

# 2009 ANNUAL REVIEW



# OUR MISSION

To impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf.

## FOUNDING PARTNERS

The First Tee Founding Partners have provided support and guidance since the organization's inception in 1997. Each partner—The Masters Tournament, LPGA, PGA of America, PGA TOUR and USGA—believes in The First Tee's mission and has dedicated resources to further the organization's reach.

Their contributions include significant funding to The First Tee through charitable donations and grants; providing promotional opportunities through the donation of television and radio public service time; and the expertise imparted on The First Tee participants throughout the network by PGA and LPGA professionals, who consistently deliver the highest quality golf and life skills training.

The support of these organizations, and that of Founding Corporate Partner Shell Oil Company, has contributed greatly to The First Tee's success in reaching young people with golf and character education which continues to positively impact their lives.



### The First Tee® Founding Partners



## OUR MESSAGES

### JOE LOUIS BARROW, JR.

Chief Executive Officer, The First Tee  
Executive Vice President, World Golf Foundation



The First Tee celebrated another successful year in 2009. We are pleased to share with you the many accomplishments of our Chapters, schools and colleagues so committed to the mission and focus of The First Tee. We have extended our efforts to all 50 of the United States, as well as Ireland, Montreal, New Zealand, Singapore and a pilot in Manchester, England. Utilizing the game of golf as our platform, The First Tee continues as an effective youth development program that teaches core values and life skills resulting in positive developmental outcomes in young people.

Despite challenging economic times, The First Tee continues to extend its reach. The network has expanded the National School Program to over 3,400 elementary schools; Chapters are conducting programs in more than 700 locations; and The First Tee is reaching the children of military personnel at 50 installations across the United States. In all, through the end of 2009, The First Tee has reached over 3.5 million young people.

With your support, we will continue to expand our reach and positively impact the lives of more and more young people around the world. Thank you for investing in our young people, who are our future, by supporting the mission of The First Tee.

### PETER DAWSON

Chief Executive, The R&A  
Chairman, World Golf Foundation



Over the years, it has been gratifying to watch The First Tee establish itself as a pre-eminent youth organization. Its impact in the United States is truly remarkable and it is now poised to grow internationally.

The International Olympic Committee's recent decision to return golf to the program of Olympic Sports will stimulate the global growth of our sport and in The First Tee we have a tried and tested model for introducing young people to the game and to its inherent positive values.

Two thousand and nine was a further year of great progress and I am sure The First Tee will play a key role in golf's future.

Thank you to our supporters, volunteers and staff for making it all possible.

## Respect



**"I value my experiences at The First Tee of Denver and apply them to everyday life. In order to develop my character, I display perseverance in The First Tee Chapter activities, academics, leadership opportunities and community events. I always try to have a 'can do' attitude to overcome obstacles and treat people with respect."**

### Dexter Turner

The First Tee of Denver

## 2009 IN REVIEW

A pattern of successful growth continued throughout The First Tee network including Chapter outreach, National School Program and the newly-launched Military Affiliate Program, exposing the game and its inherent positive values to hundreds of thousands of young people in 2009. And, results of a four-year longitudinal study demonstrates the effectiveness of The First Tee life skills programs including evidence that participants transfer life skills to multiple settings, learn and use life skills in the golf context, and demonstrate desirable qualities defined by The First Tee Nine Core Values.



## NETWORK HIGHLIGHTS

- ☞ Reached more than 1.9 million young people through The First Tee program delivery channels.
- ☞ Nearly 700 new schools began conducting The First Tee National School Program or were under contract to do so.
- ☞ The Military Affiliate Program commenced on 50 United States installations, with plans to launch on 70 more bases in 2010: 50 in the U.S. and 20 overseas. Additionally, a program for the children of National Guardsman and Reservists will launch in 2010.
- ☞ All Chapters received the opportunity to be trained to teach PLAYer, the new level of the Life Skills certification for participants age 7 and older. Of the Chapters that were trained, 70% successfully implemented the program by the end of 2009 and 89% were satisfied or very satisfied with its content.
- ☞ An innovative mentoring curriculum was developed specifically for The First Tee and 12 Chapters attended a training to pilot the program.

## REACHING OUT

- ☞ In February, The First Tee Network Meeting in San Jose, Calif., brought together more than 400 board members, executive directors, coaches and volunteers for four days of motivating, educational sessions. The highlight was the culminating speech at the Gala Dinner by General Colin Powell, USA (Ret.).
- ☞ Designed to foster relationships between today's young touring professionals and The First Tee activities in their hometowns, at tournament sites and fundraisers, a Young Ambassadors Council was developed and launched with co-chairs Paula Creamer from the LPGA and Anthony Kim from the PGA TOUR.
- ☞ The First Tee Trustee and World Golf Hall of Fame member Jack Nicklaus paid tribute to two participants who overcame family hardships at the RBS Achievers of the Year Awards Dinner during the U.S. Open.

## • • • • Integrity • • • •



“Because of my involvement with The First Tee, I understand how important setting a goal is (no matter how large or small), and the necessary steps to obtaining them.”

**Christine Uhalde**  
The First Tee of Modesto

# Giant Shoulders

A PARTICIPANT'S STORY

BY **ADAM ADDAMS** / The First Tee of Chicago Alumnus

My father has said that Chicago is not a good place to raise a dog, much less a child. But, he also said that even within a cactus patch, a flower grows. So, there was hope for me. Even though I was surrounded by concrete and asphalt, in neighborhoods where death was cheaper than life, it was possible for me to overcome all of the obstacles and become the person I am today.



I have to admit, there were strong negative influences in my life, and had I been a bit weaker and without The First Tee program, I might have slipped into the darker realms of teen life. I can honestly say that if it were not for GOD, my parents and The First Tee, my resume might have turned out as a rap sheet.

