



The  
First Tee®

EMPOWERING  
YOUTH

2017

PARENTS' GUIDE

# The First Tee

## We're More than a Sports Program for Youth

**WHAT WE DO** At The First Tee, we believe all young people should have access to safe places and caring adults who help them grow socially, emotionally and academically.

While teaching the fundamentals of a golf swing, our character education programs provide a fun, active environment for young people on the course, in schools and at youth centers.

**OUR FOUNDING PARTNERS** Since its inception in 1997, The First Tee, a 501(c)(3), has grown its network to deliver programs in all 50 United States and select international locations. In 2016, The First Tee brought character education through the game of golf to more than 5.3 million young people. The First Tee's Founding Partners are the LPGA, the Masters Tournament, PGA of America, PGA TOUR and the USGA. Shell Oil Company is The First Tee's Founding Corporate Partner, Johnson & Johnson its Legacy Partner and Southern Company its Education Patron. President George W. Bush serves as Honorary Chair.



### THE FIRST TEE NINE CORE VALUES

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

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# EMPOWERING YOUTH

2017



## WELCOME TO THE FIRST TEE

Throughout my nearly two decades with The First Tee, I have often been asked why golf—and specifically golf at The First Tee—is unique.

Aside from being a challenging sport that can be enjoyed for a lifetime, golf is unique because players learn values like honesty and responsibility by calling penalties on themselves and reporting their own score. It is a perfect platform for helping young people develop character as they experience the highs and lows of the game.

Second, The First Tee is unique because we are more than just a sports program for youth. While teaching the golf swing, our character education programs also provide a fun, active environment to teach youth how to manage emotions, resolve conflicts, communicate, set goals and much more.

Our coaches follow a philosophy centered on positively reinforcing your child's actions and ensuring a great experience while seamlessly weaving golf and character-building activities into each lesson.

As your child progresses through The First Tee Life Skills Experience, the activities and life lessons become more involved, helping your child become even more equipped to

make good choices on and off the golf course.

On pages 15–20, you will see the wide-ranging golf, life and leadership opportunities for high school-aged participants. These events, many available because of generous sponsors, are designed to provide enriching experiences for teenagers who have stayed in the program and progressed to the advanced levels. Additionally, The First Tee Scholars Program offers a wonderful opportunity for young people to be rewarded for their academic achievements (see page 19).

After each lesson, ask your child to share the life lesson discussed that day. You can help bridge the lessons to life by encouraging them to apply what they have learned at the chapter in school, at home and in situations with friends. The First Tee's focus on character development will help your child prepare for success in life.

Sincerely,

**Joe Louis Barrow, Jr.**  
Chief Executive Officer

# Why Golf?

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

From aces to triple bogeys, golf is a perfect platform for helping young people develop character because just like in life, players experience the highs and lows of the game.

# Why The First Tee?

Independent research confirms our ability to instill life skills and core values in youth participating in programs delivered through our chapters.\*

Highlights from the study†

- School was unanimously identified as a setting in which participants transferred life skills.
- 73% reported high confidence in their ability to do well academically.
- 82% felt confident in their social skills with peers.
- 78% described their ability to transfer life skills through specific examples and stories.
- 57% credited The First Tee for their meeting and greeting skills.
- 52% credited the program for their ability to appreciate diversity.



\* “Longitudinal Effects of The First Tee Life Skills Programs on Positive Youth Development” study led by University of Minnesota’s Maureen R. Weiss, Ph.D.

† After three consecutive years of participation in The First Tee.

# Good Golfers. Better People.

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Evaluating programs is at the heart of a healthy nonprofit organization. Through recent research, The First Tee has examined how the depth of participant/coach relationships influence acquisition of life skills associated with positive youth development. Here's what our teens and alumni are saying.\*

## TEENS

- **84%** credit the program with helping them be a better student in school
- **95%** improved their golf skills
- **83%** consider themselves lifelong golfers
- Their life skills improve as they progress—including managing emotions, communication skills, setting goals and resiliency
- They build meaningful relationships with coaches—who they say care about them, understand them, inspire them and introduce them to new people and opportunities



## ALUMNI

- **85%** credit the program with helping them be a better student in school
- **91%** were involved in community service while in The First Tee;  
**72%** continue serving after high school
- **90%** consider themselves lifelong golfers

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\* *A Lasting Impact: The First Tee's Role in Fostering Positive Youth Development.*  
Springfield College Center for Youth Development & Research, 2015

# Golf & Life Skills

## A Seamless Experience

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Our programs are designed around teaching young people the game of golf, as well as helping them understand and ultimately develop The First Tee Nine Core Values: honesty, integrity, sportsmanship, respect, confidence, responsibility, perseverance, courtesy and judgment.

