

ScoreCard

2017

Annual Report

OUR MISSION is to impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

WHAT WE DO

With about 150 chapters nationwide, The First Tee is the largest youth development organization in golf.

We offer innovative, proven youth development programming that uses golf as a platform for teaching important life skills, core values and healthy habits lessons that kids can use in all aspects of their lives to help shape their futures and flourish.

Operating since 2006, The First Tee-GCNKY welcomes all children from Clermont, Hamilton, Boone, Campbell and Kenton counties.

TFT-GCNKY earned Eagle status as a top-performing chapter in The First Tee Network!

Nine Core Values®

Honesty, Integrity, Sportsmanship, Respect, Confidence, Responsibility, Perseverance, Courtesy, Judgment

Life Skills

Interpersonal Communications, Self-Management, Goal-Setting, Resiliency

Nine Healthy Habits®

Physical: Energy–Play–Safety
Emotional: Vision–Mind–Family
Social: Friends–School–Community

ON GOLF COURSES

In 2017, 613 children participated in The First Tee Life Skills Experience classes delivered in multi-week spring, summer and fall sessions at area golf course teaching locations. LSE is our core program offering, where kids begin at an introductory level and advance through other levels as they age and hone both their golf skills and their understanding of character education components.



IN SCHOOLS & YOUTH CENTERS

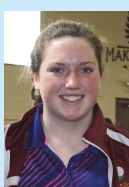
Outreach partnerships—with schools and other youth-serving organizations—are now the focus of our strategic goal to introduce more kids to golf and its inherent positive values. In 2017, those partnerships enabled us to reach an additional 6,700 children who participated in The First Tee programming in their elementary school PE classes and after school at other YSOs.

Participant Honors



Ace participant **Victor Lim** was one of five The First Tee participants nationwide to be selected for “Coca-Cola America’s Future,” a leadership experience at Coke’s Atlanta HQ in September. As a finalist, Victor earned a \$1K scholarship and attended the TOUR Championship at East Lake GC.

2017 HIGHLIGHTS

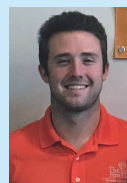


Eagle participant **Elizabeth Chamberlin** was selected for The First Tee’s prestigious Life Skills & Leadership Academy, held last summer on the campus of Michigan State University and designed to help kids prepare for college.

Chapter Alumni Return to Coach

Alexis Begnoche and **Laine Harrett**, both of whom joined The First Tee-GCNKY as youngsters, were college freshman in 2017 when they completed Level 1 Coach Training and became Head Coaches in our Life Skills Experience classes.

Their return to the Chapter demonstrates how much they value their own TFT



experience and underscores their commitment to sharing it with a new generation of children.

Golf Benefits for Heart Kids!



In partnership with Cincinnati Children’s and funding from Children’s Heart Association of Cincinnati, The First Tee-GCNKY provided programming for an innovative pilot to introduce “heart kids” to golf which can benefit them by increasing both their physical activity and socialization.



Survey Results

In a survey of parents conducted in December 2017...

- 87% say their child's 2017 experience was strongly positive.
- 82% say their child definitely or probably will participate again in 2018.
- Benefits of participation: My child...had fun (80%); was interested & engaged (80%); was challenged (70%); was motivated (68%); was more confident (48%); improved grades (37%); was more responsible (35%).

What positive impact has participation in The First Tee had on your child? Here's sampling of their answers:

- [It's] teaching him fortitude...we love this! To be good takes work...*
- They have built great relationships with other kids and the coaches. The core values are [those] we teach at home and in scouts, [it's a good reinforcement].*
- [Our daughter is not sports-inclined, but] the positivity from coaches has boosted her confidence that she CAN do sports.*
- [He's got] more individual discipline and responsibility [and] learned to love golf and wants to play more...*
- The First Tee has had a dramatic impact on each of our four children. Though each has participated to varying degrees, it has given [each of] them the self-confidence to achieve socially as well as academically and athletically.*

PERSONNEL Our programming is led by an exceptional team of head coaches and golf instructors, and supported by a dedicated and enthusiastic corps of 65 volunteer assistant coaches, all guided by our Staff, Board of Trustees and Advisory Council.

Staff:

Executive Director: Gale Wallmark
Program Director: Todd Kyper
Development Director: Matt Dietz
Chapter Administrator: Jeanne Siegel

2017 Board of Trustees:

Terrence Anchrum, Matt Davis, Kit Duval, Barbara Farmer, Steve Fischer, Christina Heithaus, Patrick Lynch, Kevin McMurray, Taylor Metcalfe, Jim Muething, Ben Russert, Tom Torre (President) and Erica Zoellner.

Advisory Council:

Andrew Berman, Tom Binzer, Ken Campbell, Lesli Hopping, Todd Johnson, William Keating, Charlie Mechem, Steve Pacella, Doug Stultz, Chris Virgulak (Chair), and Tony Yates.

Financials In 2017, we continued efforts to strengthen our financial position to ensure the quality and growth of our programming operations. We are careful stewards of the support we receive, keeping a sharp eye on our expenses and seeking operating efficiencies wherever possible. Our budget is increasing in 2018 as we strengthen our bench of Head Coaches and expand our Outreach initiatives to serve more children.