I was destined for the inner city basketball subculture for a time just like so many other young kids in my situation, but instead of playing hoops on a street court like so many guys in my school, my mother suggested that I try playing golf.

Then along came The First Tee. The First Tee experience has been one of the best periods of my life.

The Scholars Program provided me with a Leadership

Scholarship to attend the University of Illinois to study Mechanical Engineering.

Even though I am extremely happy that things have gone well for me, thanks to The First Tee, sometimes, when I go through my old neighborhood and see familiar faces that are still there, I get a little bummed out. I shudder at the thought that one of the lost faces in the crowd could have been me. I then think of what they wouldn't give to be in my place. What a great world this would be if The First Tee could be available to all young people.

The First Tee helped raise me and is a significant part of my growth, character development and a major contributor to who I am to become. The heights that I reach in this lifetime will be because I am standing on the giant shoulders of The First Tee.

*Adam is currently studying mechanical engineering at the University of Illinois and is actively involved on campus serving as the executive treasurer of the National Society of Black Engineers and the external vice president of TAI American Insight, two student organizations. Golf remains an important part of his life.*



# CHARTING THE COURSE

## CHAPTER NETWORK

### Participant Ages

7 & under	21.4%
8-10	36.9%
11-12	19.8%
13-15	16.9%
16-17	3.7%
18 +	1.3%

Gender	The First Tee	All of Golf*
Female	34%	25%
Male	66%	75%

(National School Program Stats not included)

## CHAPTERS AND SCHOOLS

Participant Totals	2009	1997-2008
Chapter Participants	301,288	1,955,673
NSP Students	340,550	1,660,120
Total	641,838	3,615,793

Facilities and Schools	2009	1997-2008
Chapters	4	203
Program Locations	20	711
NSP schools	695	3,388
NSP school districts	148	301
States and D.C.	1	50

(Presence in all 50 states plus the District of Columbia)

Ethnicity Breakdown	Chapters	NSP	All of Golf*
African-American	18.3%	22%	6%
Asian-American & Pacific- Islander	5.8%	3%	4%
Caucasian	52%	49%	84%
Hispanic-American	12.5%	25%	5%
Other	11.4%	1%	1%

\*2003 National Golf Foundation



## RESEARCH & IMPACT

A four-year study (2005-2008) by a leading expert in positive youth development through sport\* provided data-based evidence that The First Tee Life Skills Experience program is effective and that youth are transferring these life skills to multiple settings, learning and using life skills in the golf context and demonstrating desirable qualities defined by the Nine Core Values.

Using a variety of methods including individual interviews and quantitative surveys, further conclusions from the multi-year study revealed the following key findings.

1. 73% of The First Tee participants were retained from year one to year four of the research. This **retention rate** is impressive given the average dropout rate per year is about 50% in other youth organizations.
2. Through The First Tee, young people **learn and improve** life skills such as problem solving, managing time, controlling one's temper, making friends with diverse peers and improving relationships with family and community.
3. Youth in The First Tee continue to improve their ability to **transfer skills** related to meeting and greeting and appreciating diversity to other settings. Examples include, starting a conversation with a new person and respecting people who are different from them.
4. Youth in The First Tee are learning and using life skills on the golf course and are able to transfer skills such as emotional management, goal-setting and conflict resolution to school and **other areas of their lives** (e.g., setting goals to get better grades).
5. **78% of interviewees** were convincing of their ability to transfer life skills (such as decision making, self-management and goal-setting) to situations involving school, family, friends, jobs, college, career and out-of-school activities.
6. In all four years, **school** was unanimously named as a setting in which participants transferred life skills.
7. Because of their participation in The First Tee, youth have **confidence** they can successfully perform schoolwork, get along with peers and do well at golf skills. Additionally, The First Tee youth believe they show respect for themselves and others, exhibit responsibility, "do the right thing" (integrity) and persevere in the face of challenges.

\* 2005-2008 Longitudinal Effects of a Life Skills Education Program on Positive Youth Development (led by Maureen R. Weiss, Ph.D., University of Minnesota)



## Judgment



"I can't remember what life was like before I joined The First Tee and learned the roles that honesty, integrity, sportsmanship, respect, confidence, responsibility, perseverance, courtesy and judgment play in the game of golf and in my everyday life."

**David James Heaphy**

The First Tee of Greater Sacramento



# Reach + Retention = *Impact*

## NATIONAL SCHOOL PROGRAM

### In 2009, The First Tee of Greater Charleston

had a vision to create impactful programming by bringing the National School Program to schools in their community. Through various fundraising efforts, the Chapter was able to implement the program in 10 schools in its first year of supporting the National School Program. “Our programming goals going forward include having maximum reach plus retention for the most positive impact,” said Ben Grandy, executive director of The First Tee of Greater Charleston.

As the Chapter increases its presence in area schools, they will be able to build the National School Program around its core sites, which will lead to the most positive impact they can have in a young person’s life.

### The National School Program’s

training consultant and lead national trainer, Lana Peterson, was honored as the National Elementary Physical Education Teacher of the Year. This award, presented by the National Association for Sports and Physical Education, honors the elite of the physical activity, physical education and sport profession and is presented to one elementary physical educator annually from nominees all over the nation. Peterson conducts National School Program trainings all over the country for The First Tee and has been instrumental in assisting with the development of the curriculum and training since 2004.



### The Administration at Everett Public Schools

in Massachusetts believes strongly in what The First Tee is providing through the National School Program, they have incorporated the Nine Core Values in all components of the school day. Each month of the school year represents a Core Value, which is then taught in home room, math class and more. All students in grades K-5 learn about these values every day, every month and every year. In the eyes of the school district, this will change their community.

