

Good Shot of Sharing And Field of Hope

KJ CHOI

FOUNDATION



A MESSAGE from KJ CHOI



The KJ Choi Foundation is committed to assisting young individuals in cultivating their talents and character to become indispensable, happy contributors to society. We will do our utmost to support their growth.

The KJ Choi Foundation was established with the purpose of ensuring that young individuals facing challenging circumstances do not lose sight of their hopes and dreams. Our mission is to continue to extend a helping hand in promoting the culture of sharing in the society we live in. With unwavering dedication, we uphold this compassionate spirit as we carry out our initiatives.

I am proud that I am the first Korean to play on the PGA TOUR and am honored to have been the trailblazer for future Korean players. However, I could not have done it alone. There was enormous support from many people. These people came together as a team and we succeeded; it is this same teamwork and camaraderie that has cultivated the success of the KJ Choi foundation.

We extend our heartfelt thanks to all those who accompany us on this journey. The KJ Choi Foundation is dedicated to assisting young dreamers in both the Junior Golf Program and SKT Hope Scholarship, allowing them to cultivate their talents and character to the fullest. Our commitment is not only to help them find personal happiness but also to nurture them into indispensable individuals for our society.

OUR BELIEFS

VISION

We dream of a world where young individuals can unleash their talents without facing discouragement due to their circumstances—a world where they are acknowledged for their potential, free to pursue their passions, and where their happiness is not limited by external situations.

Born in the golf-barren landscape of Wando, South Korea, KJ Choi picked up a golf club for the first time at the age of 17. Despite the absence of golf facilities, he went on to make history as the first Korean to enter the PGA TOUR. Not only did he maintain a consistent presence on the PGA TOUR with multiple victories, but he also transitioned to the PGA TOUR Champions and clinched victory in his rookie year. Drawing from KJ Choi's experiences, we aspire to inspire children to surpass conventional boundaries and strive for extraordinary achievements.

Just as KJ Choi's journey brought his dreams to life, we hope for an enduring partnership with numerous sponsors who recognize and support the dreams and talents of our youth. Together, we aim to pave the way for their success.

Mission

Our mission is to empower the youth to realize their full potential while providing aid to communities worldwide.

The foundation nurtures children with golf talent and scholars to learn new skills and build character to help them to succeed.

Our approach is holistic. Not only do we encourage physical skills but also mental soundness and a strong spirit to spread joy and happiness to those around them.

We focus on communities that are underserved and underrepresented.

For this purpose, the KJ Choi Foundation will fulfill its mission based on love, communication, and faith.

CORE VALUES

We have established these core values to represent KJ Choi's methods of approaching life through positive thinking and relentless effort.

HONESTY

I aspire to lead an honest life that does not deceive others, including myself.

PATIENCE

I aspire to lead a life that values patience and diligence over material success.

THE SPIRIT OF FAIR PLAY

I embrace a sense of responsibility in every choice and outcome, striving for an independent and proactive life.

A SENSE OF PURPOSE

I strive for a purpose driven life with clear goals through efficient time management and thoughtful decision making.

RESPECT

I aspire to be considerate, empathetic, and respectful of others.

POSITIVITY

I aspire to live a life where I give my best with a positive attitude in any circumstance.

CHALLENGE

I aim for a life that embraces challenges and seizes new opportunities without fearing failure.

Junior Golf Program



We not only provide economic assistance but also guide and support junior golfers with practical sponsorships, offering direction and preparation to pursue their dreams of golfing on the global stage.

KJ Choi's perseverance and strong mentality has helped him win many tournaments on the PGA TOUR, but he always contributed his success to the financial and moral support he received from his numerous sponsors.

The KJ Choi foundation strives to share the love that he received to junior golfers.

The KJ Choi Foundation Junior Golf Program's framework revolves around skill enhancement, character-building, and expanding experiences.

In order to establish longevity on the global stage, it is crucial not only to possess golfing skills but also to cultivate inner strength capable of sustaining oneself in any situation, along with diverse experiences in various fields.

We offer a winter camp with KJ Choi's training programs and character education to develop physically and mentally. We also provide opportunities in the AJGA tournaments, including an exemption for the Hyundai Marine & Fire Insurance KJ Choi invitational. Other benefits include: free practice rounds, golf supplies, and monthly class.

There are also programs for the parents, the biggest influencers on the children's lives.

Junior Golf Program

SUPPORT GOLF SUPPLIES

For juniors that are pursuing their dreams, we provide equipment and offer opportunities to participate in tournaments globally, enabling them to get one step closer to turning their dreams into a reality.

WINTER CAMP

Our winter camps go beyond what is offered in traditional winter camps by providing a wide range of tools for success alongside KJ Choi. Its purpose is to cultivate their aspirations by nurturing our golfers to become future representatives of South Korea, dreaming of one day becoming the next KJ Choi.

