

Nedbank's golf development fundraiser raises over R20 million

The Sports Trust Golf Challenge - the Nedbank Golf Challenge's (NGC) golf development fundraiser - has raised over R20 million towards the transformation and development of sport in South Africa since 1999.

The event, which takes place the day after the NGC, encourages corporates to compete against each other to raise funds, which are distributed to leading golf development organisations namely: the South African Golf Development Board (SAGDB) and the South African Disabled Golf Association (SADGA).

Four of SAGB's development graduates will be competing against corporate representatives at this year's challenge. One of them is Zethu Myeki, a 21 year old female golfer from Mdantsane in the Eastern Cape.



Image source: TheSportsTrust

"As a young golfer, I watch the NGC every year to learn from professional golfers so that I can enhance my game," says Myeki who won several tournaments in 2013 and 2014. "Playing on the same course as professional golfers is certainly a fulfilment of a lifelong dream."

The SAGBD and SADGA work with and are endorsed by Sports and Recreation South Africa to contribute to the transformation of the sport. The SAGDB identifies and nurtures talented players from disadvantaged communities across the country to give them the best chance to compete against their more fortunate peers. Since its inception in 1999, the SAGDB has coached over 17,000 youngsters, produced one senior national player and four players in the senior national squad, 25 senior provincial and under 23 players as well as 108 junior provincial players.

Over 1,500 players have participated in junior golf tournaments and 34 of its most talented players have been invited to join prestigious and recognised high performance centres such as the Ernie Els and Fancourt Foundation. Six former SAGDB players have earned their tour cards on the Sunshine Tour.

"As SAGDB, we believe that moral, educational and socio-economic upliftment is vital to South Africa's future. By making golf more accessible and more appealing, the SAGDB is recruiting South Africans to a sport that teaches an integral set of ethical rules and values, which can be applied in all spheres in life," says SAGDB's Managing Director Grant Hepburn.

Ensuring that we not only educate our children in classrooms, but also actively through sport

SADGA encourages and promotes every South African with a disability to play and enjoy golf. "The gift of hope is the most precious gift adults can give children. If you combine exposure to activities they thought would never be possible, it really makes for something special," says Eugene Vorster, CEO of SADGA. "The Sports Trust, Nedbank and Sun International have given hope and invaluable exposure to so many disabled children to various life orientation activities through golf. Teaching them to count and at the same time being accountable is a life skill that will stand them in good stead."

Both The Sports Trust and the Nedbank Sport Affinity Programme celebrate 20 years of existence this year. The Sports Trust was established by private and public organisations to increase access and opportunities to all sports codes for all South Africans. The Nedbank Affinity Programme includes a suite of banking and investment products. When clients use these products, the bank makes a donation to The Sports Trust at no cost to them.

Anita Mathews, Executive Director of The Sports Trust, says: "We have witnessed how golf has changed the lives of

children and youth through their drive and determination to succeed. It has empowered them to live healthier and disciplined lives."

Maseda Ratshikuni, Head of Cause Marketing at Nedbank, says the bank is proud to be associated with the Sports Trust Golf Challenge. "As a bank for all, we are pleased to nurture the interest and participation of all South Africans in golf. Sport development is one of our corporate social investment focus areas as it fosters a cohesive society. We play an active role in ensuring that we not only educate our children in classrooms, but also actively through sport."

"The ongoing success of the NGC is closely aligned to the commitment of Sun International and Sun City to hosting an event that ensures financial, social and ecological sustainability. As a founding trustee of The Sports Trust, along with Nedbank, we are proud to continue making a contribution to sports development throughout South Africa. The Sports Trust Golf Challenge is the true success of the NGC, because of its ability to make an impact beyond just the actual tournament," says Alastair Roper, Tournament Director NGC, Sun International.

In addition to the challenge, Nedbank together with the Sports Trust, have invested over R20 million to the development of other sport codes such as soccer, road running and cycling.

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