“The First Tee National School Program has made a tremendous impact in helping build character education,” said Everett Public School Assistant Superintendent Charles Obremski. “Each elementary school in Everett identifies a monthly theme based on one of the Nine Core Values of the program. The children are able to apply their learning experience with these Nine Core Values in their everyday life. As a result of the thorough implementation of this program across the district, the Everett Public Schools has noticed an increase in the confidence level of student participants throughout the district.”

## • • • • Confidence • • • •



“Once I started participating in the program, my outlook on golf and life was forever changed. Not only has The First Tee taught me golf skills, but also life skills that I will keep for a lifetime.”

### Kurt Alexander Ramont

The First Tee of Modesto



# DEPARTMENT OF DEFENSE PROGRAM

Through a congressional appropriation, The First Tee is providing life skills education and character development to the children of U.S. Armed Forces personnel. The First Tee is using a three-phased effort:



1) the Chapter based “Military Affiliate Program”; 2) a program on U.S. Military Bases Overseas and; 3) a program for Children of National Guardsmen and Reservists.



## I. Military Affiliate Program

The Military Affiliate Program will bring The First Tee Life Skills Experience to 100 installations in the United States from 2009-2011. This program is being delivered by The First Tee Chapters located within close proximity to the installations.

## II. The First Tee Program on U.S. Military Bases Overseas

In 2010, The First Tee will provide curriculum, equipment and training to 20 overseas bases located in Spain, Germany, Guam, Japan, South Korea, Cuba, Italy and Puerto Rico. The overseas program will allow Morale, Welfare and Recreation personnel the ability to implement The First Tee life skills- based activities at any location on the installation.

## III. National Guardsmen and Reservists Program

Children of geographically separated Guardsmen and Reservists will be able to attend programs at a Chapter of The First Tee in their community at no charge in 2010.

“At first I didn’t know what to expect other than my son will learn a bit about golf. The program does that and much more. It focuses on values, sportsmanship and cultural awareness. I am very pleased with the program and with the level of dedication and support from the staff.”

- Parent from Picatinny Arsenal, provided by Scott Nordland, Child Youth & School Services Program Specialist



## Sportsmanship



“As a young African American female in my community, The First Tee has been my outlet. Every Saturday, I am able to escape the negative peer pressure in my neighborhood and attend golf lessons where I also learn life lessons. The Nine Core Values teach morals, the way one should act on and off the green. I began to act with the same honesty and integrity I would on the golf course, in class and at home.”

**Maya McLin**

The First Tee of Atlanta

# THE FIRST TEE CHAPTERS • SCHOOLS • INSTALLATIONS

In 2009, The First Tee Chapters, military installations and schools that offer the National School Program were overseen by seven directors of region affairs who support the development of new facilities and schools, and provided guidance to existing programs. School districts are noted in red and military installations are noted in blue.

## ALABAMA

The First Tee of Greater Birmingham  
The First Tee of Montgomery  
The First Tee of Pursell Farms  
The First Tee of Tuscaloosa  
Madison City School District  
Montgomery Public Schools  
Phenix City School District  
Tuscaloosa Public Schools  
Maxwell-Gunter Air Force Base

## ALASKA

The First Tee of Alaska  
Anchorage School District  
Elmendorf Air Force Base  
Fort Richardson

## ARIZONA

The First Tee of Phoenix  
The First Tee of Tucson  
Chandler Unified School District  
Fort Huachuca Accommodation School District  
Kyrene School District No. 28  
Marana Unified School District  
Mesa Unified School District #4  
Pendergast Elementary School District  
Phoenix Elementary School District No. 1  
Sunnyside School District  
Tucson Unified School District  
Vail Unified School District  
Davis-Monthan Air Force Base  
Fort Huachuca  
Luke Air Force Base

## ARKANSAS

The First Tee of Central Arkansas  
The First Tee of Fort Smith  
The First Tee of Greater Texarkana  
The First Tee of Northeast Arkansas  
The First Tee of Northwest Arkansas  
Arkadelphia Public Schools  
Bentonville Public Schools  
Fayetteville School District  
Harrison Public Schools  
Rogers School District  
Springdale School District  
Pine Bluff Arsenal

## CALIFORNIA

The First Tee of Central Coast  
The First Tee of Contra Costa  
The First Tee of Fresno  
The First Tee of Greater Sacramento  
The First Tee of Los Angeles  
The First Tee of Modesto  
The First Tee of Monterey County  
The First Tee of Oakland  
The First Tee of Pasadena  
The First Tee of San Diego  
The First Tee of San Francisco  
The First Tee of San Joaquin  
The First Tee of San Jose  
The First Tee of South Los Angeles  
The First Tee of the Coachella Valley  
The First Tee of the Tri-Valley  
The First Tee of Ventura County  
Alisal Union School District  
Alum Rock Union Elementary School District  
Antioch Unified School District  
Carpinteria Unified School District  
Central Unified School District (Fresno)  
Coachella Valley Unified School District  
Fresno Unified School District  
Monterey Peninsula Unified School District  
Oakley Union School District  
Palo Alto Unified School District  
Pasadena Unified School District  
Pittsburg Unified School District  
Rocketship Education  
Sacramento City Unified School District  
San Bernardino City Unified School District  
San Diego Unified School District  
San Diego-Albert Einstein Academy  
San Marcos Unified School District  
Santa Rosa Elementary School District  
Vacaville Unified School District  
MCAS Miramar  
Murphy Canyon, San Diego  
Naval Base, Ventura County  
Naval Supply Depot, Monterey  
Vandenberg Air Force Base

