



**DECEMBER 2, 2025
FOR IMMEDIATE RELEASE**

MEDIA CONTACTS:

Greg Ball, 760-271-9183, gregb@bzapr.com

Damian Secore, 951-454-6047, damians@bzapr.com

**CENTURY CLUB OF SAN DIEGO LAUNCHES CHAMPIONS FOR YOUTH
CAMPAIGN IN LEADUP TO FARMERS INSURANCE OPEN**

Campaign focuses on capacity building for San Diego County’s most critical youth charities and runs from Giving Tuesday through end of the Farmers Insurance Open

San Diego – The Century Club of San Diego, a member-driven 501(c)(3) organization founded in 1961 that operates San Diego's annual PGA TOUR event, announced today the launch of its annual Champions for Youth fundraising campaign. The campaign begins today on Giving Tuesday, December 2, and runs through February 1, 2026, the final day of the 2026 Farmers Insurance Open®.

The Century Club’s mission is to host a world-class PGA TOUR event — the Farmers Insurance Open — and use it as a platform to benefit underserved youth communities in San Diego County. Through its Champions for Youth program, the selected nonprofit organizations receive multi-year support to strengthen their infrastructure, leadership, systems and technology, enabling them to deliver their missions at full capacity. Champions for Youth provides significant financial leverage through partial matching funds from Farmers Insurance®, with previous campaigns generating a median return of \$1.86 for every \$1 donated.

“In partnership with our generous title sponsor, Farmers Insurance, we believe that through the giving of our time, treasure, and talent, we can have a positive impact on our community,” said Marty Gorsich, the Chief Executive Officer of the Century Club of San Diego. “Champions for Youth is a strategic, five-year commitment that goes beyond fundraising; we focus on capacity building to ensure our partners are stronger, more efficient, and sustainable for the long term.”

Champions for Youth currently supports five charities that serve some of the most vulnerable youth in San Diego County:

Project Next helps North County high school students prepare for college, training and career pathways. In its first year with Champions for Youth, the organization received strategic planning support to address staffing and resource limitations, and ten students participated in a career tour at the 2025 Farmers Insurance Open, gaining exposure to industry roles behind the tournament.

Barrio Logan College Institute prepares underserved students to become first-generation college



graduates. Now in Year 2, Century Club members are helping strengthen internal systems and fundraising operations, reducing administrative strain and supporting long-term organizational stability.

Reality Changers supports first-generation college students on their path to college success. During its third year in the program, the organization benefited from targeted, network-driven support from Century Club members, including pro bono legal review and real estate assistance that streamlined key operational decisions.

Words Alive inspires a commitment to reading that drives long-term academic and life success. CFY provided business solutions experts who assessed fragmented internal software, identified cybersecurity gaps, and developed a multi-year technology roadmap to modernize operations.

STEP aids service members and their families by improving financial wellness to reduce risks of food insecurity, homelessness and related mental health crises. As a long-time partner, STEP received fractional CMO support to unify its brand presence and strengthen marketing infrastructure to take to the national level — fueling fundraising growth from \$11,000 in its first CFY campaign to nearly \$100,000 today.

The Champions for Youth campaign is open for donations through February 1, 2026. The Century Club invites the community to contribute and help local nonprofits strengthen their systems, plan for the future and build the capacity to serve more San Diegans for years to come.

Visit centuryclubsd.org/champions-for-youth/ to donate and grow your impact.

ABOUT FARMERS INSURANCE OPEN

The Farmers Insurance Open will be played January 29-February 1, 2026, at historic Torrey Pines Golf Course, host site of the 2008 and 2021 U.S. Opens, and the tournament consistently attracts a world-class field. This is the 74th year that a PGA TOUR event has been held in San Diego, beginning with the San Diego Open in 1952. The 2026 tournament also marks the 59th time the event is being held at Torrey Pines Golf Course, and the 17th year of Farmers Insurance sponsorship of the tournament. For more information, please call (858) 886-4653 or visit www.FarmersInsuranceOpen.com.

ABOUT THE CENTURY CLUB OF SAN DIEGO

Composed of more than 100 local business leaders, the Century Club of San Diego is a 501(c)(3) organization that plans and hosts San Diego's PGA TOUR event, the Farmers Insurance Open. Since 1961, the Century Club has utilized the annual tournament to economically benefit the city and maximize the resources and awareness generated by the event to create programs that benefit the local military, community, schools, and charities with a special focus on supporting at-risk youth organizations.