



# Annual Review 2020



# A Year to Remember

**Looking back** on an immensely challenging year, on behalf of everyone associated with First Tee, I want to thank you for your valued support. First Tee faced unprecedented difficulties in 2020 due to the COVID-19 pandemic, like many others, and the strength of our Chapter network and our purpose endured, producing accomplishments worth remembering.

Young people are facing new challenges every day in school and life, and First Tee coaches and mentors are working to empower personal growth, resilience and self-confidence – all through the great game of golf. If 2020 has taught us anything, it's that our programs are needed now more than ever.

Since 1997, we have been incredibly successful in reaching kids from all backgrounds. As we move forward, we are strengthening our resolve to be agents of change and ensure young people from underserved and underrepresented areas of communities have greater access to First Tee. We are also continuing to open the doors to life-changing opportunities through national events and the First Tee College Scholarship Program. I believe First Tee can play an even larger role than ever before in the important areas of diversity, equity and inclusion.

Together with our chapters, school and community partners, First Tee overcame incredible obstacles thanks to your support. This Year in Review video highlights additional accomplishments in partnership with chapters: [firsttee.org/2020YIR](https://firsttee.org/2020YIR).

I am proud of First Tee's positive momentum. We are playing a critical role in building the futures of young people, and your support is what makes it possible.

Thank you,

A handwritten signature in dark blue ink, reading "Jay".

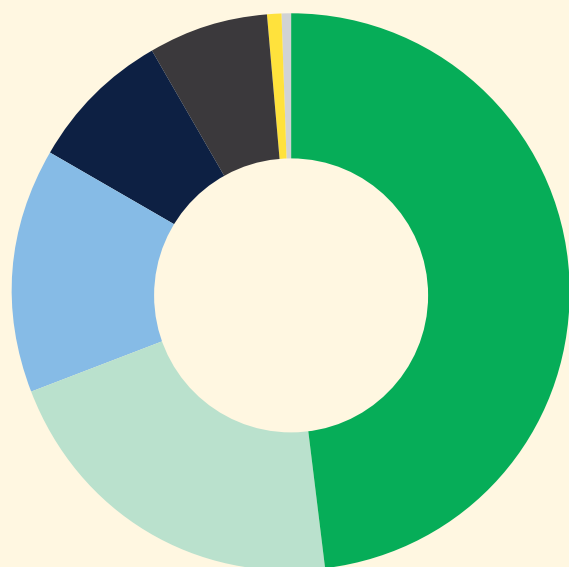
Jay Monahan  
Chairman, Board of Governors  
Commissioner, PGA TOUR



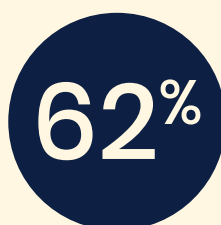
# Marking our Progress

## Young People Impacted in 2020

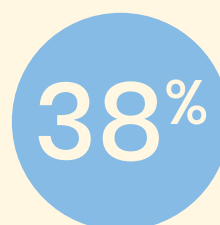
<b>88,000</b>	Through chapters (virtual and in-person)
<b>108,000</b>	Through community programs
<b>140,000</b>	Through clinics and events
<b>3.4 Million</b>	Through schools (2019-20 school year)
<b>3.7 Million</b>	Total youth impacted



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



Male



Female



Teens

\*Gender and Ethnicity of Chapter Participants based on 2019 Data

# Network Expansion & Impact

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## New chapters:

First Tee – Canada (Golf Canada)  
First Tee – Greater Lexington  
First Tee – Puerto Rico

## New operating partners:

Children's Foundation  
(First Tee – Greater Detroit)  
Hawaii State Jr. Golf Association  
(First Tee – Hawaii)

## Financial Support of Network

More than \$5 million in direct support to chapters  
(100% of chapters benefited).

Indirect support through investments in brand,  
technology, curriculum, and community partnerships.