## COLORADO

The First Tee of Denver  
The First Tee of Eagle County  
The First Tee of Green Valley Ranch  
The First Tee of Pueblo  
Adams 12 Five Star Schools  
Cherry Creek School District  
Colorado Springs District 11  
Denver - Denver Academy  
Denver Public Schools  
Denver - Tennyson Center for Children  
Douglas County School District  
Falcon School District 49  
Montrose County School District RE-1J  
Pueblo School District 60  
St. Vrain Valley School District RE1J  
Woodland Park School District  
Fort Carson  
U.S. Air Force Academy

## CONNECTICUT

The First Tee of Connecticut  
The First Tee of Fairchild Wheeler  
Cromwell Public Schools  
Hartford Public Schools  
Middletown Public Schools  
New Haven Public Schools  
Norwalk Public Schools  
Rocky Hill Public Schools  
Naval Submarine Base New London

## DELAWARE

The First Tee of Delaware  
Christina School District  
Indian River School District  
Dover Air Force Base

## DISTRICT OF COLUMBIA

The First Tee of Washington, DC  
District of Columbia Public Schools

## FLORIDA

The First Tee of Brooksville  
The First Tee of Broward  
The First Tee of Clearwater  
The First Tee of Jacksonville  
The First Tee of Lakeland  
The First Tee of Miami  
The First Tee of Naples/Collier  
The First Tee of Northwest Florida  
The First Tee of Sarasota/Manatee  
The First Tee of St. Johns County  
The First Tee of St. Petersburg  
The First Tee of Tampa Bay  
The First Tee of The Palm Beaches  
The First Tee of the University of North Florida  
Broward County Public Schools  
Clay County Schools  
Collier County School District  
Duval County Public Schools  
Escambia County School District  
Hillsborough County Public Schools  
Lee County Public Schools  
Manatee County School District  
Miami-Dade County Public Schools  
Okaloosa County School District  
Orange County Public Schools  
Osceola County Public Schools  
Palm Beach County, School District of  
Polk County Schools  
Sarasota County School District  
Seminole County School District  
St. Johns County School District  
West Palm Beach - Rosarian Academy  
MacDill Air Force Base  
Naval Air Station, Pensacola  
Naval Station, Mayport

## GEORGIA

The First Tee of Albany  
The First Tee of Atlanta  
The First Tee of Augusta  
The First Tee of Columbus, Georgia  
The First Tee of East Lake  
The First Tee of Savannah  
The First Tee of Troup County  
Cobb County School District  
Gwinnett County School District  
Rockdale County Public Schools  
Troup County

Fort Gordon  
Fort McPherson  
Fort Stewart  
Hunter Army Airfield

## HAWAII

The First Tee of Hawaii  
Maui County Schools  
Hickam Air Force Base  
Naval Station Pearl Harbor

## IDAHO

The First Tee of Idaho  
Mountain Home Air Force Base

## ILLINOIS

The First Tee of Aurora & Fox River Valley  
The First Tee of Chicago  
The First Tee of Decatur  
The First Tee of Great River  
The First Tee of Greater Rockford  
The First Tee of Joliet  
The First Tee of Northeastern Illinois  
The First Tee of Western Illinois University  
Chicago Public Schools  
Davenport Community Schools  
Moline School District No. 40  
Oswego CUSD 308  
Rockford School District 205  
Will County School District 92

## INDIANA

The First Tee of Hammond  
The First Tee of Indianapolis  
The First Tee of Valparaiso  
Indianapolis Public Schools  
Richmond Community Schools

## IOWA

The First Tee of Greater Des Moines  
The First Tee of Quad Cities  
Davenport Community Schools

## KANSAS

The First Tee of Cimarron  
The First Tee of Manhattan  
The First Tee of Salina  
The First Tee of Shawnee County  
Fort Riley Unified School District 475  
Manhattan-Ogden USD 383

## KENTUCKY

The First Tee of Lexington  
The First Tee of Louisville  
The First Tee of Owensboro  
The First Tee of Pine Mountain  
Clark County Public Schools  
Lexington-Fayette County Public Schools  
Winchester-Fayette County Public Schools  
Fort Campbell

## LOUISIANA

The First Tee of Avoyelles  
The First Tee of Central Louisiana  
The First Tee of East Baton Rouge Parish  
The First Tee of Greater New Orleans  
The First Tee of Northeast Louisiana  
The First Tee of Northwest Louisiana  
DeSoto Parish School District  
Jefferson Parish Public Schools  
Monroe, LA Schools  
Barksdale Air Force Base  
NAS JRB, New Orleans

## MAINE

The First Tee of Maine  
Portland School District  
South Portland School Department  
Westbrook Schools Department

## MARYLAND

The First Tee of Baltimore  
The First Tee of Howard County  
The First Tee of Montgomery County, MD  
The First Tee of Prince George's County  
Baltimore County Public School District  
Harford County Public Schools

## MASSACHUSETTS

The First Tee of Massachusetts  
Barnstable Public School District  
Concord School District  
Everett Public Schools  
Mansfield Public Schools

Norton Public Schools  
Sudbury School District  
Hanscom Air Force Base

## MICHIGAN

The First Tee of Battle Creek  
The First Tee of Benton Harbor  
The First Tee of Boyne Highlands  
The First Tee of Detroit  
The First Tee of Mid-Michigan  
South Lyon Community Schools

## MINNESOTA

The First Tee of Blaine  
The First Tee of Minneapolis  
The First Tee of Rochester  
The First Tee of St. Paul  
The First Tee of Three Rivers Park District  
Minneapolis - Marantha Christian Academy

## MISSISSIPPI

The First Tee of Meridian  
The First Tee of The Pine Belt  
Greenwood Public School District  
Grenada School District  
Hattiesburg School District  
Hinds County Schools  
Jefferson Davis County School District  
Leflore County School District  
Madison County School District  
Petal School District  
Rankin County School District  
Smith County School District  
Naval Air Station, Meridian

