

## Good Golfers. Better People.

### TEENS

- 84% say The First Tee coaches care about them, understand them, inspire them and introduce them to new people and opportunities
- 84% say the program helps them be a better student in school
- 83% consider themselves lifelong golfers
- 96% credit The First Tee for improving their golf skills

### ALUMNI

- 87% say coaches cared about them, understood them, inspired them and introduced them to new people and opportunities. Alumni refer to The First Tee coaches as mentors.
- 85% credit the program for helping them be a better student
- 91% were involved in community service while in The First Tee (72% continue serving)
- 90% consider themselves lifelong golfers
- 50% hold a USGA handicap and play an average of 58 rounds per year (18- and 9-hole rounds)

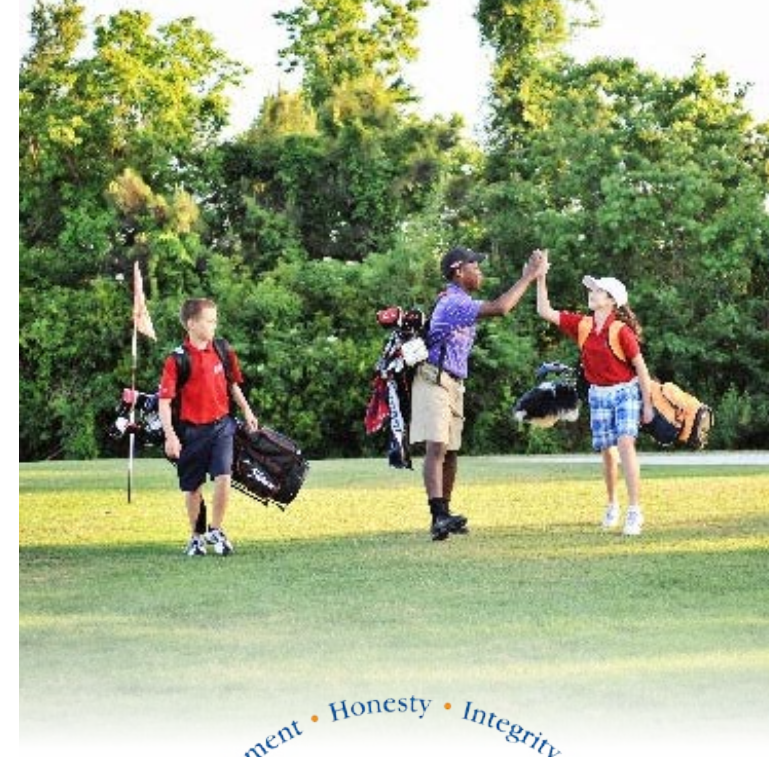


Source: "A Lasting Impact: The First Tee's Role in Fostering Positive Youth Development," 2015, Springfield College Center for Youth Development and Research

## We Empower Youth

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.

## The First Tee NINE CORE VALUES



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# More than a game.



## More than A Sports Program for Youth

Did you know that one in three young people (16 million) will reach the age of 19 without a mentor?\*

At The First Tee, we believe all young people should have access to safe places and caring adult mentors who help them grow socially, emotionally and academically.

While learning the fundamentals of a golf swing, our character education programs provide a fun, active environment to teach young people how to manage emotions, resolve conflicts, communicate, set goals and much more.

## Why Golf?

Golf is unique from other sports because players learn values like honesty and responsibility by calling penalties on themselves and reporting their own score.

This sport is a perfect platform for helping young people develop character because just like in life, players experience the highs and lows of the game.



# The Basics



## The Power of Relationships

The First Tee coaches create positive relationships that inspire young people to discover their individual potential.

Through The First Tee Life Skills Experience, young people build confidence, develop respect and appreciate the value of giving back to their community, all while learning the lifelong sport of golf.

**Young people do not care what a coach knows until they know a coach cares.**

## Beyond the Golf Course

### The First Tee National School Program

Delivered by trained physical educators in elementary schools across the United States, this in-school program introduces golf along with The First Tee Nine Core Values and Nine Healthy Habits to students in physical education classes.

### The First Tee DRIVE

Delivered by youth leaders at partnering after-school locations, as well as Boys & Girls Clubs and the Ys, this program provides an activity-based approach to introduce golf and character education in a fun environment.

### Who can play?

The First Tee offers group lessons to all youth ages 7-18, regardless of background or previous experience. All we ask is young people come with an open mind and positive attitude.

### Is there a chapter near me?

We're closer than you think. The First Tee chapters offer programs at more than 1,080 locations across the country.

### What about golf equipment?

Chapters provide access to clubs and balls. No need for special golf attire.

### My child has never picked up a golf club before.

Our coaches are trained in positive youth development. That means they are experts in making young people feel comfortable and assure they have a positive, non-intimidating experience.

### Young people building character—really?

Each lesson is designed to foster golf skills as well as help youth understand and ultimately develop The First Tee Nine Core Values. And, research proves it works.

### How do young people progress?

Participants move through levels over time (PLAYer, Par, Birdie,

Eagle, Ace) that introduce new and more advanced concepts of golf and life skills that help build character on and off the course.

### Is there competition and physical activity?

Absolutely! Young people can burn up to 800 calories walking 9 holes of golf and coaches make lessons competitive while having fun.

### Financial concerns?

No worries—chapters offer full scholarships or reduced fee programming for those with financial need.



To find out more, visit [www.thefirstteemonoc.org](http://www.thefirstteemonoc.org).