**1,160**

Coaches Trained

**460**

Teachers/Youth  
Leaders Trained

**12,000**

Volunteers  
(including board members)

**113**

Educational webinars  
and peer exchange  
meetings

**100+**

Newly-branded  
promotional tools

## 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.

**Character** is  
what you bring  
to everything  
you do.



## Dr. Amber Hardeman

Internal Medicine Pediatrics Residency  
Tulane University School of Medicine

Alumna, First Tee – Greater Dallas

**Study a dictionary** and you'll discover the definition of inspiration is "the process of being mentally stimulated."

Study a woman's amazing route from First Tee – Greater Dallas to medical missions in Europe and South America to a hospital in New Orleans, and the definition of inspiration would be "the art of being Dr. Amber Hardeman."

"The confidence I gained at First Tee has helped me make changes in my community and worldwide," said Dr. Hardeman, who is a resident physician in Internal Medicine-Pediatrics at the Tulane School of Medicine in New Orleans.

Working tirelessly in a "battle zone," as she describes the area of New Orleans where she joins medical colleagues on the frontline against COVID-19, Dr. Hardeman is committed to

helping the underserved populations, especially minorities. That community service attitude is more important than ever, but it has always fueled Dr. Hardeman's work ethic.

"I strive to use the tools I learned at First Tee to meaningfully contribute to my patients and community."

As a bilingual African American woman, Dr. Hardeman breaks through language and cultural barriers to help treat patients, not "just" the disease.

"Because of my experience, I know that no matter what you are doing in life, you can always be better," she said. "You can always continue to work and grow to become the best version of yourself."

# Building Game Changers





## Jakari Harris

Doctoral Student, Georgia Tech and  
Emory University

### Alumna, First Tee – Metro Atlanta

**Jakari Harris** was introduced to First Tee as a young girl and decided to take it on as she did most things in life – at full speed.

“First Tee always presented me with new experiences and challenges,” she said. “Whenever I faced a challenge, I referred to what I was taught earlier and tried to apply it.”

“When I wasn’t successful, I could always ask for help. This is the same way I take on new experiences and challenges in life. I take the experience for what it is and try to learn as much as I can.”

A distinguished alumna of First Tee – Metro Atlanta, Jakari graduated from Hampton University, a Historically Black College and University (HBCU) in Virginia, where she competed on the golf team. The friends and experiences she made through golf left a lasting impression, so when she heard that the university would cut the golf team’s funding in the wake of COVID-19, she was crushed.

Golf, she felt, was an important vehicle to provide opportunities to those who couldn’t afford college. Undaunted, Jakari leaned on all the core values of her First Tee years and decided to give back. She started a GoFundMe account that has thus far raised \$4,000 toward saving the Hampton golf program.

Her passion to give back doesn’t stop there. Currently enrolled in the Biomedical Engineering PhD program at Georgia Tech and Emory University, Jakari hopes to become a professor at an HBCU to help provide resources for future students like herself.



## Stephanie Sunga

Student, Sacramento State University

Alumna and Coach, First Tee – San Francisco

**Positivity and perseverance** are revered characteristics – and words that describe Stephanie Sunga.

Patience would be another, only the alumna of First Tee – San Francisco didn't quite have the luxury to revel in it. Not when a family situation forced her to grow up quickly.

Having been introduced to First Tee in fifth grade, Stephanie and sister Kaithleen are daughters of immigrants who admirably envisioned the better life America could provide. First Tee was central to that life – especially with Stephanie immersing herself in every program made available.

But a better life didn't mean an easy life, and Stephanie learned how challenging it could become when her father was diagnosed with cancer. As the only driver in the family, Stephanie handled her father's appointments and getting his prescriptions, while juggling homework, golf practice, First Tee classes, and working with Kaithleen to maintain quality family time.

"During this time, I had great support from my peers and coaches," said Stephanie, whose father passed away last year. "They helped me keep a positive mindset."

Likely, those peers and coaches would tell you that Stephanie, now a sophomore at Sacramento State, didn't need much help with her positive mindset.