## MISSOURI

The First Tee of Greater Kansas City  
The First Tee of Greater St. Louis  
The First Tee of The Ozarks

## MONTANA

The First Tee of Montana  
Billings Catholic Schools  
Billings District #2

## NEBRASKA

The First Tee of Omaha  
Elkhorn Public Schools  
Lincoln Public Schools  
Omaha Public Schools  
Offutt Air Force Base

## NEVADA

The First Tee of Northern Nevada  
The First Tee of Southern Nevada  
Clark County School District  
Nellis Air Force Base

## NEW HAMPSHIRE

The First Tee of New Hampshire  
Colebrook School District  
Conway School District  
Fremont School District  
Grantham School District  
Hampton School District  
Manchester School District  
Milton School District  
North Hampton School District  
Pelham School District  
Portsmouth School District  
Seabrook School District  
Stratham School District  
Sunapee School District

## NEW JERSEY

The First Tee of Essex County  
The First Tee of Greater Atlantic City  
The First Tee of Greater Trenton  
The First Tee of Monmouth and Ocean Counties  
The First Tee of Raritan Valley  
Englewood Public Schools  
Hamilton Township School District  
Highland Park School District  
Jersey City Schools  
Montgomery Academy  
New Brunswick Public School District  
Newark Public Schools  
North Brunswick Township School District  
Old Tappan School District  
Paramus Public Schools  
Plainfield Public Schools  
Fort Monmouth  
Picatinny Arsenal

**NEW MEXICO**

The First Tee of San Juan County, NM  
 The First Tee of Santa Fe  
 The First Tee of the Pecos Valley  
 Albuquerque Public Schools  
 Roswell Independent School District

**NEW YORK**

The First Tee of Corning  
 The First Tee of Metropolitan New York  
 The First Tee of Nassau County  
 The First Tee of Rochester, NY  
 The First Tee of Syracuse  
 The First Tee of Western New York  
 East Syracuse Minoa School District  
 Greenburgh New Castle Union  
 Free School District  
 Ithaca City School District  
 Jamesville-Dewitt School District  
 Lansing Central Schools  
 Lyncourt Union Free School District  
 New York City School District #1  
 Port Byron Central School District  
 Queens-School District 28  
 Rochester City School District  
 Scarsdale Union Free School District  
 Scotia-Glenville Central School District  
 Southern Cayuga Central School  
 Syracuse City School District  
 West Genesee Central Schools  
 Westhill Central School District  
 White Plains Public Schools  
 Yonkers Public Schools

**NORTH CAROLINA**

The First Tee of Brunswick County  
 The First Tee of Charlotte  
 The First Tee of Cleveland County  
 The First Tee of the Lake Norman Region  
 The First Tee of the Sandhills  
 The First Tee of the Triad  
 The First Tee of the Triangle  
 Alexander County Schools  
 Brunswick County Schools  
 Caldwell County Schools  
 Catawba County Schools  
 Charlotte-Mecklenburg Schools  
 Cleveland County Schools  
 Cumberland County Schools  
 Forsyth County Public Schools  
 Gaston County Schools  
 Hickory Public Schools  
 Jackson County Public Schools  
 Macon County School District  
 Moore County School District  
 Newton-Conover City Schools  
 Wake County Public School System  
 Winston-Salem/Forsyth County School District

**NORTH DAKOTA**

The First Tee of Minot  
 Minot Public Schools

**OHIO**

The First Tee of Akron  
 The First Tee of Canton  
 The First Tee of Cleveland  
 The First Tee of Columbus  
 The First Tee of Cooks Creek  
 The First Tee of Greater Cincinnati  
 & Northern Kentucky  
 The First Tee of Greater Miami Valley  
 The First Tee of Lake Erie  
 The First Tee of Mahoning Valley  
 Akron Public Schools  
 Buckeye Valley Local Schools  
 Canton - Canton Country Day School  
 Canton - Heritage Christian School  
 Cincinnati Public Schools  
 Cincinnati School District  
 Columbus Public Schools  
 Columbus School for Girls  
 Diocese of Youngstown  
 Dublin City Schools  
 Granville Exempted Village Schools  
 Hamilton City Schools  
 Kenston Local Schools  
 Marysville Schools  
 New Albany - Plain Local School District  
 Olentangy Local School District  
 Ontario Local Schools  
 Pickerington Local Schools  
 St. Marys City School District  
 The Wellington School  
 Upper Arlington City School District

Westerville City Schools  
 Westfall Local School District  
 Worthington Schools  
 Wright-Patterson Air Force Base

**OKLAHOMA**

The First Tee of Metropolitan Oklahoma City  
 The First Tee of Tulsa

**OREGON**

The First Tee of Portland  
 The First Tee of The Children's Course  
 The First Tee of Willamette Valley  
 Salem-Keizer School District

**PENNSYLVANIA**

The First Tee of Beaver Falls  
 The First Tee of Lehigh Valley  
 The First Tee of Philadelphia  
 The First Tee of Pittsburgh  
 The First Tee of Sharon  
 The First Tee of Suburban Philadelphia  
 The First Tee of the Susquehanna Valley  
 Albert Gallatin Area School District  
 Archdiocese of Philadelphia  
 Boyertown Area School District  
 Brownsville Area School District  
 Chester/Upland School District  
 First Philadelphia Charter School  
 Frazier School District  
 Laurel Highlands School District  
 Philadelphia, The School District of  
 Pocono Mountain School District  
 State College Area School District  
 Uniontown Area School District

