

ANNUAL REVIEW 2019





REFLECTING ON 2019

IT is an honor to serve as chairman of the First Tee Board as I remain deeply committed to the long-term success of this organization and the young people we serve. I am proud of the accomplishments in 2019 to strengthen, evolve and position First Tee for a bright future.

While COVID-19 has brought unforeseen circumstances thus far in 2020, we are dedicated to ensuring the organization manages through the current conditions and emerges ready to continue its transformational impact on young people. The values that are so core to First Tee are more important than ever, and we want to ensure young people are supported not only through this challenge, but those that are sure to come throughout their lifetime.

As we look to the future, there are several important initiatives underway, including an investment in technology to better reach and connect with First Tee's audiences and an exciting refresh of First Tee's brand and curriculum after 22 years. I am pleased First Tee is better positioned to lean on PGA TOUR's global influence and reach with our new 501(c)3 structure, PGA TOUR First Tee Foundation, which will help to build First Tee awareness around the world.

Thank you for all you do to lift up, cheer on and support this important organization. First Tee wouldn't be where it is today without the passion of thousands of caring adults just like you.

You are making a difference.



Jay Monahan
Chairman, Board of Governors
Commissioner, PGA TOUR

IN 2019 we focused our efforts on several key initiatives, including an independent evaluation of our curriculum that leveraged stakeholder research and feedback, with a goal to ensure we remain relevant and maximize our impact on young people. We also rolled out First Tee's Safe Sport Policy, which has elevated prevention, training and reporting of child safety to the highest priority across the organization.

We welcomed two new domestic chapters to the network, West Texas and North Coast (CA), as well as two international chapters, Morocco (Africa) and Australia, which were announced in conjunction with the 2019 Presidents Cup. Throughout the year we also made significant progress on the evolution of the 22-year-old First Tee brand with the goal to carry forward the core foundational equity as we begin to roll it out over the coming year.

While 2020 will prove to be an historic year due to the COVID-19 pandemic, I am proud of the innovation, agility and creativity of our team and the network. We continue to put kids and their families first, building confidence despite new challenges, and helping young people build the inner strength to persevere through whatever comes their way.

My goal is to ensure we emerge from this crisis better positioned than ever to empower today's young people for the future.

Thank you for your continued support of our mission.



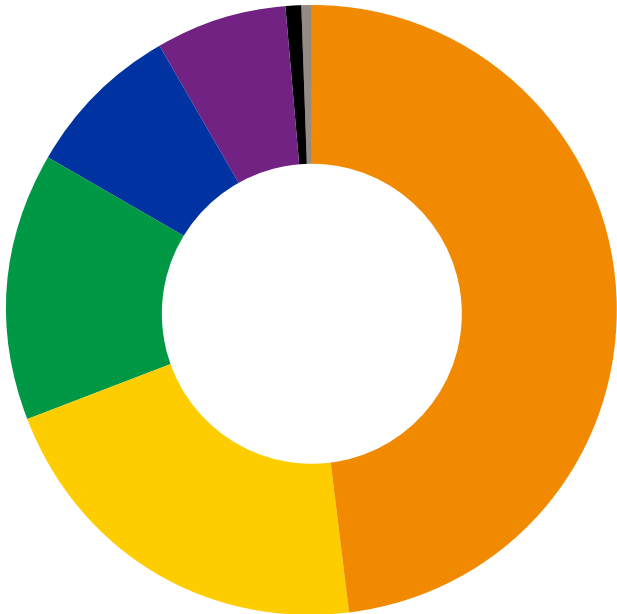
Gregory T. McLaughlin
Chief Executive Officer
First Tee



Our Network's Impact In 2019

OUR REACH

156,772	Youth through chapters
382,329	Youth through clinics/events
3,131,901	Youth through schools/after school programs
3,671,002	Total youth impacted



Caucasian	48%
Latino/Hispanic	21%
African-American	14%
Asian	8%
Multi-Racial	7%
Native American	>1%
Pacific Islander	>1%



62%
Male



38%
Female



25%
Teens

Gender and Ethnicity of Chapter Participants

OUR PARTNERSHIPS



Chapters



First Tee DRIVE,
After School Locations



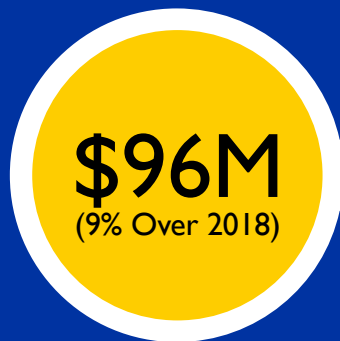
National School Program,
Number of Schools



Coaches Trained



Teachers and
Youth Leaders
Trained



Chapter Network
Revenue

College Scholarships



\$12,235,950
HQ + Chapters Since Inception



STRENGTHENING COMMUNITIES

More than 20,000 adults come together to support kids and teens each year. Our chapters – and especially coaches – are the heart of the organization and the stewards of our experience. We work to ensure they feel supported, connected to the greater mission and inspired to bring it to life in new ways in their communities each day.

