



PRINCIPAL CHARITY CLASSIC

2025 Sustainability Report



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Introduction

At the Principal Charity Classic, we recognize that hosting a large-scale tournament comes with both a tremendous opportunity and an important responsibility. As we welcome thousands of fans, players, and partners to Des Moines each year, we are deeply committed to ensuring the event creates a lasting positive impact — not just for youth charities, but for the environment and community that make this tournament possible.

In alignment with our title sponsor, Principal®, and their belief that everyone deserves the opportunity to thrive in a sustainable world, we continue working toward improving outcomes for people, society, and the planet. Our sustainability program reflects that commitment, one rooted in reducing our environmental footprint while enriching the future of the region we proudly call home.

In 2025, we expanded our focus on waste diversion, promoted low-carbon transit options, and increased volunteer and vendor participation in greener practices. These efforts are not one-time campaigns, but part of a long-term vision to ensure the Principal Charity Classic leaves behind a meaningful legacy for generations to come.

In this report, we share the results of the 2025 Principal Charity Classic. Here, "we" or "our" refers to the Principal Charity Classic, while "Principal" refers to Principal Financial Group, Inc., our title sponsor and stakeholder.

Letter from the tournament director

Since 2007, the Principal Charity Classic has generated over \$73 million for children's charities across Iowa. Each year, this tournament draws families, fans, and partners from across the region. As we grow, so does our sense of responsibility to minimize our environmental impact and set a positive example. Thanks to the leadership of our sustainability team, and the continued collaboration with sponsors and vendors, we've made meaningful progress.

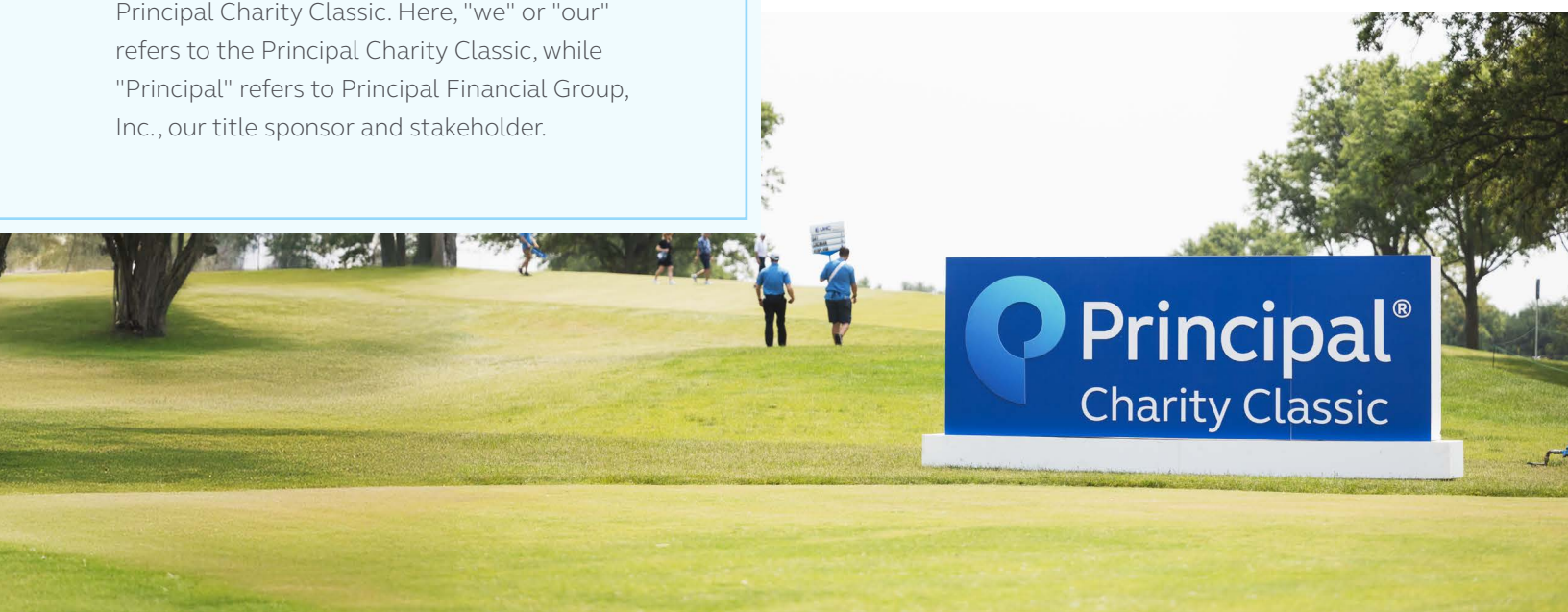
In 2025, we built upon initiatives like The Sustainability Grove presented by MidAmerican Energy, Pedal to the PCC presented by GreenState Credit Union, and our waste diversion efforts. These programs would not be possible without the strength of the infrastructure and partnerships that surround us.

Our sustainability program is only as strong as the people and systems behind it, and I'm proud of what we've accomplished together. Thank you for supporting the Principal Charity Classic and helping us build a tournament that gives back to the youth, to the community, and to the planet.

Warm regards,

Alex McCarty

Tournament director Principal Charity Classic



Principal® environmental commitments

As the title sponsor of the Principal Charity Classic, Principal plays a pivotal role in guiding the tournament’s long-term environmental efforts. Principal has pledged to be a responsible steward and mitigate their impact on the planet, helping to build a more inclusive and resilient world. These values directly support the sustainability efforts of the tournament and its broader legacy in Central Iowa.