**RHODE ISLAND**

Charho Regional School District

**SOUTH CAROLINA**

The First Tee of Aiken  
 The First Tee of Columbia  
 The First Tee of Greater Charleston  
 The First Tee of Greenville  
 The First Tee of Myrtle Beach  
 The First Tee of Spartanburg  
 Aiken County Public Schools  
 Barnwell School District 19  
 Beaufort County School District  
 Berkeley County School District  
 Charleston County School District  
 Greenville County Schools  
 Horry County Schools  
 Richland County School District  
 Richland County School District One  
 Charleston Air Force Base  
 Naval Weapons Station, Charleston

**SOUTH DAKOTA**

The First Tee of Rapid City  
 The First Tee of South Dakota  
 The First Tee of The Pine Ridge  
 Indian Reservation  
 Harnsburg School District  
 Mitchell School District 17-2  
 Mount Vernon School District 17-3  
 Shannon County Schools  
 Sioux Falls Catholic School System  
 Sioux Falls School District  
 Tea Area School District  
 Yankton School District

**TENNESSEE**

The First Tee of Chattanooga  
 The First Tee of Clarksville  
 The First Tee of Knoxville  
 The First Tee of Memphis  
 The First Tee of Nashville  
 The First Tee of Smyrna  
 The First Tee of the Tri-Cities  
 The First Tee of Williams Creek  
 Clarksville Montgomery County School District  
 Memphis City Schools  
 Metropolitan Nashville Public Schools  
 Naval Support Activity, Mid-South

**TEXAS**

The First Tee of Arlington  
 The First Tee of Brazoria County  
 The First Tee of Fort Worth  
 The First Tee of Greater Austin  
 The First Tee of Greater Brownsville  
 The First Tee of Greater Dallas  
 The First Tee of Greater El Paso  
 The First Tee of Houston/F.M. Law Park  
 The First Tee of Greater Houston

The First Tee of Killeen  
 The First Tee of San Antonio  
 The First Tee of the Golden Triangle  
 The First Tee of The Piney Woods  
 The First Tee of Trinity

Aldine Independent School District  
 Clear Creek Independent School District  
 Coppell Independent School District  
 Dallas Independent School District  
 Dickinson Independent School District  
 El Paso - St. Marks Day School  
 Fort Sam Houston Independent School District  
 Galena Park Independent School District  
 Houston Independent School District  
 Humble Independent School District  
 Irving Independent School District  
 Killeen Independent School District  
 Lackland Independent School District  
 Pearland Independent School District  
 San Antonio Independent School District  
 Texas City Independent School District  
 Waller Independent School District  
 Fort Bliss  
 Fort Hood  
 Fort Sam Houston & Medical Center  
 Lackland Air Force Base  
 NAS JRB Fort Worth

**UTAH**

Murray School District

**VERMONT**

Addison Central Supervisory Union  
 Addison Northeast Supervisory Union  
 Alburgh School District  
 Barnard School District  
 Bennington-Rutland Supervisory Union  
 Bradford School District  
 Brandon School District  
 Brattleboro School District  
 Bridgewater School District  
 Bridport School District  
 Bristol School District  
 Burlington School District  
 Caledonia North Supervisory Union  
 Cavendish School District  
 Chelsea School District  
 Chester-Andover Unified School District  
 Chittenden South Supervisory Union  
 Dover School District  
 East Barre School District  
 East Dummerston School District  
 East Montpelier  
 Fayston School District  
 Franklin West  
 Grafton School District  
 Grand Isle Supervisory Union  
 Killington School District  
 Ludlow School District  
 Lyndon School District  
 Manchester School District  
 Middlesex School District  
 Milton Independent School District  
 Milton Town School District  
 Mount Holly School District  
 New Haven School District  
 Newbury School District  
 North Clarendon School District  
 North Springfield School District  
 Northfield School District  
 Orange East Supervisory Union  
 Orange North Supervisory Union  
 Orange-Windsor Supervisory Union  
 Pittsford School District  
 Plymouth School District  
 Pomfret School District  
 Proctor School District  
 Reading School District  
 Rochester School District  
 Rutland Central Supervisory Union  
 Rutland Northeast Supervisory Union  
 Rutland South Supervisory Union  
 Rutland Town School District  
 Rutland-Windsor Supervisory Union  
 South Burlington School District  
 Springfield School District  
 St. Albans School District  
 Stockbridge School District  
 Wardsboro School District  
 Warren School District  
 Washington Central Supervisory Union  
 Washington South Supervisory Union  
 Washington West Supervisory Union  
 West Pawlet School District  
 Westminster School District  
 Williston School District

Windham Central Supervisory Union  
 Windham Northeast Supervisory Union  
 Windham Southeast Supervisory Union  
 Windsor Central School District  
 Windsor County Supervisory Union  
 Windsor Northwest Supervisory Union  
 Windsor School District  
 Windsor Southeast Supervisory Union  
 Windsor Southwest Supervisory Union

**VIRGINIA**

The First Tee of Charlottesville  
 The First Tee of Danville  
 The First Tee of Hampton Roads  
 The First Tee of Harrisonburg  
 The First Tee of Prince William County  
 The First Tee of Richmond & Chesterfield  
 The First Tee of Roanoke Valley  
 The First Tee of the Maury River Basin  
 Albemarle County Public Schools  
 Arlington Diocese  
 Charlottesville City Schools  
 Chesterfield County Public Schools  
 Hampton City Schools  
 Harrisonburg City Public Schools  
 Loudoun County Public Schools  
 Portsmouth Public Schools  
 Prince William County  
 Virginia Beach City Public Schools  
 York County School Division  
 Fort Belvoir  
 MCB Quantico  
 Naval Air Station, Oceana  
 Naval Amphibious Base, Little Creek