Our curriculum was developed by experts in the field of positive youth development through sports and is delivered by coaches who have been formally trained by The First Tee.

At The First Tee, golf and life lessons are seamlessly incorporated into each experience. In addition to covering fundamentals of the golf swing and the game, a sample of life skills lessons include:

### **COMMUNICATION**

How to make a proper introduction when meeting someone new and how to effectively communicate with others.

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### **SELF-MANAGEMENT**

Techniques for managing thoughts and emotions.

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### **GOAL-SETTING**

Setting attainable goals to reach desired dreams.

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### **OVERCOMING CHALLENGES**

Strategies to adapt, manage and overcome challenges.



# The First Tee Life Skills Experience

## Something for All

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Young people progress in our program by moving through levels that introduce new and more advanced concepts of golf and life skills.



### PLAYer

*(required minimum age 7)*

Introduces playing golf with special emphasis on learning the basics of golf and The First Tee Code of Conduct, appreciating the rules and etiquette of the game, and The First Tee Nine Core Values.

### PAR

*(recommended minimum age 9)*

Focuses on interpersonal communication and self-management skills.

### BIRDIE

*(recommended minimum age 11)*

Emphasizes goal-setting.

### EAGLE

*(recommended minimum age 13)*

Emphasizes resilience skills, conflict resolution and planning for the future.

### ACE

*(required minimum age 14 or entering 9th grade)*

The highest program level of The First Tee—focuses on setting goals for golf, career and education, and giving back to the community.

# Our Coaches

## The Power of Relationships

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The First Tee has more than 3,900 coaches in the network. They include PGA and LPGA professionals and volunteers who donate their time because they believe strongly in our mission.

Our coaches are equipped to create positive relationships that inspire young people to look to their future, set goals and discover their individual potential.

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



### **YOUNG PEOPLE WILL EXPERIENCE:**

- A fun learning environment
- A sense of empowerment to make decisions by exploring the implications of their actions
- Progressive golf and life skills development

# Our Philosophy

## A Solid Foundation

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We believe positive youth development happens through a meaningful, quality relationship between the coach and participant. **Young people do not care what a coach knows until they know a coach cares.** This philosophy is implemented through four building blocks.

### ACTIVITY-BASED

Doing versus telling (create experience-based learning environments; seamless delivery of life skills within golf activities)

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### MASTERY-DRIVEN

Seek challenging tasks that help develop new skills (balance the focus on process versus outcome)

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### EMPOWER YOUTH

Young people actively participate in the decision-making process (develop positive relationships and take a student-centered approach)

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### CONTINUOUS LEARNING

Foster long-term solutions rather than short-term fixes (engage young people in feedback and identify coachable moments)

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# Our Code of Conduct

Our coaches encourage young people to follow these behaviors while at The First Tee and in other aspects of life.

## RESPECT FOR MYSELF

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- I will dress neatly and wear golf or athletic shoes.
- I will always try my best when I play or practice.
- I will keep a positive attitude and catch myself doing something right regardless of the outcome.
- I will be physically active, eat well, get enough sleep, and be safe so I can stay healthy.
- I will be honest with myself, including when I keep score and if I break a rule.
- I will use proper etiquette and maintain my composure even when others may not be watching.

## RESPECT FOR OTHERS

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- I will follow all instructions and safety rules.
- I will keep up with the pace of play on the golf course.
- I will be friendly, courteous and helpful.
- I will remain still and quiet while others are playing and have fun without being loud and rowdy.
- I will be a good sport toward others whether I win or lose.
- I will encourage others to be safe and physically active.

## RESPECT FOR MY SURROUNDINGS

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- I will keep the golf course and practice areas clean and in as good or better shape than I found them.
- I will clean and take care of my and others' golf equipment.
- I will be careful not to damage anything that belongs to others.



# The First Tee Nine Core Values

## Bring Them Home

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By participating in The First Tee, young people are introduced to core values which are reinforced throughout the program. Parents are encouraged to support these behaviors by talking about them, what they mean and what these behaviors look like at home.