First Tee experiences are fun, caring, safe, accepting and growth-oriented. Many chapters are working to expand their footprint and ways to connect with kids and teens through learning centers, including Austin, Pittsburgh, Raleigh-Durham (First Tee of the Triangle), Seattle and Toledo (First Tee of Lake Erie).

We cheer ALL of our chapters on, and are proud of their commitment to First Tee's impact each year. From the dedication and passion the coaches, volunteers and chapter staff bring, to the rigor in

training and deploying the curriculum, to the experts who help shape it, First Tee is a true family and safe harbor for the next generation.



DRIVING FORWARD

Each year brings new opportunities to support the network and evolve what we do to ensure we are maximizing our mission. Here are some highlights from 2019:

CHAPTERS: We provided support through quarterly briefings, in-person visits, five regional staff and board training conferences; national promotion supported by year-round localized templates and toolkits; and added two domestic chapters (West Texas and North Coast, CA) and two international (Morocco, Africa and Australia) to the network.

CURRICULUM ENHANCEMENTS: The Bridgespan Group, a leading social impact advisor to nonprofits, completed a six-month review of our longstanding programs and with stakeholder input, plotted a detailed path for future growth and continued impact.

PUTTING SAFETY FIRST: We increased resources and investment to advance our culture of safety, including prevention measures of centralized background checks and mandatory online training developed by the U.S. Center for SafeSport.

FIRST TEE COLLEGE SCHOLARSHIP PROGRAM: We kicked off a robust national program that will provide alumni with financial assistance, professional development workshops and substantial mentoring throughout their college experience. The first class will be named in 2020.

BRAND EVOLUTION: Significant progress was made on an evolution of our 22-year-old First Tee brand with the goal of ensuring connection with today's kids and families, while carrying forward the core foundational equity that has been built over time. The rollout will begin in 2020.





YOUTH LEADERSHIP EVENTS

Joe Louis Barrow, Jr. Life Skills & Leadership Academy

96 teens engaged in valuable leadership discussions exploring diversity and leveraging platforms to drive change in their local communities. Participants also experienced Boise State University's outdoor team building program which is committed to enhancing leadership development and cohesiveness among the teens through adventure-based learning.

John Deere Drive Your Future Academy

First Tee's all-girls national event provided 24 talented teens the opportunity to experience activity-based workshops, roundtable discussions and play golf at the iconic TPC Harding Park. The week included

a volunteer opportunity at the Pomeroy Recreation & Rehabilitation Center and a female executive panel discussion at Facebook headquarters. The academy brought the girls together to learn what 'drives' them to becoming impactful leaders in their communities.

Coca-Cola America's Future

First Tee rising seniors networked with executives during a career exploration experience at Coca-Cola headquarters. A young professionals panel discussion provided insight into their college experience, the importance of internships, and how their journey led them to Coca-Cola. The teens also received VIP access to the TOUR Championship and a campus visit to Georgia Tech.



Life Skills & Leadership Academy



John Deere Drive Your Future Academy

2019 Participant Events

Wells Fargo Succeeding Together Contest
April 29-May 5
Charlotte, NC

Perfect Sense Unified Challenge
June 23-27
Washington, D.C.

John Deere Drive Your Future Academy
June 24-28
San Francisco, CA

John Deere Power for Good Scholarship Contest
July 7-11
Silvis, IL

Joe Louis Barrow, Jr. Life Skills & Leadership Academy
July 24-30
Boise, ID

Coca-Cola America's Future
August 21-24
Atlanta, GA

PURE Insurance Championship
September 24-30
Pebble Beach, CA



MEGHNA Mazumdar

First Tee of Connecticut



“

“I saw the creation of the [varsity girls golf] team as a great way to advocate for equality in the world of sports.”

— Meghna

”

MAKING HER MARK

When Meghna Mazumdar was named First Tee's Outstanding Participant of the Year in 2017, we knew she was well on her way to making her mark in the world. The eight young people selected as finalists for the national award come from across our 150 chapters, and all exemplify the strength of character that First Tee seeks to build through its programs. Now a high school junior who has been involved in First Tee of Connecticut since she was seven, Meghna has amassed an impressive resume, including winning a First Tee essay contest that resulted in her playing with Rory McIlroy in the 2016 Wells Fargo Championship Pro-Am, and becoming personal pen pals with Warren Buffet.