Principal has long-term climate goals and plans that are aligned with science-based targets to address climate change and support the transition to a low-carbon economy:

- Goal:

Reduce global scope 1 and scope 2 market-based greenhouse gas (GHG) emissions by 65% by 2034
- Long-term vision:

Achieve net-zero GHG emissions by 2050.

In 2024, Principal marked significant progress toward these goals:

- Achieved a 19.6% reduction in global scope 1 and scope 2 market-based GHG emissions from 2023
- Sourced 83.1% of electricity consumption in the U.S. from renewable energy sources
- Diverted 69.9% of hazardous and nonhazardous waste in U.S. facilities⁽¹⁾ where measured
- Maintained 89.6% LEED® certification (by square footage) across its Des Moines owned and occupied properties

⁽¹⁾ Represents data from select U.S. offices only.

Alignment with the United Nations Sustainable Development Goals (UN SDGs)

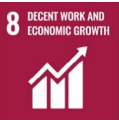
Principal and the Principal Charity Classic are committed to advancing the United Nations Sustainable Development Goals. The SDGs serve as a global blueprint to achieve a better and more sustainable future, and the tournament helps put this vision into practice through intentional actions and partnerships.

The Principal Charity Classic supports progress toward the following goals:



Gender equality

Elevating women in leadership roles and highlighting female participation through event programming and community engagement.



Decent work and economic growth

Creating local employment opportunities and driving millions of dollars in regional economic impact through tourism, hospitality, and event operations.



Reduced inequalities

Distributing tournament proceeds to a diverse network of nonprofit beneficiaries, expanding opportunities for underserved populations across Iowa.



Climate action

Reducing environmental impact through waste diversion initiatives, recycling, and partnerships to lower the event’s carbon footprint.



Partnerships for the goals

Collaborating with local charities, businesses, and sustainability partners to maximize positive community outcomes.

Alignment with PGA TOUR sustainability pillars

As a proud tournament on the PGA TOUR Champions, the Principal Charity Classic is committed to upholding the values and strategic direction set forth by the PGA TOUR.

This guiding mission is supported by four key pillars:

Leadership

We aim to lead by example in advancing environmental best practices, working alongside sustainability professionals and engaging local partners to build resilient, community-based solutions. Our efforts include the continued activation of the Sustainability Grove, a unique hub that highlights local Des Moines organizations focused on social and environmental impact, offering them a platform to educate, inspire, and serve the community during tournament week.

Climate

We are committed to reducing our environmental footprint and addressing climate impacts through tangible actions. From expanding waste diversion infrastructure to initiatives like Pedal to PCC, which promotes low-emission transportation and encourages attendees to bike to the event, we are actively reducing our carbon footprint and promoting healthier alternatives.

Purpose

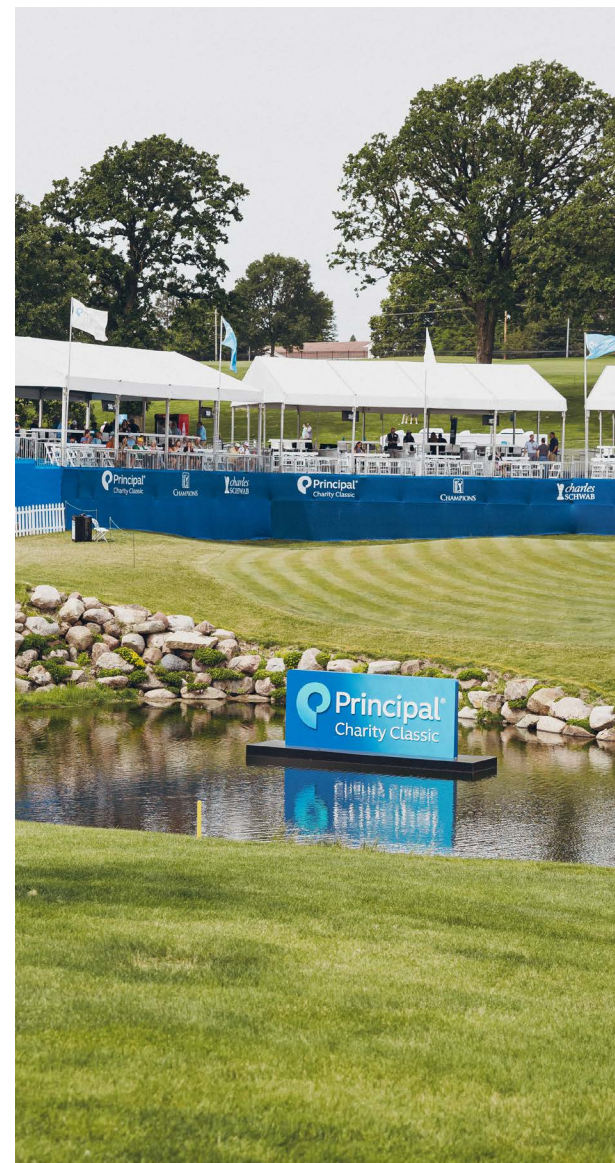
The Principal Charity Classic is more than a professional golf tournament—it's a force for good in Central Iowa. Through deep community engagement and strategic partnerships with organizations like Mid-American Energy, Metro Waste Authority, and Iowa Waste Exchange, we continue to strengthen our sustainability programming while supporting Iowa's youth and giving back to the community that hosts us.

Nature

Preserving the natural environment is fundamental to the longevity of our sport. We are committed to minimizing our impact by reducing single-use plastics and improving waste diversion.

We align our sustainability programming with the PGA TOUR's sustainability mission statement:

"The PGA TOUR will lead, partner, and inspire to take climate action and promote nature."