# Resilience in Action

**To help students** pursue higher education, the First Tee College Scholarship Program was relaunched in 2020. Financial assistance is certainly an integral part of the program, but other components include professional workshops, postgraduate employment opportunities, and mentors who offer support.

Navigating through a pandemic, some of our freshman scholars in 2020-21 shifted career paths, leaning on lessons learned at First Tee.

**Sara Rintoul** of First Tee – Central Florida is a freshman at the University of Florida and the Renee Powell Outstanding Female Leader award winner in 2018. She credits First Tee mentors who encouraged perseverance to the positive mindset she maintains during the COVID-19 pandemic.

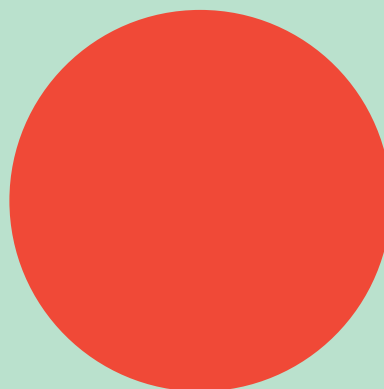


Sara has carried that banner into college and has been inspired to major in Health Sciences and International Studies.

Originally set to enter Yale, **Blake Brantley** of First Tee – Central Carolina chose a gap year due to COVID-19. He was guided in his decision by a First Tee pre-college retreat, where he also embraced a creative way to use his gap year.

Blake helps run a charity, Golf For Life, that collects golf equipment and financial assistance for First Tee participants. To date, the charity has raised \$50,000.

Sara and Blake are but two examples of First Tee students who were given a chance to grow, explore their passions, and give back to their communities.





## First Tee College Scholars Inaugural Class

### **Luke Boldt**

First Tee – Coastal Carolinas  
East Carolina University

*Mentor: Fielding Miller, Captrust*

### **Blake Brantley**

First Tee – Central Carolina  
Yale University

*Mentor: Ted May, May, Bonee &  
Clark Insurance*

### **Jessica Jiao**

First Tee – Metropolitan New York  
Georgetown University

*Mentor: Deborah Klein, Federal  
Communications Commission*

### **Ricky Lam**

First Tee – Tri-Valley  
Harvard University

*Mentor: Jim Smith, Morgan Stanley*

### **Kelly Low**

First Tee – Fort Worth  
University of Texas at Dallas

*Mentor: Omayra McCandele, Dallas Mavericks*

### **Nicole Monsalve**

First Tee – Miami  
Duke University

*Mentor: Meredith Stutz, Doctoral Candidate,  
Duke University School of Medicine*

### **Sara Rintoul**

First Tee – Central Florida  
University of Florida

*Mentor: Marty Evans, Rear Admiral  
U.S. Navy (Ret.)*

### **Remi Shendell**

First Tee – Metropolitan New York  
Emory University

*Mentor: Emily O'Brien, Southern Company*

### **Denise Wei**

First Tee – San Francisco  
University of California, Irvine

*Mentor: Tomoko Nagashima, PwC*



**We build  
experiences  
that build  
character.**

## Staying Connected

**Confronted by the challenge** of an unprecedented pandemic, our chapters used innovation and adaptability to find silver linings.

Consider **First Tee – Northwest Arkansas'** motto: "When the kids couldn't get to First Tee, we came to them."

Creating a Character Development Mobile Unit equipped with the latest technology, the chapter delivered social and emotional learning classes, financial literacy curriculum, and life skills training.

"Our hope is to get kids engaged," said Isaac Tellez, director of the mobile unit. "We want to make sure these kids understand that they belong wherever they go."

Consider **First Tee – Metropolitan New York**, where the words of Aaron Hall-King's mother, Kira, made an emphatic impact. "The school building may be closed," she told him, "but the learning continues."

So, with Aaron's school shut down due to COVID-19, he turned to his comfort zone at First Tee where program director Karen Les Pierre provided virtual tutoring sessions.

Diagnosed with ADHD, Aaron has greatly improved his grades and organizational skills since joining First Tee as a second grader in 2014, said Pierre, who selflessly adapted to a changing landscape to assure that his education continued.