In her freshman year at South Windsor High, Meghna wanted to

play on the varsity golf team but her school only offered a team for boys. So Meghna set out to start a girls' team where those interested in golf, like herself, could learn, grow and compete within the sport. Channeling her goal-setting skills honed through First Tee, Meghna successfully raised \$30,000 to support three years of initial funding. Since then the school district officially added varsity girls golf to their lineup.

Next up, Meghna is considering ways she can help bring First Tee's National School Program to her town's four elementary schools as her senior capstone project.

Thank you, Meghna, for being such a strong advocate of First Tee and for making such a lasting impact on your community! You go, girl!





EVAN Koutsopetras

*First Tee of Metropolitan
New York*

“

Through the years his focus and enthusiasm gained a significant amount of steam with the assistance of his go-to-team and this has been essential in building relationships with fellow participants, coaches and community leaders.

— Anthony Rodriguez
Senior Program Director, PGA
First Tee of Metropolitan New York

”

GRIT FOR THE GREATER GOOD

Evan Koutsopetras, has been involved at First Tee of Metropolitan New York since he was seven. Like most teens, he's grown significantly over the last eight years. Unlike most teens, he has had to overcome being told by many he'd never get where he is today. If you ask Evan, he'll tell you his story is one of perseverance — a deep-rooted characteristic strengthened in him through his First Tee experience.

Diagnosed with Autism at three, rejected by several private schools and told flat out he would not earn a high school diploma based on his diagnosis, Evan set out to prove he could perform both academically and athletically in a typical, public high school.

Evan is now an honor roll student, the number one player on his high school golf team, took a trip to Pebble Beach to play alongside legends in the 2019 PURE Insurance Championship Impacting the First Tee and volunteers regularly. He credits First Tee for helping him relate to others and being able to truly connect with his peers. He's found a mentor in coach Anthony Rodriguez and has big plans for his future, where he will continue to meet each challenge head on.

“I firmly believe that the life lessons I've learned in the First Tee have directly prepared me for the obstacles I've had to overcome as well as the challenges I expect to face in the future.”



A portrait of Kristin Nwadike, a young Black woman with short, dark, curly hair. She is looking slightly to the left of the camera with a calm expression. She is wearing a white off-the-shoulder top, a thin silver chain necklace with a small pendant, and small diamond stud earrings. The background is a solid, vibrant orange.

KRISTIN Nwadike

*First Tee of Metro Atlanta
Alumna*

“

Kristin has always been really mature for her age, but to see her grow into the confident and compassionate leader that she is becoming is exciting.

— Jenae Jenkins
Program Director and
Recognized Coach
First Tee of Metro Atlanta

”

FINDING PASSION & PURPOSE

Introduced to First Tee of Metro Atlanta by her mom in 2011, Kristin was shy, easily intimidated and reluctant to step outside of her comfort zone. First Tee became instrumental in helping her find her voice, appreciate the different perspectives of those around her and ultimately, develop the leadership skills that continue to serve her well today.

Longtime coach and mentor from her chapter Timothy Moone, encouraged Kristin to find what she loved to do and pursue it. She graduated high school with honors, and is now actively-involved at University of Georgia. She is a member of several volunteer organizations,

mentors a local high school student and is double majoring in Biology and Accounting.

Leveraging what she learned through First Tee and inspired by health challenges faced by her family, including her mother's breast cancer, father's diabetes and brother's autism, Kristin wants to use her knowledge and voice to help others by finding cures to complex diagnoses.

The First Tee experience is a powerful tool – the curriculum and our trained coaches – to encourage, inspire and empower young people each day. We are proud of alumni, like Kristin, who are well on their way to making the world a better place.





OWAIS Durrani

*First Tee of Greater Houston
Alumnus*



Owais Durrani, DO
Emergency Medicine

“

I will always remember that shy kid who learned about life and confidence because of First Tee.

— Owais

”

A FOUNDATION OF VALUES

When Owais Durrani slips on his white doctor's coat, he stands ready to help treat whatever illness or injury walks through the emergency room doors at UT Health in San Antonio. Currently finishing up his residency, Owais has quickly learned his profession is one that demands a lot – self-confidence, determination and resilience – characteristics he's been building on since his time at First Tee of Greater Houston.

“Life gets difficult and complex at times, but even the most challenging of circumstances boils down to a few basic principles – many of them included in First Tee's values.”

During his time at First Tee of Greater Houston, Owais

developed an interest in social issues and says First Tee gave him the confidence to pursue opportunities that he once didn't see possible for himself as a first-generation American.

Owais received his dual-Bachelor's degree in Biology and Political Science from the University of Texas. He took his passion up a notch by attending medical school. In his gap year, Owais interned at the White House under the Obama administration. He remained dedicated to learning about how to address health disparities, one of his life's greatest passions.