Sustainability timeline and goals

2022

PCC released initial Sustainability Report and conducted baseline measurement of environmental sustainability key performance indicators (waste diversion, GHG emissions inventory, water consumption, etc.)

2023

Brought on partners Big Grove Brewery, Des Moines Metropolitan Organization, F+G Annuities and Life, Iowa Waste Exchange, and Supply Hive to support the sustainability program

2024

Increased waste diversion streams and total tonnage

2025

We reached our goal of surpassing 40% waste diversion by achieving 57%

2026

Achieve Golf Environmental Organization (GEO) Certification

2027

Achieve a 30% reduction in emissions from the 2022 baseline

2032

Increase waste streams and diversion to achieve a 90+% waste diversion to be a zero-waste tournament

2035

Transition to renewable power and fuel, offset remaining scope 1 emissions and increase renewable energy certificates (RECs) to be a carbon-neutral tournament

Sustainability partners

Thank you to all the sustainability partners who uplift the program to make this tournament more sustainable and work alongside our operations year over year to improve, learn, and grow.



Des Moines Water Works

Des Moines Water Works is a regional utility dedicated to providing safe drinking water and protecting vital water resources for future generations. At the Principal Charity Classic, they play a key role in reducing single-use plastics and promoting hydration by offering refill stations throughout the course. This effort ensures fans have easy access to clean water while supporting environmental responsibility and public well-being.



Iowa Waste Exchange

The Iowa Waste Exchange (IWE), a free program through the Iowa DNR, helps businesses and organizations divert reusable materials from landfills by connecting waste generators with those who can repurpose them. At the Principal Charity Classic, IWE supported waste diversion by recovering items like sunscreen, water bottles, and office supplies for local organizations, while also providing the event's lead sorting manager to ensure proper recycling and back-of-house practices—significantly boosting sustainability outcomes.



MidAmerican Energy

MidAmerican Energy, a regional leader in clean, reliable, and affordable energy, is advancing Iowa's renewable future through investments in wind and solar. At the Principal Charity Classic, they championed the Sustainability Grove—a space where local organizations engaged fans on environmental action and community impact—highlighting MidAmerican's role in both powering and empowering a more sustainable future.



Schupan

Schupan drives sustainability through material recovery, recycling innovation, and circular solutions. At the Principal Charity Classic, they served as the single-stream recycling outlet, handling cardboard, bottles, cans, and aluminum, while also taking hard-to-recycle film plastics. By working closely with operations on sorting and dumpster planning, Schupan maximized waste diversion and minimized landfill impact.

Sustainability partners (cont.)

Thank you to all the sustainability partners who uplift the program to make this tournament more sustainable and work alongside our operations year over year to improve, learn, and grow.



St. Vincent de Paul

St. Vincent de Paul is a vital Des Moines nonprofit supporting those in need through services, education, and donated goods. In 2025, they partnered with the Principal Charity Classic to accept hard-to-reuse materials like artificial turf and carpet, redirecting them from landfill to community benefit and extending the tournament’s impact beyond the course.



GreenState Credit Union

GreenState Credit Union continues to support the tournament’s sustainability efforts as the presenting sponsor of the Pedal to PCC program. Held for the second year in a row, the initiative encouraged spectators to bike to the Principal Charity Classic on Sunday, promoting sustainable transportation and reducing event-related travel emissions.



Supply Hive

Supply Hive, a Des Moines nonprofit, bridges surplus resources with community needs by reducing food insecurity and material waste. At the Principal Charity Classic, they coordinated daily donations of leftover prepared food and redistributed serviceware and materials after the event—ensuring usable items reached local shelters and families while reducing waste.



Good 360

Good360 activated on-site at the 2025 Principal Charity Classic with a hands-on initiative where fans assembled backpacks filled with school supplies for underserved students in the Des Moines area. A total of 1,500 backpacks were distributed to five local education partners, including Des Moines Public Schools and West Des Moines Community Schools Foundation. Good360’s mission is to close the need gap by delivering critically needed goods to communities through strategic partnerships.



SEI

Partnering with the Principal Charity Classic as a ZeroWaste Partner, SEI invests in the future of our tournament's waste diversion efforts.

Operations partner highlights

At the Principal Charity Classic, we proudly celebrate the essential role our operations partners play in driving sustainable outcomes. Their commitment to environmentally responsible practices directly supports our efforts to minimize impact across scopes 1, 2, and 3 emissions. From energy use to waste management and transportation, their actions are integral to the tournament's sustainability performance.

By embedding sustainability into their day-to-day operations, these partners not only help us meet our goals—they also serve as leaders and role models for our broader community. Their dedication underscores the collaborative nature of environmental responsibility, and we are grateful for their continued partnership as we work together toward a more eco-conscious future.

In 2025, the Principal Charity Classic continued to advance its commitment to reducing greenhouse gas emissions through a strengthened partnership with Tidwell, the tournament's temporary energy provider. Building on insights from 2024, Tidwell implemented a more efficient energy strategy that prioritized increased reliance on grid power to support the majority of office trailers and on-site vendors—reducing the need for diesel-powered generators.

In addition to optimizing grid usage, Tidwell also right-sized the remaining generators based on 2024's energy load data, ensuring that only appropriately sized equipment was used to meet actual demand. As a result, the tournament reduced the number of generators deployed across the course and achieved an estimated savings of 100 gallons of diesel per event day.



