

# PGA<sup>®</sup>

The Professional Golfers'  
Association

## Golf Stars in Cars

A Powerful Partnership Proposal:  
Red Umbrella x Carecoins x The PGA

Supporting Mental Health in the golfing community

Red   
Umbrella  
The Mental Health Experts

carecoins



# Introducing Carecoins CIC

Carecoins CIC is a community interest company built on the Carecoins vision of creating lasting social impact. As a not-for-profit, our mission is to provide free, accessible support services to those who need them most, while ensuring our dedicated staff and qualified therapists are paid fairly for the vital work they do.

We believe in a true win-win-win approach - where the community receives support, professionals are valued, and our donors and sponsors gain unique opportunities to expand their reach, strengthen their PR, and even drive direct sales. Through meaningful partnerships and innovative ideas, we make sure every contribution counts and every action creates positive change.

# What is Golf Stars in Cars?

Golf Stars in Cars is a unique series that brings viewers behind the scenes at golf clubs across the country, where pros, assistant pros, and apprentices share their mental health stories from inside the game. Each episode takes place on the move - inside a sponsored Buggies creating an informal but intimate setting for serious conversations.

Adding star power, select episodes will feature a golfing celebrity, such as a tour player, joining the ride. To give back, the featured car is later raffled or auctioned, with proceeds converted into Carecoins to support meaningful causes, making every journey as impactful as it is inspiring.

## Each episode features:

- ☂ Filmed interviews with pros and assistant pros/apprentices
- ☂ Real stars of golf & their struggles, real life interviews
- ☂ Stories of resilience, hope, and recovery
- ☂ A safe place to talk and spread the message to others.
- ☂ Cross over in the series with HR starts in cars

**Content Distribution:** Streaming pitches + PR + social media + press coverage

## Not all golf pros are Tour players.

Behind the glamour of TV stars and million-dollar prize money, there's another story that rarely gets told.

They are the bridge that introduces the game to young people, women, and minority groups - making golf more inclusive and accessible. Every day, they interact with people from all walks of life, listening to their struggles and successes, often carrying those stories with them while managing their own.

They're also small business owners, balancing the realities of seasonal income, membership expectations, retail operations, and the constant pressure to grow lessons and programs. Apprentices juggle coursework, playing requirements, and relocations just to graduate.

Behind the pro shop counter and out on the practice tee, there's another truth:

- ☂ Long hours and financial strain are common.
- ☂ Family pressures weigh heavy.
- ☂ Mental health struggles are real - though rarely seen behind the glossy image of the sport.

Yet through it all, these pros remain the heartbeat of their clubs and communities. They nurture beginners, shape the next generation of players, and keep the traditions of the game alive while opening doors for new audiences.

# Our Aim

Transforming Mental Health Support  
in the Golf Community

We will provide a first of its kind 24/7 support line operated by fully qualified and upskilled BACP therapists

All Initial consultations and therapy sessions with matched therapists will be either free of charge or subsidised

Provide all types mental health training to all staff involved in Golf. Our unique bidding system platform will provide the best quality training at reduced pricing that in turn funds the therapy lines and sessions.



# What Are Carecoins?

At its core, Carecoins is about **flexibility, choice and trust.**

Each Carecoin is worth 30 minutes with a professional therapist, no AI bots, no waiting lists, no jargon. Just real help, when and how your people need it.

The "currency of care" used for wellbeing and mental health support

Recognised by the PGA internally

Used to access therapy, resilience coaching, crisis support, and more

Trackable, transferable, and purposeful



carecoins



carecoins



[www.carecoins.co.uk](http://www.carecoins.co.uk)

# How Carecoins Will Be Used

1.

Support for pros, assistant pros/  
apprentices, friends and family

Providing direct mental health resources

2.

Mental Health Training for PGA  
members and staff

Ensuring support continues beyond the  
campaign

3.

Carecoins to fund services - specifically  
the first-of-its-kind 24/7 support line  
for all PGA members.

4.

Auction proceeds converted into  
Carecoins to support meaningful  
causes

# The Unique Opportunity

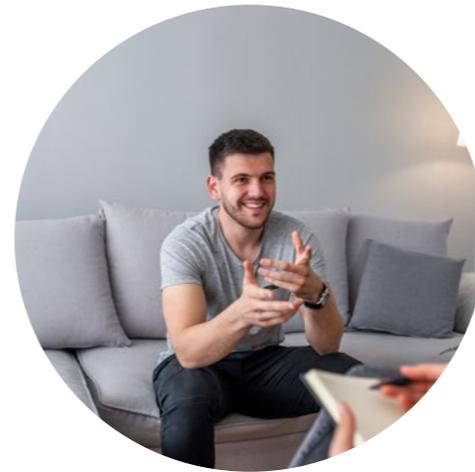
A mini-series spotlighting:



