



Charitable Giving

“The driving mission of the Walmart Northwest Arkansas Championship, Presented by P&G, is to complement and further improve the quality of life in our home region. As a quality of life event, our tournament is committed to giving back to local charities in Northwest Arkansas in significant and visible ways. In fact, as our event has grown in size and scope, there is also a growing expectation by sponsors and the community overall to sustain and further build upon this commitment.

Our event takes a "zero-based" or clean slate approach each year in reviewing and considering our charitable program. While we may support multiple charitable organizations in any one given year, as resources allow it is our intent each year to identify one charity or cause in the region that is likewise of importance to our sponsors, and then provide a signature contribution toward that cause. In previous years for example, the tournament has provided major grants to organizations in Northwest Arkansas devoted to hunger relief, cancer support, women's empowerment, and the First Tee program.

Finally, with Walmart as our title sponsor, we maintain a working relationship with the Walmart Foundation and have worked with that organization in the past in supporting and highlighting key philanthropic focus areas of importance to the Foundation. Typically these initiatives are highlighted during tournament week.

In short, giving back to the community in meaningful ways will remain an important tournament priority, and part of our ongoing quality of life mission in Northwest Arkansas.” – Jay Allen