Sustainability Grove

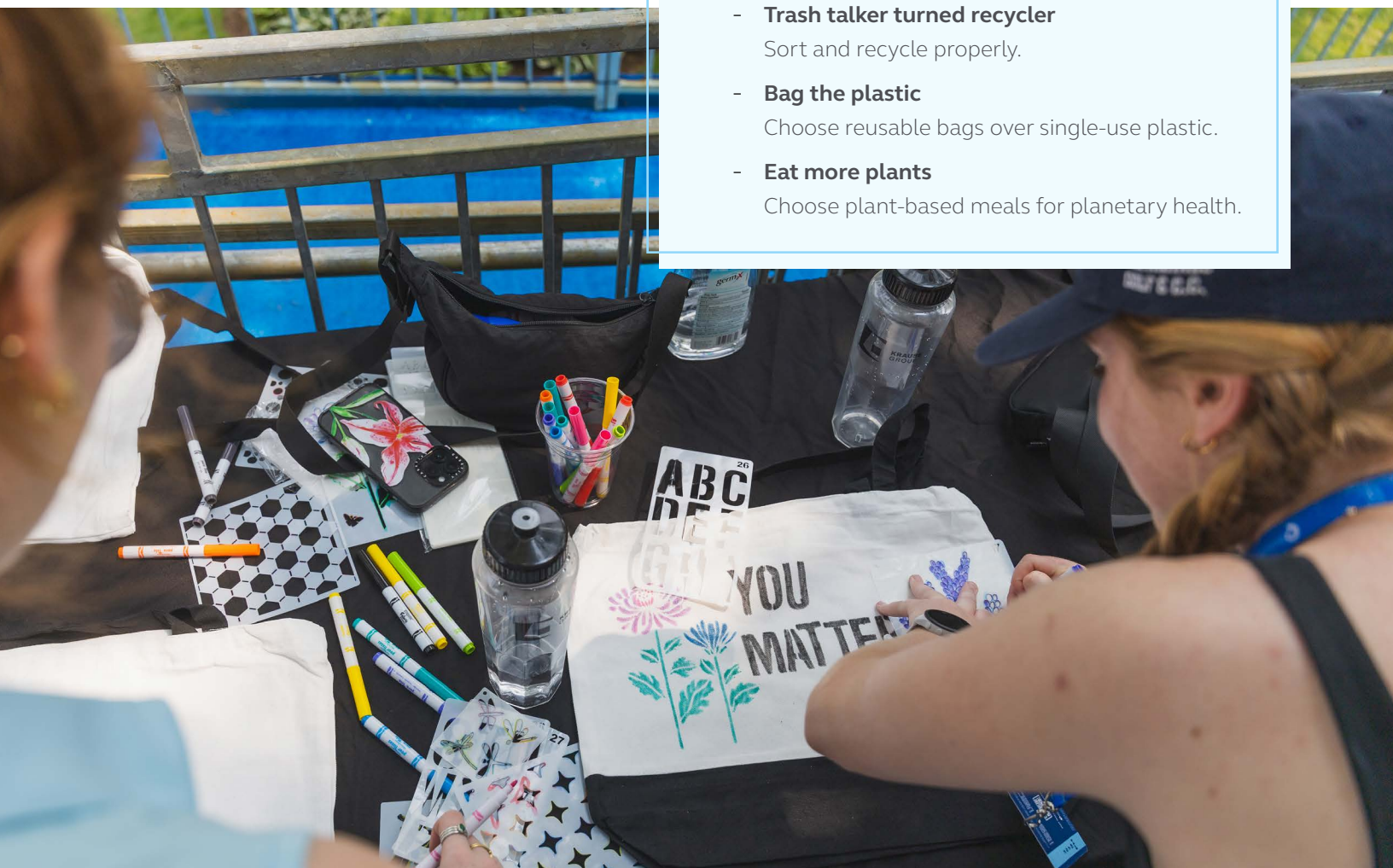
The 2025 Principal Charity Classic proudly hosted the second annual Sustainability Grove presented by MidAmerican Energy, a vibrant fan engagement zone that elevated public education, action, and local environmental connection. The Grove served as a platform to spotlight community organizations, inspire personal sustainability pledges, and creatively repurpose event materials to engage fans in fun, mission-driven ways.

This year's grove featured:

- **Public sustainability goals** are posted throughout the grove to raise awareness and inspire behavior change.
- **Intentional fan experiences**, such as a custom short game course constructed from repurposed wooden pallets, turf, and mesh from the 2024 tournament.
- **Daily sustainable giveaways** raffled by THE COLLECTIVE, a sustainable supply shop which specializes in vegan and ethically made goods, including a bulk refillery to reduce packaging waste.

The Principal Green Team encouraged fans to:

- Refill and reuse water bottles at nearby refill stations.
- Sign up for the daily raffle.
- Add their commitment to the Sustainability Pledge Wall, which featured inspiring pledges like:
 - **Pedal for the planet**
Bike more to reduce your carbon footprint.
 - **Sip sustainably**
Carry and refill a reusable bottle.
 - **Trash talker turned recycler**
Sort and recycle properly.
 - **Bag the plastic**
Choose reusable bags over single-use plastic.
 - **Eat more plants**
Choose plant-based meals for planetary health.



Guest feedback drives sustainability enhancements

As part of our ongoing commitment to community engagement and environmental leadership, the 2025 Sustainability Grove featured an on-site sustainability survey to gather real-time feedback from fans and learn more about their environmental priorities. This feedback will help guide our communications and focus areas in sustainability planning for future tournaments.