PROVIDE PRACTICE ROUND

We have many partners golf courses that provide regular practice rounds to aid in skill and character development, an opportunity that they would otherwise not have.

Other Support

- Global future leadership program instilled with the core values of the KJ Choi Foundation.
- Mentoring program with KJ Choi
- Sponsor exemption for Hyundai Marine & Fire Insurance KJ Choi invitational, a KPGA event
- Invitation to watch KJ Choi compete in a tournament as a spectator in Korea
- Invitation to play in AJGA tournaments
- Golf equipment (Hats, balls, clubs, etc.)

**Juniors selected by the KJ Choi Foundation might not be eligible for any another scholarship or student aid in Korea.*

A DAY WITH KJ CHOI

Through meetings with KJ Choi, participants not only foster their growth as proper golfers through character education but also learn the values of the KJCF through fundamental golf lessons.



KJ CHOI-SKT Scholarship



KJ CHOI-SKT Scholarship will encourage students to learn with passion, grow professionally, and build character. We believe that will help them lead happy and independent lives.

SK Telecom joined with the KJ Choi Foundation to empower the youth, to help them gain expertise in their chosen fields, and to live as a dignified human being.

We believe that a true leader not only excels in their performance but also has a good character that serves. We partnered with SK Telecom to provide financial support, mentoring, and character training alongside the HD Happiness Institute to provide classes to learn how to live a happy life with self-determination.

Our mission is to touch the lives of our students and support them to lead a life that gives back to their community through their hard work.

KJ CHOI-SKT Scholarship

Financial Assistance

For adolescents facing economic challenges that hinder their learning conditions, we select and support those who are striving to achieve their dreams and hopes for the future. Through biannual university tuition payments or tailored learning support, we aim to provide a stable learning environment.

- Provide College tuition and need-based aid : KRW 2.5M/4M every semester, 2 times a year

Volunteering activities

Recipients are encouraged to volunteer through the foundation and give back to the community.

- Proof of volunteer activities through KJCF volunteer programs is eligible for the issuance of volunteer activity certificates.

Scholarship Award Ceremony

Based on an understanding of the Choi Kyoung-Ju Foundation sponsorship program, we design a robust vision, conduct professional education, and deliver scholarship certificates to instill a sense of belonging and educate on future directions for the beneficiaries.

- Scholarship Award Ceremony and Orientation

Other Support

- Our scholars will be partnered with a mentor that will advise and be a resource twice a year.
 - LASIK, LASEK eye surgery from our dedicated partner, "I love eye center"
 - Scholar management program and financial support based on needs

Summer camp

The goal is to cultivate the competencies needed in the process of realizing and growing through the core values of the KJCF: dreams and hope, health, challenge, and happiness. It aims to foster growth while breathing in harmony with nature.

- Self-development Program in Summer Camp



AJGA Tournament



The KJCF hosts many tournaments in the AJGA, the largest junior organization in the United States, opening the pathway to the global stage for aspiring junior golfers.

We first established the AJGA-SKT Junior Championship with SK Telecom in 2019. Then, we started the Texas Junior Championship in 2020 (hosted by Meadiheal in 2020-2022 and by Pacificlinks Korea in 2024), and the Overnight printing Seattle Junior Championship in 2022. We have grown into the KJ Choi Foundation AJGA event series.

Most top junior players in America play these tournaments. Though getting an exemption is difficult, the best juniors from the qualifying event from the foundation will get a chance to play.

Playing in the AJGA tournaments provides new experience, gives more opportunities, and makes dreams come true. It provides different course settings not found in Korea. It may offer college scholarship programs in America. It also provides insight into different career paths in the golf industry.

Sangha Park, one of our first junior participants, won the AJGA-SKT Junior Championship in 2018. He now has a full scholarship to Odessa College in Texas.

AJGA(American Junior Golf Association)



The AJGA is one of the biggest junior golf associations in America with over 7000 members ranging in age from 12 to 19. They provide a platform for competitive play for junior golfers and operate many golf tournaments, with various formats, in the United States.

Tiger Woods, Phil Mickelson, Inbee Park, Jordan Spieth, and Lexi Thompson, the biggest stars in golf, graduated from the AJGA. They turned pro or went to college after finding success on the AJGA.

As of 2021, graduates from the AJGA have achieved a total of over 900 victories on the professional stage in the United States.

The importance of AJGA



Juniors can test their skills in AJGA tournaments. Many talented young golfers were developed in the AJGA, and some have become high profile professionals.

Many college golf teams recruit the top players from the AJGA tournaments. Each victory opens new opportunities from colleges and puts them on a path for the PGA TOUR. It also provides insight into different career paths in the golf industry.

Many professionals went through the AJGA and NCAA. The AJGA is the best place for juniors to be discovered by college recruiters. Success in AJGA events provides an opportunity to get closer to achieving their dreams through college recruitment.



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