

## Furman Magazine

---

Volume 50  
Issue 3 Fall 2007

Article 30

---

9-1-2007

# Deep impact: Broadus' program teaches young people life lessons

Nancy R. Fullbright '95

Follow this and additional works at: <https://scholarexchange.furman.edu/furman-magazine>

---

### Recommended Citation

Fullbright, Nancy R. '95 (2007) "Deep impact: Broadus' program teaches young people life lessons," *Furman Magazine*: Vol. 50 : Iss. 3 , Article 30.

Available at: <https://scholarexchange.furman.edu/furman-magazine/vol50/iss3/30>

This Regular Feature is made available online by Journals, part of the Furman University Scholar Exchange (FUSE). It has been accepted for inclusion in Furman Magazine by an authorized FUSE administrator. For terms of use, please refer to the [FUSE Institutional Repository Guidelines](#). For more information, please contact [scholarexchange@furman.edu](mailto:scholarexchange@furman.edu).

## DEEP IMPACT: BROADUS' PROGRAM TEACHES YOUNG PEOPLE LIFE LESSONS

Linda Lett, mother of Dara Broadus, recalls the moment she knew her daughter had the spunk and audacity to go far in life. The elementary school-aged child was competing in the Midwest District, a PGA-sponsored sectional golf tournament, and was in line to win until another girl beat her by merely one stroke.

"Dara started crying when she realized she'd lost, but stopped herself immediately," Lett recalls. "She looked over at me and said, 'That's OK. I'll get her next year.'"

With that kind of drive and determination as a motivating force, the 28-year-old Broadus, a 2001 Furman graduate, is founder and executive director of the Impact Youth Development Initiative, a non-profit program designed to use golf to expose children to a variety of life lessons, including nutrition, financial management, reading and the importance of community and volunteerism. The program has locations in Atlanta and in Jacksonville, Fla.

"Our program provides these kids with every opportunity to reach their full potential in whatever it is they're trying to do.

Golf is what we use to do that because that's what our experience is in," says Broadus. "It's a game that hones in on the skills that most people find they need to be successful in life."

The Impact program is definitely a family affair. Broadus sees to the day-to-day operations at the Atlanta location while brother Battiste, a PGA professional based in Jacksonville, is responsible for organizing all of the internal golf initiatives and academies. Lett, described by Broadus as a "huge inspiration," serves as the program coordinator. Children ages 7 to 17 attend one of four 10-week sessions, primarily through referrals.

"We typically lean toward programs that develop critical thinking skills in a young person. That's why we have our book club, expose them to financial management seminars and invite professionals to speak with them," Broadus says. "It's not so much the sport, but it's everything that comes with it."

Broadus and her siblings Battiste, Patrick and Ebani began playing golf at an early age with support from their mother. Lett says that because of her work schedule and time constraints, all of the children had to be immersed in the same after-school activity.

After attending summer camp and climbing the junior golf (pre-college) ladder, Broadus was the second girl to play golf competitively at Atlanta's Westminster Schools, where she won the Most Valuable Player Award on the junior varsity team. At Furman, she earned the Betsy King Scholarship and contributed to four consecutive Southern Conference champions (1998-2001). She graduated with a degree in business in 2001, and credits both her educational

and athletic experiences at Furman with much of her success today.

"There's no real substitute for competitive golf and competition in general," she says. "And that would stand true for every competitive athlete who's passed through Furman."

After graduating, Broadus received financial support from actors Will Smith and Jada Pinkett Smith and played on the Futures Tour, the developmental tour for women's professional golf. She still swings a club competitively, but her attention has turned more to instruction and to the direction of the Impact Youth Development Initiative, which just celebrated its first anniversary.

"I'm in the golf environment day in and day out. If not in instruction, then at an event or a charity tournament or helping out with the fund raising," says Broadus, whose work has been featured in the *Atlanta Journal-Constitution*. "Overall, this entire year has been a triumph. It's been a lot of work, but the whole thing has been rewarding."

Jeffrey Spacey, a 14-year-old home-schooled ninth grader, says Impact has taught him to value his time, to be prepared and to be more aware of his community.

"It feels good to look forward to getting up at 6 a.m. on a Saturday morning and knowing that I am accomplishing something and preparing for a better future," he says. "Impact has encouraged me to replace excuses with effort, and it has taught me I can be really, really great."

That sentiment is certainly music to Broadus' ears. She says that in five years she'd like to be doing everything she is doing today, but better. An eternal optimist, she claims that starting the program from scratch has not presented any challenges she couldn't overcome.

"Success comes from having the experience and the preparation," she notes. "If life on tour has taught me anything, it's taught me to stay focused and keep moving."

— NANCY R. FULLBRIGHT '95

*The author is a communications officer at the Georgia Tech Enterprise Innovation Institute in Atlanta.*

*Dara Broadus with Justin and Demageo after the young men played their first tournament. Photo courtesy Dara Broadus.*