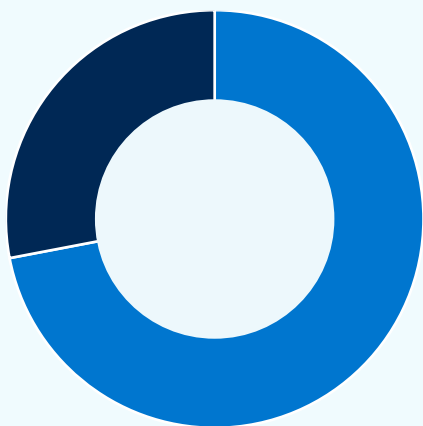
How we collected feedback

The survey, developed by the PCC Green Team, focused on understanding guest awareness of the tournament’s sustainability initiatives, gauging top environmental concerns, and providing space for thoughtful suggestions.

Sample questions included:

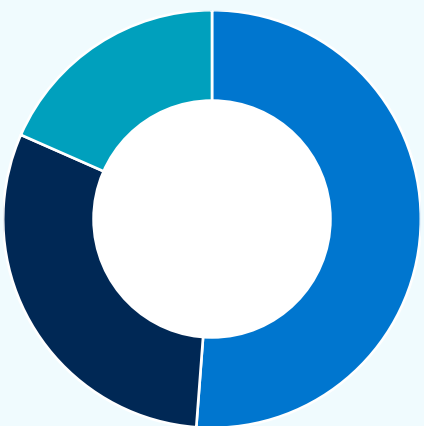
- Are you familiar with the Principal Charity Classic’s sustainability initiatives?
- Which of the following sustainability priorities is most important to you?
- Do you have any sustainability recommendations or comments?

Are you familiar with the Principal Charity Classic's sustainability initiatives?



■ 72% Yes
■ 28% No

Which of the following sustainability priorities is most important to you?



■ 51.2% Waste reduction
■ 30.4% Water conservation
■ 18.4% Lowering carbon footprint

2025 Sustainability Grove partners and activations

MidAmerican Energy

Mission: Provide safe, reliable, and environmentally responsible energy to Iowans.

On-site activation: Hosted an educational booth highlighting their clean energy portfolio, along with a raffle giveaway to encourage conversations around renewable power and regional sustainability.

Trees Forever

Mission: To plant and care for trees and the environment by empowering people, building community, and promoting stewardship.

On-site activation: Educated fans about local tree-planting initiatives and hosted a fun “Putt the Nut” challenge, where fans used real tree nuts in a themed putting game.

Variety – the Children’s Charity of Iowa (in partnership with Bike World)

Mission: Improve the lives of underprivileged, at-risk, and special needs children throughout Iowa.

On-site activation: Fans had the opportunity to assemble bikes on-site that were later donated to children in need — making sustainability interactive and community-focused.

Metro Waste Authority

Mission: Deliver recycling services that help central Iowans manage their waste responsibly.

On-site activation: Demonstrated proper sorting of household redeemables and educated attendees on Iowa’s unique 5-cent redemption program, which turns cans and bottles into cash for individuals or chosen charities using state-of-the-art sorting technology.

The Wardrobe Theory Project

Mission: A biannual print magazine and educational initiative that explores sustainable fashion, mindful consumption, and the emotional and environmental impact of what we wear.

On-site activation: Provided hands-on educational displays about fast fashion’s environmental toll, highlighting the importance of mindful clothing choices.

Polk Soil and Water Conservation District

Mission: To promote soil health, protect water resources, and increase biodiversity through education and technical support for conservation practices.

On-site activation: Engaged visitors with interactive displays on:

- Creating rain gardens
- Restoring soil quality
- Establishing biodiverse lawns
- “How Deep Are the Roots?”—a striking visual comparing native plant roots to standard lawn grass

The Sustainability Grove continues to be a cornerstone of the tournament’s sustainability programming, making sustainability fun, approachable, and community-driven — and bringing together organizations, fans, and local partners to spark lasting impact.



Pedal to PCC

In its second year, the Pedal to PCC program continued to grow as a key initiative to reduce the carbon footprint associated with fan transportation. In partnership with Street Collective, and with support from GreenState Credit Union, our tournament offered safe, accessible, and convenient bike parking for spectators who chose to ride to the tournament, with 76 participants taking advantage of the program.

The program included:

- Secure bike check-in and parking, located near the main entrance for easy access.
- Support and infrastructure from Street Collective to promote active transportation as a viable, community-friendly alternative.
- Communication through tournament channels to encourage fans to “Pedal to PCC” instead of driving or using shuttle transportation.

This initiative directly supports the tournament’s goal of reducing Scope 3 emissions—specifically, those associated with spectator travel, which often represent a significant portion of an event’s overall footprint.

By making biking a visible, celebrated, and convenient option, Pedal to PCC empowers fans to take climate-conscious actions while enjoying a more sustainable way to experience the tournament.



Sustainability focus areas and 2025 highlights

At the 2025 Principal Charity Classic, sustainability continues to be a foundational element of our event strategy. Our efforts are guided by six core focus areas:

- **Planning and communications**
- **Sustainable procurement**
- **Waste diversion**
- **Water conservation**
- **Energy and emissions reduction**
- **Community legacy**

These pillars shape our approach, inform our decision-making, and reflect our commitment to continuous improvement. The following sections detail our 2025 goals, the progress we've made, and the impactful actions taken to create a more sustainable and community-centered tournament experience.

Planning and communications

Goal: Contact all operations partners associated with the tournament to understand what materials we will need to divert and how greenhouse gas emission reporting data will be collected. Collaborate with local organizations to provide public facing sustainable programs and initiatives to provide touchpoints to our programming during event week and year-round.