Aaron Hall-King  
with his mom, Kira  
First Tee – Metropolitan  
New York







## Providing Access and Opportunities

**Through strategic partnerships** in Minneapolis, San Francisco and Houston, we are making progress in offering expanded facilities, programs and/or year-round access. These “Changing the Course” initiatives are designed to expand access and support to young people in underserved and underrepresented areas of the communities we serve.

While reaching young people from all backgrounds has been a focus of First Tee since our inception, inviting diverse perspectives and engagement in our mission is more important than ever.

Through increased efforts in training, education, support to chapters, recruitment of diverse coaches and expansion to Title I schools, we remain committed to ensuring that our programs are not only open to all but embody a culture of acceptance for young people from different backgrounds.



# Opening Doors, Opening Eyes

**While COVID-19** prevented us from gathering in person in 2020, we made strides to enhance our national events for participants moving forward.

PGA TOUR Superstores expanded their support of First Tee – which began more than a decade ago – enabling us to launch a first-of-its-kind leadership series in 27 markets in 2021. The five-week series provides hundreds of teens the opportunity to discover their personal values and leadership strengths while developing future goals. From there, 40 teens will be selected to attend the **First Tee Leadership Summit in Partnership with PGA TOUR**

# Events

**Superstore** at West Creek Ranch in Montana and four will be selected for the First Tee College Scholarship Program.

Thanks to the benevolence of donors Kirk and Fred Tattersall, we will host the **First Tee Game Changers Academy Honoring Joe Louis Barrow, Jr.**, a five-day learning and empowerment academy. This participant event will provide teens the forum for critical conversations around issues of identity, racism, equity and empathy.

**First Tee Innovators Forum**, made possible by the Mackenzie Family Foundation, will guide and empower teens in developing a meaningful service project that they will lead in their hometown communities. In partnership with Global Citizen Year, the service projects will be aimed at raising awareness for global issues like education, health and sustainability.

**While they did not have the opportunity to play in the 2020 PURE Insurance Championship, 70 high school seniors were surprised with a contribution toward college, their names donned on PGA TOUR Champions' caddie bibs and an invitation to apply again in 2021. Additionally, the event raised more than \$500,000 to support First Tee technology enhancements.**

## 2021 First Tee National Events

### **Leadership Series with PGA TOUR Superstore**

February – March, 27 Markets

### **Wells Fargo Succeeding Together**

May, Charlotte, NC

### **John Deere Drive Your Future Academy**

June, Location TBD

### **National Championship**

June, Clemson, SC

### **John Deere Power for Good**

July, Silvis, IL

### **Game Changers Academy**

July, Philadelphia, PA

### **Leadership Summit with PGA TOUR Superstore**

August, Emigrant, MT

### **Coca-Cola America's Future**

September, Atlanta, GA

### **PURE Insurance Championship Impacting First Tee**

September, Pebble Beach, CA

### **Innovators Forum**

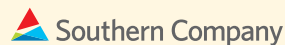
October, San Jose, CA

# Furthering our Mission

## Founding Partners



## Education Patron



## Media Partner



**Our Trustees** 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.

## Corporate Support

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St. Andrews Products, Co.  
Tempercraft  
Xact Xpressions

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## Grants to Chapters

### PGA TOUR Superstore

PGA TOUR Superstore awarded grants to 29 chapters that partner directly with their local brick and mortar store. These grants were used to create in-store experiences for participants and families.

### The Toro Company

The Toro Company supported 21 chapters through the Toro COVID-19 Relief Grant to help chapters deliver programming in a safe and socially distanced environment. The Toro Company also donated golf course maintenance equipment to two deserving chapters who are solely responsible for golf course operations and maintenance.

### United States Golf Association

The USGA supported 51 chapters through a USGA COVID-19 Relief Grant. These grants were used to support programming efforts that positively impacted local communities.

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**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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## PGA TOUR First Tee Foundation Board of Governors

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Gregory T. McLaughlin,  
Chief Executive Officer







building game changers

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