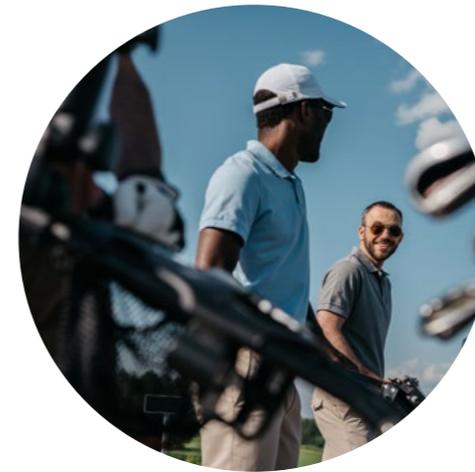
Real stories of golf pros



Counsellor visits  
in action



Their resilience  
struggles & the  
power of therapy



PGA becomes a champion  
for mental health amongst  
its members and the wider  
community.

# Why the PGA

## A Natural Alignment

### Direct Alignment with Your Mission

The PGA is dedicated to growing the game of golf and supporting professionals at every level.

### Showcasing Members

The series puts faces and stories to the profession, humanising and celebrating the talent and dedication behind the sport.

### Values & Community Impact

The charitable element ties in perfectly with the PGA's emphasis on community, philanthropy, and giving back.

### Brand Synergy & Visibility

The PGA would strengthen its connection with members, expand its reach with fans, and amplify its commitment to both the sport and the wider community.

# Not Just a Donation – A Partnership

We're not asking for charity. We're offering a **win-win-win collaboration**:



## Brand Visibility

Feature in each episode/segment



## CSR Leadership

Champion a real social cause



## Content Creation

Short films, reels, photography, golf stories



## PR

Campaign outreach + media traction

# Brand Visibility

Through our partnership, you will have the opportunity for brand placements across our platforms and have access to our vast network.

**Opportunities could include but not limited to:**

- 🔴 Advertising space in our podcast
- 🔴 Brand placement on campaign vehicles
- 🔴 Spotlights in e-newsletters
- 🔴 Collaborative social media posts
- 🔴 Invitations to exclusive networking events



# The Project in Action

## How It Works:

- ☂ Filmed interviews in buggies or cars with PGA club pros, managers and greenkeepers
- ☂ Intimate, human-led interviews with golf stars at everyday golf clubs
- ☂ Explore issues of suicide, stress, marriage strain, and hope
- ☂ Each episode ends with how therapy changed lives
- ☂ At the final stop (the BMW PGA Championship at Wentworth) A golf celeb will sign the car and/or buggies and a number of gifts to go to auction with ALL proceeds going to carecoins to support the cause.



**PGA**  
The Professional Golfers'  
Association

**Red  
Umbrella**  
The Mental Health Experts

**carecoins**

# Campaign Support

We are seeking support from PGA stars and sponsors to help bring Golf Stars in Cars to life and maximise its impact across the golf community.

The aim is to have the PGA, England Golf and BIGGA push the campaign on their social media channels.



**BIGGA**  
British and International  
Golf Greenkeepers Association

**PGA**  
The Professional Golfers'  
Association



**ENGLAND  
GOLF**

**Red Umbrella**  
The Mental Health Experts  
**carecoins**

# Who's Involved

**Red Umbrella**  
The Mental Health Experts

Mental health training experts already trusted by the PGA

**carecoins**

Innovative token-based counselling access

**Golf Clubs & other sponsors**

Proposed partnership to reach wider awareness and access more funding.

**Trained Therapists**

Our team of BACP therapists are geographically located all over GB and are very excited to continue this vital project.

**PGA**  
The Professional Golfers' Association

**Red Umbrella**  
The Mental Health Experts

**carecoins**

# The Impact

Together we will work to:

 Prevent suicides in the golf community

 Provide free, barrier-free therapy to hundreds more

 Raise nationwide awareness



**PGA**  
The Professional Golfers'  
Association

**Red Umbrella**  
The Mental Health Experts

**carecoins**

# Next Steps

Let's talk

Find the perfect partners

Confirm locations, therapists, and storytellers

Set media campaign strategy in place

Start filming



# Red Umbrella

The Mental Health Experts

## Get in Touch

[team@red-umbrella.co.uk](mailto:team@red-umbrella.co.uk)

0300 002 0061

Red Umbrella, 2 Tokenhouse Yard,  
Bridlesmith Gate, Nottingham, NG1 2HG

[red-umbrella.co.uk](http://red-umbrella.co.uk)  
[carecoins.co.uk](http://carecoins.co.uk)