



Greater Cincinnati &
Northern Kentucky

2019 Annual Report



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A Note from our Executive Director

Friends of First Tee GCNKY:

I am in awe when I reflect on 2019- it was a year of unprecedented growth. Through various new programs and initiatives, we reached over 11,000 children in our community!

It truly takes a village and this growth would not be possible without the dedication of many individuals and organizations who believe in and rally behind our mission. From our coaches, volunteers, and staff to those who support us through grants, sponsorships, and gifts of financial support, we would not be here today without everyone who came together to invest in the programs that are the vehicle through which we reach children. Thank you seems insufficient to say to our village, so notes like this one from Emily (right) say everything.

Through the pages of this annual report I hope you enjoy reading about our journey through 2019, and that you can see the story we're writing on the lives of many children in our community. Thank you for everything you do to ensure we can continue growing great kids through golf!

With Gratitude,



Alicia Lawrence, Executive Director



What We Do

We love introducing First Tee kids to the game of golf! But what we love more is using the game to teach life-enhancing skills and core values that will help shape futures...

Operating since 2006, First Tee of Greater Cincinnati & Northern Kentucky is one of over 150 chapters of First Tee nationwide. We offer innovative and proven youth development programming that integrates life skills, core values and healthy habits lessons with golf instruction. Our chapter serves children from 5 to 18 years old residing in Hamilton and Clermont counties in Ohio, and Boone, Campbell and Kenton counties in Kentucky.

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.



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Programs

We reach children in our community through three main efforts- on the golf course, in schools, and through various youth centers and outreach partners. In total, we grew from 7,052 children impacted in 2018 to 11,864 in 2019! That tremendous amount of growth was fueled through nearly 3,000 volunteer hours via 170+ volunteers. In order to continue this growth trajectory, we look forward to more volunteers and coaches joining our team!

On the Golf Course

In 2019, 718 children participated in First Tee Life Skills Experience (LSE) classes delivered in multi-week spring, summer and fall sessions at six area golf course teaching locations. This number increased from the 547 who participated in 2018. LSE is our core program offering, where kids begin at an introductory level and advance through five levels as they age and hone both their golf skills and their understanding of character education components.



In Schools

In elementary schools in our community and across the United States, many students are teeing off for the first time thanks to First Tee National School Program (NSP), bringing our curriculum to your child's gym during physical education class. By teaching elementary students First Tee's Nine Core Values and Nine Healthy Habits, we're putting them on the course to a healthy and active lifestyle. This year we added 19 new schools, bringing our total to 38 elementary schools who are delivering First Tee curriculum in their PE classes. A large part of this growth was the addition of the Kenton County School District in Kentucky thanks to a generous grant from the Charles H. Dater Foundation. In total, we reached 10,777 kids in schools!



In the Community

Outreach partnerships with after school programs, clubs and other youth-serving organizations are now the focus of our strategic goal to introduce more kids to golf and its inherent positive values. We love the collaborations we have with organizations in our community and take pride in being inclusive with every kid no matter their circumstance. We are so excited about our recent growth and are looking forward to even more in 2020!



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Community Collaborations

Our chapter embraces opportunities to actively collaborate with a growing number of organizations in the community. Traditionally, this is accomplished through the First Tee DRIVE program, meeting youth where they spend time. Below are brief snapshots of some new and continued partnership initiatives from 2019.

SCRATCHgolf, a camp for children with congenital heart defects, is made possible by **Children's Heart Association of Cincinnati** in partnership with **Cincinnati Children's Heart Institute** was held for the third year this past August. To date, over 60 children have participated in the camp and/or Life Skills Experience program with our chapter. In 2019 we added an afternoon session for returning campers.

We partnered with **Boys & Girls Clubs of Greater Cincinnati** for our first-ever

field trip opportunity for centers. Over 60 girls from five centers joined us at Reeves GC where we encouraged them to "Be YOU" and think about how they wanted to leave their mark on the world... just like golfers leave their mark on a golf ball!

For centers that were delivering our DRIVE program, we launched two field "takeovers" at Mt. Washington and Winton Hills through our continued partnership with the Cincinnati Recreation Commission. We also welcomed children from OTR and Millvale to our golf courses this past summer for a 6-week camp.

For the first time, we led an eight-week program in partnership with **Special Olympics of Hamilton County** and we can't wait for next year!

Through a unique partnership with the Autism Society of Greater Cincinnati, we hosted two pilot clinics in the summer for close to 20 area kids on the autism spectrum. Because of the success of this program and partnership, it left us wanting to do more with these kids! Thanks to generous grants from the USGA and the Cincinnati Rotary, we were able to complete training in November to become an Els for Autism #GameON program site! There are over 150 chapters in the First Tee network and we will be one of 17 chapters offering multi-week programming for children with Autism in 2020!



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The PLAYer Experience

Our second annual PLAYer Experience celebration and kick off to Campaign for Kids was incredible! We were able to recognize and celebrate our PLAYers for their achievements this year and inspire everyone with our PLAYer's stories. We heard from coaches, alumni and current PLAYers. They shared why First Tee GCNKY is important to them and what golf has done in their lives. There were 151 PLAYers that certified to the next level over the past year.

At the event, five deserving seniors (Elizabeth, Zachary, Abigail, Ethan and Suraj) were recognized and awarded a total of \$15,000 in scholarships!! Taylor Metcalfe, a current trustee, presented the Rita S. Metcalfe Scholarship for First Tee GCNKY to these seniors for a total of \$10,000. WOW! Thank you, Taylor, for your generosity! In addition, we were blessed to receive a grant from the Wadsworth Golf Charities Foundation to support this event and our golf course programming which allowed us to give an additional \$1,000 to each of these seniors.

