



Principal® Charity Classic renews investment in the Legacy Project

January 26, 2024

New curriculum incorporated into the community-driven, work-based learning program

DES MOINES, Iowa--(BUSINESS WIRE)-- The [Principal® Charity Classic](#) with support from [Sammons Financial Group](#) will work with [the Greater Des Moines Partnership](#) to evolve the Legacy Project, into a community-driven, work-based learning program (Program) to prepare youth for future employment, particularly those at risk of not graduating or easily securing work.

The primary objective of the Legacy Project, funded by Principal Charity Classic proceeds, is to introduce youth to a variety of professional and technical skills that will increase their knowledge of and confidence in financial planning, customer service, teamwork and collaboration, delegation, and communication.

The Greater Des Moines Partnership will administer the Program and develop a standardized curriculum and work-based learning model that will be taught through existing summer youth internship programs throughout Iowa, starting in 2024 in the Des Moines metropolitan area. Funding will also be used to underwrite weekly learning, networking, and skill-building sessions with the summer interns.

"The Legacy Project supports the Principal Charity Classic's mission of improving the lives of Iowa's youth and will equip underrepresented or underprivileged students, with skills needed to meet challenges now and, in the future," said Ken McCullum, board chair for the Principal Charity Classic.

As administrator of the Program, the Greater Des Moines Partnership will interact with participating community organizations, collect data, organize weekly learning sessions, train the organizations in the curriculum, and maintain and update the curriculum.

"We are thrilled to work with the Principal Charity Classic on this project as it marks a significant step towards empowering our youth," said Jenae Sikkink, Senior Vice President of Talent Development and Inclusive Strategies for the Greater Des Moines Partnership. "We are excited about the opportunity to help provide our youth with skills and confidence to prepare them for their futures."

The Legacy Project first launched in 2020 with funding from Sammons Financial Group. In its inaugural year, \$50,000 was donated to The Directors Council (TDC), a Des Moines-based not-for-profit committed to developing social service programs focused on addressing racial disparities and inequities in the areas of employment, education, financial inclusion, health, and housing.

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¹ As of September 30, 2023

² Ethisphere, 2023

³ Pensions & Investments, 2023

[About the Principal Charity Classic](#)

The Principal Charity Classic is an annual and award-winning PGA TOUR Champions event dedicated to investing in the future of Iowa kids. In 2023, the Principal Charity Classic raised \$8 million for charity, bringing the tournament's giving total to more than \$53.7 million since 2007. Tournament funds benefit organizations that provide a broad level of support to Iowa kids in the areas of education and culture, financial security and stability, and health and wellness.

For more information, visit [principalcharityclassic.com](#), or connect with the tournament on social media:

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Source: Principal Charity Classic