**WASHINGTON**

The First Tee of Columbia Basin  
 The First Tee of Greater Seattle  
 The First Tee of North Puget Sound  
 The First Tee of Olympia  
 The First Tee of Yakima  
 Archdiocese of Seattle  
 Auburn School District  
 Granger School District  
 Kent School District  
 Pasco School District  
 Richland School District  
 Seattle Public Schools  
 Spokane Public Schools  
 Yakima School District  
 Naval Station Everett (East Sound)  
 Naval Station Whidbey

**WEST VIRGINIA**

The First Tee of West Virginia

**WISCONSIN**

The First Tee of Madison  
 The First Tee of Milwaukee County  
 The First Tee of Northeast Wisconsin  
 Madison Metropolitan School District  
 Milwaukee Public Schools

**WYOMING**

The First Tee of the University of Wyoming  
 Laramie County School District One

**INTERNATIONAL****CANADA**

The First Tee of Montreal

**IRELAND**

The First Tee of Ireland

**NEW ZEALAND**

The First Tee of New Zealand

**SINGAPORE**

The First Tee of Singapore

**UNITED KINGDOM**

The First Tee of Manchester, UK\*

\* denotes International Pilot Initiative

## LIFE SKILLS EDUCATION

**The PLAYer level of the Life Skills Experience** is the newly established entry level into the Life Skills Experience for all participants age 7 and older. The development of this innovative level is based on a variety of sources, including eight years of Chapter network feedback, third-party research and a pilot of 20 Chapters with over 1,000 participants. The PLAYer level provides developmentally appropriate curriculum and introduces playing the game of golf with special emphasis on learning golf, The First Tee Code of Conduct, appreciating rules and etiquette of the game and developing your game in golf and life. As one coach, whose Chapter participated in the pilot, said:

*“Using the PLAYer curriculum, the participants have enjoyed their experience with the game more and as such bring their friends and family to join them when class is not in session.”*

The new PLAYer level was successfully implemented in more than 70% of Chapters that were trained in the new curriculum.

The 2009 PLAYer and Certification Survey yielded positive results about training, implementation and satisfaction. Among the 75 participating Chapters surveyed, findings showed:

- 89% were satisfied or very satisfied with content
- 75% were satisfied or very satisfied with lesson plans
- 81% were satisfied or very satisfied with certification



In 2009, The First Tee conducted its first **PLAYer Advanced Academy** at the University of Richmond in Virginia. Twenty-five participants from around the world took part in a week-long event designed to develop and prepare participants for higher level competition. The Academy focused on five areas: preparing for success, golf technique, emotional intelligence, physical fitness and nutrition and golf equipment. Two participants from the inaugural class were offered scholarships to play collegiate golf in the fall of 2010.

*“The First Tee has made an impact on my personal life, my academic goals and my golf game. Most importantly, it’s made me a far better person than I would have been without such a program. Thank you, The First Tee.”*

- **Lauren Conder**, The First Tee of Contra Costa and PLAYer Advanced Academy Participant.

## Responsibility



*“The values and experiences I have gained during my five years at The First Tee define me.”*

**Ian Bellah**

The First Tee of Philadelphia

# What Makes Me Stronger

BY NICHOLAS SCHAFER / The First Tee of Greater Sacramento

Shrimp. Shorty. Mini-me. Short stuff. Midget. Little Man... these are just some of the nicknames I am called daily. For years I have had to overcome the verbal abuse from my peers and even those younger than me.

I grew about four inches in the past year, yet I am still only 5'2" and just over 95 pounds. Being the smallest person in your grade in high school, especially a guy, is not something I wished for. Unfortunately for me, I've been in that position for nearly my entire life.

Being part of The First Tee has had a huge impact on how I look at my situation. The core value confidence has so much meaning to me and has taught me so much over the years. It is important for me to have extreme confidence and not let others bring me down. Every day I remind myself how fortunate I am in every aspect of life.

I always try to stay positive and am learning how to let things go that are not in my control. On the golf course, I always remember what my dad has told me. "God blessed me with being small because it forces me to work harder on my short game." I know I am going to overcome this obstacle and I won't be small forever. I just have to have the patience to work through it and realize it makes me stronger.



<b>Nicholas Schafer</b>	
Resume	
<b>2009</b>	
A/B Honor Roll	
Coca-Cola America's Future Designated Scholar Class of 2010	Atlanta, GA
The First Tee Ace Certification	
<b>2008</b>	
A/B Honor Roll	
Toro Future Leaders Forum at Walt Disney World Resort	Orlando, FL
Walmart First Tee Open at Pebble Beach	Pebble Beach, CA
<b>2007</b>	
A/B Honor Roll	
The First Tee of Greater Sacramento Core Value Award	Sacramento, CA
Walmart First Tee Open at Pebble Beach	Pebble Beach, CA
<b>2006</b>	
A/B Honor Roll	
Life Skills & Leadership Academy	Kansas State University



## THE FIRST TEE MENTORING PROGRAM

Thanks to the support of The Royal Bank of Scotland, The First Tee announced the creation of a consistent and focused adult to child mentoring program in February that was piloted in September. The program was rolled out to 12 pilot Chapters that were trained and given skill sets necessary to start and run successful mentoring programs. Additional training will take place at the Network Meeting in February 2011 to expand it throughout the network.

This new program for The First Tee builds on over a decade of experience with life skills education and positive

youth development and is a natural extension for The First Tee in its mission to impact today's youth. The curriculum was written by youth development expert, Dr. Al Petitpas of Springfield College in Springfield, Mass.

**The First Tee Mentor** is a person who models The First Tee Nine Core Values and strives to foster positive youth development by using The First Tee Coach Philosophy as a building block to establish a supportive and mutually beneficial relationship with The First Tee participant.