The Tom and Melissa Briner Heart of First Tee GCNKY Award was established this year to recognize individuals, companies, parents, coaches, volunteers, or staff who embody the "Heart" of the First Tee through giving of time, talent or treasure; by demonstrating and living First Tee Core Values; or by going above and beyond to promote or further our missions.

There are many words and contexts that describe a heart. People are the heartbeat of an organization. Those with big hearts are generous; they care, nurture, encourage, and inspire. Said more simply, they love. Those who embrace these qualities live out the essence of the mission every day. It was our honor to present this award to Tom and Melissa Briner. Tom, with endless support from Melissa, started our First Tee Chapter in 2006 and have touched many lives throughout the years and continues to coach and mentor kids in our community.



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National Opportunities

First Tee of Greater New Orleans National Golf Tournament Sponsored by Hancock Whitney Bank was held Thursday, December 19th – Saturday, December 21st. First Tee participants at the birdie level or higher were invited to compete for team and individual awards for boys and girls flights. Participants completed applications and a team of participants from our chapter was selected to compete. Our team included:

- **Elizabeth**- senior, ACE
- **Erin**- sophomore, Eagle
- **Fejiro**- freshman, Eagle
- **Victor**- sophomore, Ace

They persevered through less than ideal conditions with cold temperatures on Friday and steady rain on Saturday but represented our chapter well. Victor finished second overall with a 78-74!

Congratulations to Henry on being designated a First Tee Scholar - Class of 2018-2019. The First Tee Scholars Program is a designation awarded to a select number of participants from around the country who excel in academics, leadership, character development, and chapter and community involvement. We have been lucky to have Henry as a member of our chapter for the past 7 years and have watched him grow into the young man and golfer he is today.



Rising Stars

In November, Turpin High School and First Tee Ace student, **Elizabeth**, signed with Transylvania University to play golf! The Transylvania women's golf team finished second in the Heartland Collegiate Athletic Conference and there is no doubt Elizabeth will help drive the continued success of the Pioneers! Pictured to the right is Elizabeth along with her 'Go-To' Team of First Tee coaches on Elizabeth's signing day. She has been with First Tee since she was seven and has embraced all First Tee has to offer.

Darren, an Ace level alumni and former Hyde Park Country Club caddy, was named an Evans Scholar! The 2019 Boone County High School graduate met key requirements such as having at least two years of outstanding caddying service and, having an excellent high school academic record. He is currently a freshman pursuing a degree in Engineering and Physics with an Aerospace Engineering Specialization at The Ohio State University. He is also an experienced musician.

Elijah is a natural athlete but never played golf prior to our SCRATCH golf camp in 2018. Because of a heart condition discovered that year, he was no longer able to play sports that elevate his heart rate. His doctor suggested he try golf through our SCRATCH golf camp and he's been hooked ever since. He has worked his way through to the Birdie level. Elijah helped his team win his middle school city championship this past fall and was runner up!



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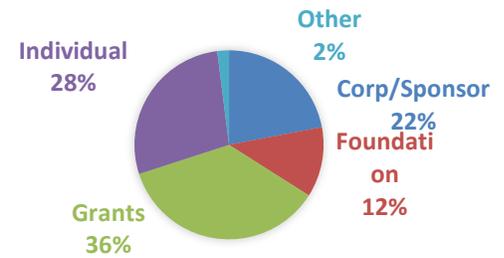
Financial Analysis

Confidence

In 2019, 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.

We were able to grow our reach of participants by 68% from 2018 to 2019. We managed to achieve this growth with only a 6.2% increase in our budget. We are grateful to individuals, grant funders, corporate partners, and other support that enables us to reach an increasing number of children in our community.

DONATIONS BY TYPE OF INVESTOR



Clubhouse Society

Launched in September, The Clubhouse Society enables individuals to mirror the commitment of our participants. Individuals contributing a minimum of \$2,006 annually are recognized as members of the Clubhouse Society. The \$2,006 gift is in honor of the year our chapter was established and we encourage a five-year commitment to echo the five levels of progression a child makes through First Tee curriculum- PLAYer, Par, Birdie, Eagle, Ace.



2019 Clubhouse Society Members

- Cindy Crilley
- Gary and Dina Gruber
- Dave and Lisa Witzgall

Grants

In 2019 we were grateful to receive generous grants for critical new and ongoing programs from the following funders:

Charles H. Dater Foundation

DICK's Sporting Goods – Golf Galaxy

First Tee – The Toro Company

Rotary Foundation of Cincinnati

J. Frederick & Helen B. Vogel
Charitable Trust

L&L Nippert Charitable Foundation

The Robert H. Reakirt Foundation
Equities through the PNC Charitable
Trusts Grant Review Committee

United States Golf Association

U.S. Bank Foundation



Wadsworth Golf Charities Foundation

Western & Southern Financial Fund

Wohlgemuth Herschede Foundation

Willard and Jean Mulford Charitable Fund of the
Cambridge Charitable Foundation

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Corporate Partners

We are so appreciative of our corporate partners who support our mission. Regardless of the level of support our partners choose, they are directly impacting children's lives in our community. Levels are reached through cumulative annual support of any combination of options, including but not limited to the annual golf outing, NSP expansion, event support, and program development. Below are our 2019 corporate partners:

Gold Partners



Silver Partner



Bronze Partners



Join us and get Involved Today!

We invite you to get involved with our chapter so you can see our mission in action. Whether you want to volunteer, shadow a class, or coach, you do not need golf experience, we just ask that you have a passion for helping kids succeed. For more information, visit our website at www.firstteegenky.org.

Staff

Alicia Lawrence, Executive Director
Jeanne Siegel, Operations Manager
Alex Hill, Program Coordinator
Charmian Wilkinson, Development Coordinator

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