Confident in his foundation, Owais is excited about his future giving back to underserved communities.





“

This community has been wounded; this program will help rebuild the community by reaching these kids. It goes way beyond kids learning to play golf, it's making a better citizen.

— Pam Tyler

*Executive Director
First Tee of the Inland Empire*

”

EMPOWERING SCHOOLS & COMMUNITIES

Over the last 20 years the community of San Bernardino, California has seen it all: from wildfires to a terrorist attack and a school shooting. The reality is more than 30% of the community is still living below the poverty line. Yet this community is showing the definition of resilience.

Thanks to amazing partners like Southern Company, the entire San Bernardino City Unified School District – in partnership with the First Tee of the Inland Empire – has been training PE teachers to bring the First Tee National School Program to every school in the district. What this means

is through fun, engaging and positive golf lessons in PE, the next generation is cheering each other on, respecting classmates and, well, having fun, right in the middle of their school day. While there are many complex aspects to strengthening a community, we believe building character and providing empowering experiences within the schools is part of the answer.

“Most of my students have never seen or used a golf club before,” said Mr. Landers, Belvedere Elementary School PE teacher. “The skills we learn and practice can help us achieve and succeed in everyday life.”



National School Program

FURTHERING OUR MISSION

FOUNDING PARTNERS



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Trustees of First Tee include individuals, corporations and foundations that pledge \$1M or more to our mission. By applying their resources to First Tee's work, Trustees are furthering our efforts to provide strategic direction, curriculum enhancements, ongoing research, continuing education and training for chapter leaders, and certification and training for coaches across the country. We are grateful to the more than 130 First Tee Trustees.

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ShortGolf
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The Coaching Educator
Tempercraft
Xact Xpressions

Tournament Contributions

PGA TOUR

THE PLAYERS Championship
THE TOUR Championship
World Golf Championships-
Dell Technologies Match Play
Championship
World Golf Championships-
Mexico Champ Charity
World Golf Championships-

FedEx Cup St. Jude Invitational
World Golf Championships-
HSBC Championship
The Memorial Tournament
CJ Cup Tournament

PGA TOUR CHAMPIONS

PURE Insurance Championship
at Pebble Beach

KORN FERRY TOUR

Albertson's Boise Open
BMW Charity Pro-Am
Tournament
Chitimacha Louisiana Open
Greater Wichita Open
Lecom Health Tournament
Nationwide Children's Hospital
Championship Tournament

Pinnacle Bank Championship
Rex Hospital Open
TPC Colorado Championship
Utah Championship
Tournament
WinCo Foods Portland Open

Grants

PGA TOUR SUPERSTORE Chapter Recipients

Central Florida
Coastal Carolinas
Denver
Fort Worth
Greater Austin
Greater Chicago

Greater Dallas
Greater Houston
Green Valley Ranch
Indiana
Massachusetts
Metro Atlanta
Metropolitan New York
Naples/Collier

North Florida
Phoenix
San Francisco
Sarasota/Manatee
Silicon Valley
The Coachella Valley
The Lowcountry
The Palm Beaches
The Twin Cities

Three Rivers Park District
Tucson
Utah

USGA PLAYERS FOR LIFE Grant Recipients

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Central Coast
Central Valley

Coastal Carolinas
Connecticut
Contra Costa
Fresno
Greater Charleston
Greater Cincinnati &
Northern Kentucky
Greater Philadelphia
Greater Portland
Greater Richmond
Greater Sacramento
Greater Washington, DC
Green Valley Ranch
Lake Erie
Metropolitan New York
Monterey County
San Francisco

San Joaquin
Silicon Valley
South Dakota
Sandhills
The Triangle
The Tri-Valley

TORO GROW THE GAME Chapter Recipients

Aiken
Central Mississippi
Coastal Carolinas
Eastern Michigan
Fort Worth
Greater Charleston
Greater Cincinnati &
Northern Kentucky

Greater Miami Valley
Greater Pasadena
Greater Portland
Green Valley Ranch
Lake Erie
New Hampshire
North Florida
Omaha
Phoenix
Roanoke Valley
San Juan County, NM
South Central Wisconsin
South Dakota
South Puget Sound
The Coachella Valley

The Sandhills
The Triad
The Triangle
The Twin Cities
The Upstate
The Virginia Peninsula
Three Rivers Park District
Western New York

TORO EQUIPMENT DONATION Chapter Recipients

Greater Tyler
St. Petersburg
Troup County

Legacy Society is First Tee's planned giving fund that ensures we can continue to empower kids and teens through our mission. Thank you to our Legacy Society supporters.

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Mission

To impact the lives of young people by providing educational programs that build character and instill life-enhancing values through the game of golf.







FIRST TEE

425 South Legacy Trail
St. Augustine, FL 32092
firsttee.org