2025 integration

- **Recognition:** Received the 2025 Sustainability Initiative Award (Large Market) from Iowa Travel Industry Partners (iTIP) for 2024 achievements. Received the 2025 Iowa Recycling Association's Business/Organization of the Year Award.
- **Sorting team expansion:** Partnered with Des Moines Homeless Veterans Stand Down, donating can and bottle redemption proceeds to support their annual event.
- **Principal Green Team committee:** Added to 2025 plan to staff the Sustainability Grove and run activations, including:
 - Sustainability raffle with daily giveaways from THE COLLECTIVE (local refill & sustainability shop).
 - Pledge wall for attendees to sign existing pledges or create their own.
 - Putting green activation built from reclaimed tournament materials (old turf, wooden pallets).
- **Signage upgrades:** Enhanced dumpster signage to reduce contamination and educate staff on proper sorting.

Continued efforts

- **Operations partner collaboration:** Engaged with all vendors to understand the materials being used and to gather greenhouse gas emission reporting data.
- **Material recycling:** Collaborated with St. Vincent de Paul to recycle carpet and turf, and with Supply Hive to schedule food donations.
- **Sustainability delivery plan:** Updated our Tournament Sustainability Plan to reduce environmental impacts and increase social benefits.
- **External communication:** Provided updates to our sustainability program in 2025 on our website to ensure transparency with stakeholders
- **Sustainability Grove:** Hosted the second annual Sustainability Grove with MidAmerican Energy. The Sustainability Grove offered attendees an opportunity to explore sustainability goals from MidAmerican Energy and Principal. Visitors could engage with local social and environmentally-based missions to be educated on their platforms, enter a sustainability raffle, sign a sustainability pledge wall, or play putt-putt on repurposed materials from the 2024 tournament.
- **Pedal to PCC:** Hosted the second annual Pedal to PCC to promote biking to the event, offering a free entry ticket on Sunday and a bike check-in and accessible parking.



Procurement

Goal: Strengthen procurement practices to support the Principal Charity Classic's long-term vision of becoming a zero-waste event by 2032, ensuring all materials brought on-site contribute meaningfully to waste reduction.

2025 integration:

- Encourage all hospitality venues to use BPI-certified compostable serveware.
- Focus on capturing hard-to-recycle film plastics, such as pallet wrap and liners.
- Request reduced packaging from food and beverage partners, with an emphasis on bulk options.

Continued efforts:

- **Vendor meetings:** Virtual vendor meetings held to inform vendors on our procurement goals and the waste reduction goals.
- **Sustainable uniforms:** Procurement of Swannies Golf merchandise for volunteer uniforms made from compostable packaging materials.
- **Non-dated signage:** Used non-dated signage to reduce the need for new materials produced for tournament week.
- **Procurement policy:** Updated the procurement policy to emphasize a lifecycle approach to material usage.
- **Monitor and audit:** Tracked and monitored the sustainability performance of suppliers and contractors for items with the intent to be reused, including non-dated signage, staging equipment, and hospitality build materials.
- **Reduced printing:** Communicated electronically with spectators and volunteers, reducing printing on-site and in tournament preparation

Waste diversion

Goal: Divert as much waste from the landfill as possible. In 2025, we surpassed an exciting milestone at the tournament, achieving a 57% waste diversion rate, well above our goal of 40%. Our long-term objective is to become a zero-waste (90%+) tournament by 2032.

2025 integration:

- **Mesh recycling outlet:** In 2025, the Principal Charity Classic launched a new partnership with InProduction to address the challenge of recycling event mesh—a material historically difficult to divert from landfill. Through this initiative, used mesh now has a designated recycling outlet, enabling it to be processed into new plastic products and kept within a circular economy.
- **Turf and carpet donation:** A new partnership with St. Vincent de Paul to donate used turf and carpet materials from the event. These materials were repurposed to support community programs and reduce landfill waste. This partnership exemplifies our commitment to finding meaningful second lives for event materials while supporting local organizations that serve those in need.
- **Construction and demolition stream:** Clear communication and well-defined dumpster expectations ensured that construction and demolition materials were properly separated from general trash. This effective source segregation created a clean and distinct waste stream, resulting in a significant boost to our overall waste diversion rates.

Continued efforts:

- **Iowa waste exchange:** Continued partnership with Iowa Waste Exchange to identify outlets for emergency kits including lip balm, sunscreen, bug spray, etc.
- **Schupan:** Continued partnership with Schupan for single stream recycling and special film plastic recycling.
- **Sorting team:** Iowa Waste Exchange and Homeless Veterans Standdown provided a dedicated team to separate recyclables and ensure the highest waste diversion.
- **Waste diversion audits:** Conducted extensive waste diversion audits and tracked waste diversion by each stream. Identified materials on-site to determine how they can be reduced, reused, or recycled.
- **Material reuse:** Prioritized the reuse of materials such as signage and temporary staging equipment.
- **Food donations:** Collaborated with Supply Hive to donate surplus food daily from buffets and, at the end of the tournament, to donate excess food and supplies.
- **Water refill stations:** Reduced the need for single-use plastic water bottles by providing water refill stations in partnership with Des Moines Water Works.



Waste diversion data

Reducing and diverting waste from landfills is a crucial action the Principal Charity Classic takes to directly minimize greenhouse gas emissions associated with waste decomposition. When organic materials and other recyclables are sent to landfills, they break down anaerobically, releasing methane—a potent greenhouse gas that contributes significantly to climate change.

By diverting food waste, compostables, recyclables, and other materials to appropriate recovery streams, the tournament prevents these emissions, supports a circular economy, and reduces its overall environmental footprint. This proactive waste management not only conserves resources but also aligns with the event’s broader sustainability goals, reducing our environmental footprint while enriching the future of the region we proudly call home.

