faculty members play in preparing future club industry leaders.

Faculty Internship Program www.clubfoundation.org/facultyInternship.htm

The Faculty Internship Program aims to increase club management expertise among hospitality educators and to provide them with the tools necessary to enhance their existing curricula to include club management.

Faculty Research Grants www.clubfoundation.org/researchGrant.htm

The Foundation provides funds for industry-specific research projects that promote the best interests of the club management profession.

Industry At-Large www.clubfoundation.org/industry.htm

The Club Foundation is proud to support a variety of allied and international organizations such as Tee It Up For The Troops, the World Golf Foundation, First Tee and the Golf Environment Organization. These organizations share common goals and are committed to enhancing the future of the club industry. The Foundation has a donor base of constituents that seeks to further the knowledge and skills of those individuals who operate all types of clubs.

FACTS AND FIGURES

- Annually, The Club Foundation provides more than \$500,000 to the club industry through grants and scholarships.
- Each of the 45 current CMAA chapters have received program assistance through a Club Foundation grant at some point.
- Representing 35 colleges and universities, 45 hospitality faculty members have participated in the Faculty Internship program.
- More than \$250,000 has been funded to provide ClubCareers Coaching Services to CMAA members.
- Since 1988, more than 180 undergraduate scholarships have been awarded totaling more than \$330,000.
- Financial assistance was distributed to more than 33 student chapters to attend CMAA's World Conference in 2015.
- More than 41 percent of the 54 Willmoore H. Kendall Scholarship recipients have received their CCM and an additional 48 percent are actively working toward that achievement.
- More than \$6.5 million has been awarded by The Club Foundation through the Scholarship and Grant Program to promote the future of the club industry.