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How the WM Phoenix Open Drives Community Impact Across Arizona

Fan participation and sponsorships extend the tournament’s reach

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The WM Phoenix Open is known as “*The Greenest Show on Grass*,” but it is also a model of how major sporting events can drive positive change—generating **\$20.1 million in charitable impact this year**.

Each year, the golf tournament brings hundreds of thousands of fans to TPC Scottsdale, delivering one of the most energetic experiences on the PGA TOUR. The WM Phoenix Open is recognized as one of the largest zero-waste sporting events in the world, with all materials generated during tournament week recycled, composted, reused or converted into energy.



Behind the scenes, the tournament’s reach extends well beyond golf—powered by a longstanding partnership between The Thunderbirds, nonprofit event hosts, and WM, which just completed its 17th year as title sponsor of the tournament. Together, they help ensure the WM Phoenix Open serves as a platform for community impact, sustainability innovation and long-term investment across Arizona.

2026 WMPO Impact Snapshot	
\$20.1 Million total generated through the Thunderbirds-led initiatives tied to the WM Phoenix Open to support Arizona nonprofits	\$667,199 raised specifically for the WM Phoenix Open Working For Tomorrow FundSM , extending the tournament’s sustainability impact year-round

Here is a closer look at how WM Phoenix Open creates meaningful impact—and why it matters.

Q: Who are the Thunderbirds, and what is their role in the WM Phoenix Open?

A: The Thunderbirds are a Phoenix-based civic and philanthropic organization founded in the 1930s. In 1939, they revived the Phoenix Open and have hosted the tournament ever since, overseeing its planning and operations with **one purpose: supporting Arizona communities.**

During the tournament’s 91-year history, the Thunderbirds have generated more than **\$246 million** for charitable causes statewide, including more than **\$180 million** since WM became title sponsor in 2010. In 2026 alone, the WM Phoenix Open raised **\$20.1 million**, the highest single-year total in tournament history and the fourth consecutive year the event set a new fundraising record.



Q: What makes the WM Phoenix Open's charitable impact stand out year after year?

A: The tournament consistently transforms fan energy and corporate partnerships into measurable community investment. In 2026, the WM Phoenix Open surpassed **\$20 million in charitable giving for the first time in a single year** and has exceeded \$10 million in donations nine times overall—demonstrating sustained growth and long-term momentum.

Funds support nonprofits throughout Arizona that focus on health care, accessibility, education and quality of life initiatives well beyond tournament week.

Q: How does WM fit into the tournament's community impact?

A: As title sponsor, WM works alongside the Thunderbirds to amplify both community impact and sustainability leadership. In addition to supporting the tournament's long-standing charitable mission, WM advances environmental innovation, helping the WM Phoenix Open maintain its designation as one of the largest zero-waste sporting events in the world for 14 years.

Q: What is the WM Phoenix Open Working For Tomorrow FundSM?

A: Created by WM and The Thunderbirds in 2024, The WM Phoenix Open Working For Tomorrow FundSM **supports sustainability-related causes across Arizona year-round**. WM oversees the fund and collaborates with partners to identify projects that deliver long-term environmental and community benefits.

Q: How is the fund supported?

A: The Working For Tomorrow FundSM is supported through a mix of sponsor contributions and fan participation during tournament week. In 2026, support came from:

- Corporate sponsorships
- Green Out Day, with The Thunderbirds contributing \$1 to the fund for each fan, golfer and caddie wearing green on Saturday
- The 50/50 raffle, with half of the proceeds supporting the fund
- New in 2026: [WMPO Green Dream ice cream](#) sales and round-up donations in the tournament merchandise tent.

Together, these efforts generated **more than \$667,000 for the fund in 2026**.



Q: Where does the money go?

A: In 2026, the WM Phoenix Open Working For Tomorrow FundSM is supporting projects focused on reducing greenhouse gas emissions, strengthening sustainable materials management and improving water and energy resilience across Arizona.

Beneficiaries include [Waste Not](#), the [Arizona Sustainability Alliance](#), as well as renewable energy and water projects identified through [Bonneville Environmental Foundation](#), helping ensure the tournament's environmental leadership delivers lasting local benefits.

Q: Why is this effort important to WM?

A: WM is committed to strengthening the communities it serves through long-term investment in people and sustainability. [The WM Phoenix Open](#) and the Working For Tomorrow FundSM demonstrate how large-scale events can create meaningful, year-round impact—extending well beyond tournament week.

Visit [Sustainability.WM.com](https://sustainability.wm.com) to learn more about WM and its sustainability efforts.

Next tournament: The WM Phoenix Open returns to TPC Scottsdale from **Feb. 8–14, 2027**, for the 92nd edition of “The People’s Open.”

<https://mediaroom.wm.com/2026-05-20-How-the-WM-Phoenix-Open-Drives-Community-Impact-Across-Arizona>