2025 Principal Charity Classic waste diversion report

The 2025 Principal Charity Classic marked a significant milestone in sustainable event management, achieving a record 57.35% waste diversion rate—the highest in the tournament’s history. Of the 36 total tons of waste generated, over 21.5 tons were successfully diverted from landfill through food donation, composting, recycling, and specialty recovery streams such as carpet and mesh recycling.

A key breakthrough this year was the successful diversion of construction and demolition (C&D) materials. Improved signage and proactive vendor communication increased awareness around separating wood and metal—typically heavy materials—from general waste. This enabled the acceptance of clean C&D loads and significantly boosted the overall diversion rate. Combined with enhanced waste tracking, stronger vendor partnerships, and expanded on-site sorting infrastructure, these efforts mark a major leap forward from previous years and set a new benchmark for sustainable event operations.

Waste stream	Diverted material (tons)
Food donations	2.98
Mesh recycling	0.34
Film plastic	0.10
Compost	0.53
Mixed recycling	2.18
Carpet	1.00
E-waste (cable)	0.11
Construction and demolition	13.36
Miscellaneous office items donated	0.05
Total diverted	21.65



Methodology of waste diversion measurement

Waste diversion data for the Principal Charity Classic was compiled using weight tickets provided by key partners, including Supply Hive for food donations, Schupan for recycling materials and film plastics, and Metro Waste Authority for landfill and construction & demolition (C&D) waste. Mesh recycling was tracked separately with a weight ticket provided by the plastic recycling outlet. Dumpsters classified as construction and demolition were tracked separately; at the Metro Waste Authority facility, approximately 72% of C&D materials are successfully recovered and recycled, while the remaining 28% are landfilled. To accurately reflect this, our diversion calculations credit 72% of the total C&D weight to diversion, with the remainder categorized as landfill waste. Electronic asset security partners provided weight tickets for cables recycled on-site. Carpet and miscellaneous items were not directly weighed; instead, their weights were estimated based on item counts and typical weights. This methodology ensures the diversion figures reported represent a realistic and transparent view of the event’s waste management performance.

Water conservation

Goal: Monitor and manage water consumption for the tournament, identifying opportunities for water savings and implementing efficient water use practices.

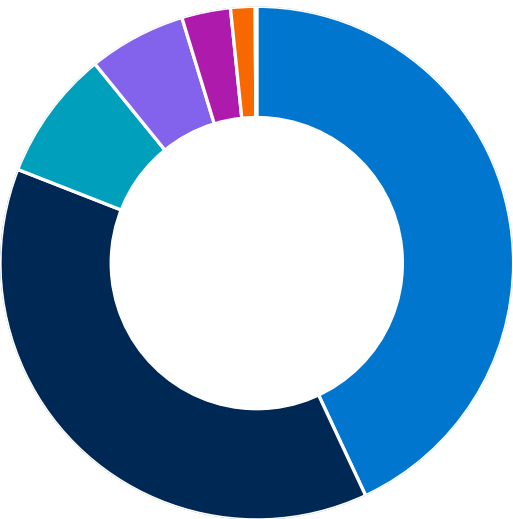
Continued efforts:

Efficient irrigation: Host Course, Wakonda Club, upgraded onsite irrigation system in 2023 to target specific location watering, which reduces water usage during tournament week and year-round.

Water tracking: Monitored year over year water consumption from the host course during the exclusive use period that the tournament operates on the Wakonda Club.

Water refill stations: Installed water refill stations to reduce the need for single-use plastic bottles.

2025 waste streams



Clockwise from the top:

42.7%	Landfill	2.8%	Carpet/turf
37.1%	C+D	1.5%	Compost
8.3%	Food donations	0.1%	Miscellaneous
6.1%	Recycling		



Energy and emissions

Goal: Reduce our energy consumption and greenhouse gas emissions, reduce emissions 30% by 2027 from a 2022 baseline and ultimately achieve net zero emissions by 2050.

2025 integrations:

- In 2024, six 56 kWh generators were used. After recording and testing load sizes, this has been reduced to just two 56 kWh generators in 2025.
- All office trailers located on pavement will now connect to shore power, significantly reducing emissions.

Continued efforts:

Golf carts: Used electric golf carts where possible to reduce gasoline and diesel usage.

Fuel consumption: Monitored emissions from tournament machinery and vehicles.

Vendor meetings: Encouraged vendors and other stakeholders to adopt energy-efficient practices and contribute to our emission reduction goals. We collaborated with vendors to ensure sustainable practices, such as using recyclable materials and minimizing waste.

Energy minimization: Reduced energy usage by turning off lights and generators when not in use.

Greenhouse gas emissions calculation: Calculated greenhouse gases based on scope 1, 2, and 3 emissions gathered through a comprehensive data collection system and collaborated with vendors for a complete footprint.

Clean energy partnership: Wakonda Club procures its energy from MidAmerican Energy, which retires Renewable Energy Certificates (RECs) to supply 88.5% clean energy sourced from Iowa wind farms.



Community legacy

Goal: The Principal Charity Classic aims to create a lasting community legacy by making golf more inclusive and socially empowering. This dedication is reflected in our efforts to ensure the sport is accessible to all, while significantly impacting the local community through philanthropy and support for youth. By focusing on inclusivity and empowerment, the Principal Charity Classic enhances the lives of thousands, fostering a sense of belonging and opportunity within the community.

