



Making a lasting impact on Maui

In our role as the PGA TOUR title sponsor of the Sentry Tournament of Champions, we have the opportunity to positively impact lives on the island of Maui. It's a responsibility we take seriously, as we do in all the places we have a presence. At home and on Maui, our year-round commitment is to be an engaged corporate citizen, focusing on building community, developing the workforce, supporting basic human needs, and improving quality of life.

There's a long history of charitable giving at PGA TOUR events. In a special place like Maui, finding ways to help make a positive impact through giving is more important than you might expect.

Last summer, after the 2019 PGA TOUR Sentry Tournament of Champions, the tournament presented checks totaling more than \$345,000 to local Maui charities. Earlier, the Sentry Insurance Foundation gave a \$25,000 gift to Maui United Way. In 2020, our goal is to work together with all parties to far exceed these totals. In part, by promoting higher tournament attendance—but also by encouraging those coming to the tournament to give generously to local causes.

Since Sentry® became the Sentry Tournament of Champions title sponsor in 2018, we've followed our company philosophy of strategic giving when allocating funds raised for charity during the tournament. We focus on education, workforce development, quality-of-life initiatives, and community-based human services. Spending time on the island, building relationships, and having regular conversations with area leaders showed us the island has unique needs—and that the most meaningful way to fill those needs was to support charitable organizations that understand Maui well.

The current list of local recipient organizations includes Maui United Way, Hale Makua Health Services, J. Walter Cameron Center, Ka Lima O Maui, the Boy Scouts, Children's Justice Center, and the Lahainaluna High School Foundation. Each has their own goals, and each may use the donations they receive as they see fit to help the people they serve. A common thread is making sure money donated on Maui stays on the island.

Through these organizations, the tournament helps support healthcare services for the elderly and homebound, public education services and supplies, care and counseling for abused and neglected children, and vocational training and employment opportunities for disabled adults.

These organizations are critically important on the island of Maui. The cost of living in a tourism-based economy is very high. It poses many challenges to locals, many of whom work multiple jobs to make ends meet and still struggle to cover basic needs—even with assistance from community organizations. All of these organizations give back by providing tournament volunteers vital to helping the event run smoothly.

We're excited about two new initiatives for players and patrons in 2020, designed to encourage attendance, increase giving, and enhance the tournament's community impact.

On Aloha Friday, in recognition of the Hawaiian tradition of wearing casual dress in anticipation of the weekend, you'll get to see players embracing Maui culture by wearing Aloha gear of their own. For each one who does, we'll donate \$1,500 in their name to a Maui charity.



Ohana Day is Wednesday, January 1, the day before play begins and when pre-tournament activities ramp up. We're awarding extra funding to encourage school spirit and attendance. Schools will compete to see which can deliver the highest turnout.

Our hope is both of these efforts will bring extra attention and funding to parts of the Maui community in need, and that other programs like Sentry Scholars (which provides scholarships for Maui public school graduates attending the University of Hawai'i system) will also have a long-term impact.

The Sentry Tournament of Champions is the place to be for a few days at the beginning of the calendar year. Preparing for next year's tournament will begin almost the moment this year's winner lifts up the trophy. Without our hosts on Maui, and without the volunteer time and talents our beneficiary organizations provide, the tournament would not be what it is today. That's something we believe is important to remember—not just when the spotlight shines on one of the most beautiful places on Earth, but after everyone who's visiting heads home. And for those of us who are guests of Maui, it's also important to know we can all make a lasting, positive impact on her people.