### • • • • Perseverance • • • •



**“The First Tee emphasizes Nine Core Values. The one that hit closest to me is perseverance. Everyone at The First Tee, my coach in particular, emphasized the importance of never giving up and taught me how to go about accomplishing my goals. Not only was I learning to succeed on the golf course and in the classroom, but in life as well.”**

**Roberto Rosas**  
The First Tee of San Diego





## 2009 NETWORK MEETING

Kicking off the final stretch of The First Tee Phase III Strategic Plan, and unveiling the theme “Forces Fore Good,” the Network Meeting in February was an opportunity for Chapters to reflect on how they could become high-impact agents of change in their communities. The theme drew from the acclaimed book *Forces for Good*, which examined the six practices of high impact non-profits. Consistent with the book, the Network Meeting explored ways The First Tee network can create large scale impact through its work with young people.

The meeting was highlighted by presentations from author of *Forces for Good* Heather McLeod Grant, NFL Hall of Famer Ronnie Lott and Gen. Colin Powell, USA (Ret.).



*“I have been involved in a number of youth-serving programs and I don’t know of any that have grown as rapidly and firmly as The First Tee. We need youngsters who have had placed in their hearts by adults in their lives the Nine Core Values of The First Tee. Young people must be taught these values and believe they can help them move upward. We want kids to believe in themselves, to believe in their communities, give back to others and believe in America.”*

- General **Colin Powell**, USA (Ret.)

## • • • • Honesty • • • •



**“The First Tee has impacted my life greatly. It provided me with more confidence. Being involved in the program has given me the opportunity to learn valuable skills that I can use to better my life.”**

**Jessie Hamilton**

The First Tee of New Zealand



## PARTNERS IN GIVING

Through philanthropic support of many donors at various levels, The First Tee is able to sustain its programs and propel today's youth into becoming tomorrow's leaders.

## Supporting the National School Program

Two businessmen, friends and golf partners in Salem, Ore., joined forces to bring The First Tee National School Program to nearly 70% of Salem-Keizer Public Schools in 2009-2010. Philanthropic-natured Larry Tokarski and Dennis Young inquired about the program through The First Tee of Portland and, after learning more, determined it was something they wanted to bring to their community.

"By supporting this program, these donors are giving back to our community in a positive way," said Salem-Keizer Public Schools superintendent, Dr. Sandy Husk. Our community will certainly benefit from [The First Tee] Nine Core Values these young upcoming citizens will be developing through the curriculum. The physical educators are totally supportive and excited about the program."



## Foundations and Grants

With funds generated by way of the state's "Golf Capital of the World" license plate sales, the Florida Junior Golf Council distributes grants to organizations that offer balanced junior golf programming. The grant committee's preference for programs that include a life skills component is so strong, they specifically cite The First Tee Nine Core Values on their website as a model for this concept.

Over the past three years, funding generated from sales of the "golf license plate" has benefited all Chapters of The First Tee in Florida, and has also assisted in implementing The First Tee National School Program in more than 80 elementary schools. The grant support is helping to introduce life-enhancing values to more than 50,000 young people annually, a number that should continue to grow in years to come.



### • • • • Courtesy • • • •



"I grew from my experiences at The First Tee and want to pursue a career that incorporates the core values that The First Tee teaches. I want to thank The First Tee for making me a better golfer but more importantly a better person."

**August Garland Jonas**

The First Tee of Jacksonville







## Individual Passion

Before taking on the role of managing director at a private equity group in New York, David Cohen took extended time off to investigate charitable organizations with which he might like to be involved. As an avid golfer, he had seen commercials for The First Tee during tournament telecasts and began to research the organization.

Cohen already served on several advisory boards and alumni fundraising committees for Duke University, his alma mater, and thought The First Tee might give young people the tools they need to prepare for higher education and successful careers.

Following a meeting and a visit to an existing Life Skills and Leadership Academy, Mr. Cohen led the way in support of a new academy concept, and the inaugural PLAYer Advanced Academy was realized Summer 2009. For the first time, The First Tee brought together a diversified group of young people to focus on preparations for higher education, including steps necessary to compete on a collegiate golf team.

Cohen also recognized the need to support his local Chapter, The First Tee of Metropolitan New York, where he serves on the Board and has organized outings to benefit the Chapter and home office.

## Sustaining Corporate Support

As part of FedEx's commitment to environmental sustainability, the FedExCup® Fore!Ever campaign was launched, teaching The First Tee participants about sustainable golf practices while facilitating eco-friendly public golf course improvements at Chapter facilities in communities that host PGA TOUR FedExCup tournaments.

Funded in 2009 and 2010, the course improvement events are taking place with the help of FedEx team members, PGA TOUR players and young people from The First Tee. The goal is to make local community courses more eco-friendly and minimize their carbon footprint. In addition to golf course improvements, Audubon International developed a sustainability-relevant curriculum for The First Tee to be used throughout the Chapter network, which will launch in the fall of 2010.



# OPERATING FUND REPORT

2009 • Unaudited

Year ending December 31, 2009

## REVENUE

Founding Partners	\$3,713,000	31%
Corporations	3,950,000	33%
Government	1,318,000	11%
Individuals and Other	2,902,000	25%
<b>TOTAL</b>	<b>\$11,883,000</b>	

<b>BEGINNING CASH</b>	<b>\$6,604,000</b>
<b>ENDING CASH</b>	<b>\$6,494,000</b>

## EXPENDITURES

Chapters, Life Skills Education, National School Program and Department of Defense	\$8,041,000	67%
Chapter Grants	412,000	3%
Designated Funds to Chapters	1,175,000	10%
Fund-raising and Administrative	2,365,000	20%
<b>TOTAL</b>	<b>\$11,993,000</b>	





# 2009 ANNUAL REVIEW