Continued efforts:

- Invited community organizations to the MidAmerican Energy Sustainability Grove.
- Pedal to PCC enhanced community engagement, enabling the Principal Charity Classic (PCC) to leave a lasting legacy beyond the tournament grounds. This initiative fostered a greater collaborative relationship between Central Iowa's golf and biking community.
- Ensured ADA-compliant buildings.
- Provided free admission for youth 15 and under and military/veterans.
- Contributed 100% of tournament proceeds to benefit Iowa children's charities.
- Supported charity partners including Blank Children's Hospital, Mercy One Children's Hospital, United Way of Central Iowa, and Variety the Children's Charity of Iowa
- Impacted the lives of over 130,000 youth annually in areas such as education and culture, financial security and stability, and health and wellness
- Raised over \$73 Million for Iowa youth charities since 2007.
- The Principal Charity Classic generates an estimated \$26 million in community impact annually, as calculated by the Catch Des Moines economic impact tool. This impact includes boosting business for local hotels, restaurants, and shops, as well as our yearly charitable contributions.
- The Principal Charity Classic's Legacy Project initiative is dedicated to helping Iowa youth succeed. It introduces them to professional and technical skills, enhancing their knowledge and confidence in financial planning, customer service, teamwork, delegation, and communication. This community-driven, work-based learning project prepares Iowa youth for future employment.



Greenhouse gas emissions

Goals: The Principal Charity Classic is committed to achieving a 30% reduction in emissions from our 2022 baseline. To support this goal, we annually monitor and analyze our greenhouse gas emissions across Scope 1, 2, and 3 categories to identify key sources and opportunities for reduction.

Our methodology for tracking Scope 1 and 2 emissions involves directly collecting data on energy consumption, including electricity and natural gas usage, as well as diesel and fuel consumption during the event period at the Wakonda Club. This data is obtained from the venue’s utility providers and fuel vendors to ensure accuracy.

Scope 3 emissions, which account for indirect emissions, are tracked through a combination of direct data collection and estimations. We obtain detailed information from vendors regarding their freight transportation, staff travel, accommodation, and materials procured specifically for the event. For ticket holders and volunteer travel, we collect zip codes and use this data to estimate travel distances proportionally based on total attendance. Waste-related emissions are calculated from accurate waste diversion and weight

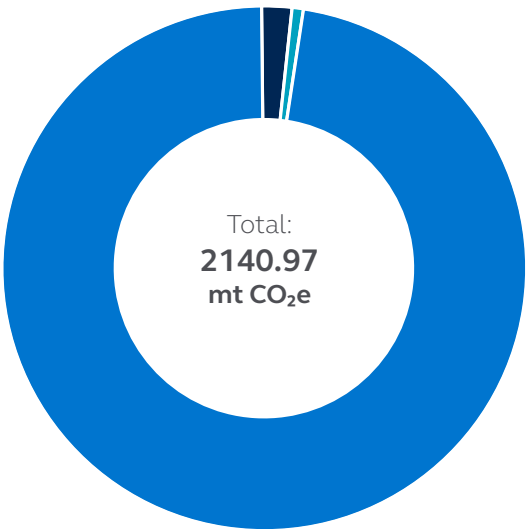
ticket data, reflecting the carbon impact of landfill and recycling activities. Catering emissions are determined from a detailed breakdown of meals provided by the catering vendor.

As we gather additional and more precise data over time, it is important to note that our reported emissions may increase due to improved accuracy and comprehensiveness of data collection.

This growth in data quality reflects our commitment to transparency and continuous improvement, allowing us to better understand and address our environmental impact.

By maintaining a rigorous and transparent emissions tracking system, we as tournament operators can make informed decisions and implement effective strategies to reduce our environmental impact year over year.

2025 greenhouse gas emissions



- Clockwise from the top:**
- 32.84 mt CO₂e Scope 1
 - 11.03 mt CO₂e Scope 2
 - 2097.10 mt CO₂e Scope 3

Methodology

The 2025 Principal Charity Classic reports greenhouse gas (GHG) emissions across scopes 1, 2, and 3, using a combination of primary data, vendor-reported data, and modeled estimates. The methodology is outlined below:

Fan and volunteer travel

Travel distances are determined from a representative sample of fan and volunteer zip codes. These data are then extrapolated proportionally to the full attendance population.

Trips under 300 miles are classified as car travel, while trips exceeding 300 miles are classified as air travel.

Flight distances are segmented into short-haul, medium-haul, and long-haul categories based on zip code distance from the tournament site.

Fans and volunteers within 100 miles of the event are assumed to commute daily from home. Those traveling over 100 miles are assumed to require an average of two nights of accommodation.

Fuel and on-site operations

2025 on-site fuel data was unavailable at the time of reporting. Emissions were therefore estimated using 2024 baseline data.

Waste emissions are calculated directly from weight ticket data provided by haulers and partner outlets.

Electricity and natural gas consumption data are reported directly by the host venue for the event specific days.

Vendor and freight data

Vendor travel, freight, accommodations, signage, meals served, beverages, and other build-related materials were reported directly by participating vendors.

Vendors that did not provide data are excluded from the emissions dataset and overall totals.

Data quality and continuous improvement

As the tournament looks ahead to 2026, the focus will be on expanding vendor participation, improving data accuracy, and ensuring timely reporting. These steps will strengthen the quality and credibility of GHG emissions calculation.



Golf Charitable Foundation of Greater Des Moines, operating as Principal Charity Classic, is a duly recognized 501(c)(3) organization focused on providing philanthropic support to youth serving programs across the State of Iowa. While Principal Charity Classic receives funding from Principal Financial Group® and Principal® Foundation, Principal Charity Classic is a distinct, independent, charitable entity.

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