



Spencer Munns, Scott Hilinski, Adam McKinnon, Paul Hagge, Andrew Jones, Rob Sitz and Kevin Davidson of FORE Charities.

Affordable Fundraising

By Tarre Beach

FORE Charities holds affordable golf tournaments to raise funds for area non-profits.

The slowed economy has touched nearly every type of business out there. From small businesses to big automakers, everyone is feeling the pinch and none more than non-profits. For many area charities, donations are down and fundraising has become a struggle. That's where FORE Charities comes in. Their answer? Let's play golf.

FORE Charities might best be called a charity for charities. In the world of non-profits, organizations often must stage elaborate auctions, raffles or other events to garner the money they need. With the help of FORE Charities non-profits can get donations without the large expense of an event such as these. FORE Charities puts on affordable golf tournament fundraisers to benefit charities. While these fundraisers may not replace the big galas some organizations produce, they have been a shot in the arm for area charities such as the Tackling Autism Foundation (TAF) and the Ken Griffey Jr. Youth League, which were just a few of FORE's beneficiaries last year.

FORE Charities co-founder **Kevin Davidson**, a wealth strategist for a large financial institution in Orlando, says that first tournament garnered approximately \$8,000 for TAF. FORE's aim is to put on golf tournaments with affordable participation fees and corporate sponsorships. "We figure if we can get 100 people to give \$65 each, instead of two or three companies to give \$3,000 we will have more participants." And they were right. The idea has caught on and FORE Charities is growing faster than Davidson and his co-founders expected.

"We knew it was a good idea, and the response we have gotten is amazing. We know we are going to

need to grow. There are just so many worthy groups," Davidson says.

Started by friends **Spencer Munns** of Bogin, Munns and Munns, **Adam McKinnon** of Morganti Group, **Scott Hilinski** of IOA, **Andrew Jones** of the state prosecutor's office and **Rob Sitz** of the Florida Collegiate Summer League, FORE Charities began with the simple idea of leveraging business connections to help the community. With a foundation made up of so many successful networking executives, the group quickly sprung into action. Now the board of directors, who come from companies all over Orlando, meets monthly in **Maitland**—at 6:30 a.m.—to prepare itself to answer the community's growing needs.

According to Davidson, the group was named for what golfers call out when they tee off and for the four principles the 501(c) group is founded on: serving, giving, leadership and fellowship.

Where there is fellowship there is usually fun and FORE Charities is no different. "We want people to have a good time, while doing something good. We thought what's better than golf? Obviously, putting on a charity golf tournaments is not a ground-breaking fundraising phenomenon, but when you can make it affordable and market it to more people the numbers really start to add up," Davidson says.

Most of FORE's board of directors are athletes themselves. Currently, the board is looking to develop other tournaments such as softball touch football, soccer, and volleyball, to benefit area non-profits.

Whatever the sport, Davidson says FORE's purpose for existing is "for others." "We want to give back. It's for ourselves, for our community and for others." ■