**HONESTY** Calling a penalty on yourself if you break a rule.

**INTEGRITY** Maintaining composure and etiquette even when you think others are not watching.

**SPORTSMANSHIP** Treating others kindly whether winning or losing.

**RESPECT** Following instructions and safety rules.

**CONFIDENCE** Identifying something you are doing well regardless of the outcome.

**RESPONSIBILITY** Taking care of the practice areas and course by repairing ball marks, replacing divots, raking bunkers, etc.

**PERSEVERANCE** Trying your best regardless of how you are playing.

**COURTESY** Remaining still and quiet while others are playing.

**JUDGMENT** Making healthy choices at the golf course, such as being physically active, drinking water and eating healthy snacks.

# The First Tee Nine Healthy Habits

The First Tee Nine Healthy Habits are also part of our curriculum and were created through a collaboration among The First Tee, ANNIKA Foundation and Florida Hospital for Children to promote healthy, active lifestyles for young people.

## PHYSICAL

**ENERGY:** Fuel your body with the most useful energy.

**PLAY:** A variety of play can help the body stay strong, lean and fit.

**SAFETY:** Play in a safe environment, play by the rules, warm up, cool down and wear sun protection.



## EMOTIONAL

**VISION:** Create a vision and future to ultimately “leave a footprint.”

**MIND:** Use the mind to influence positive emotions and behaviors.

**FAMILY:** Family members can support in achieving health-related goals.

## SOCIAL

**FRIENDS:** Maintain healthy relationships by surrounding yourself with friends and supportive people.

**SCHOOL:** Success in school leads to success in other areas of life.

**COMMUNITY:** Discover how you can give back and care for your environment.

# A Game For Everyone

Experts agree that physical activity is essential to young people, and physical education helps instill the importance of playing sports and being active.

We bring our program off the course and into elementary schools and after-school organizations for this reason.

## THE FIRST TEE NATIONAL SCHOOL PROGRAM

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Launched in 2004, The First Tee National School Program has been introduced to more than 9,000 elementary schools in 1,400 school districts across the country.

Delivered by trained physical educators in elementary schools nationwide, this program introduces golf along with The First Tee Nine Core Values and Nine Healthy Habits to students in a physical education setting.



## THE FIRST TEE DRIVE

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The First Tee DRIVE is an engaging after-school program for young people.

Created with youth development professionals and volunteer leaders in mind, the program provides an interactive approach to help introduce golf and life skills in a fun environment.

Since 2012, The First Tee DRIVE has been offered in more than 1,000 locations including the Ys, Boys & Girls Clubs and other youth-serving organizations.

# National Participant Opportunities

Thanks to corporate partners and generous donors, we offer a number of events for participants who have stayed and advanced in The First Tee program. These events often become life-changing experiences as junior golfers expand their horizons, meet new people and learn more about themselves.

Most opportunities use an application and committee review process to select participants who will benefit the most from each opportunity. **Parents should inquire with the chapter about applying for these opportunities.**

Except for A/B Honor Roll, participants must be in high school to apply and in some cases, a specific age and/or skill level is required. In most instances, the selected participants pay nothing to attend.

For more details, visit [www.thefirsttee.org/youth-opportunities](http://www.thefirsttee.org/youth-opportunities)

## NATIONAL AND REGIONAL ACADEMIES

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**LIFE SKILLS & LEADERSHIP ACADEMY:** Each summer, 96 participants of The First Tee are selected to attend a week-long Life Skills & Leadership Academy. They participate in championship golf and life skill development, are challenged to lead others, and explore college life including dorm living and creating a network of new friends.

**COLLEGE GOLF PREP ACADEMY:** This week-long academy is intended for advanced players within the chapter network who are pursuing collegiate golf. The Academy provides the competitive experience of playing for a college golf team and the golf skills, life skills and health and wellness aspects associated with competing at a higher level.

**CHAPTER OPPORTUNITIES:** In addition to national events conducted by the home office, regional opportunities—created by chapters alone or in concert with each other—also are available for teens and younger participants. These events can be a one-day event or several days of program activities. Parents should inquire with their chapter about these opportunities.

# National Participant Opportunities *Continued*

## **AJGA ACE GRANT PROGRAM**

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The American Junior Golf Association (AJGA) ACE Grant Program provides top-flight golf opportunities to young people regardless of financial resources. The ACE Grant has supported The First Tee since 2003. For more information visit [ajga.org](http://ajga.org).

## **ALUMNI SUMMIT**

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The First Tee home office is excited to announce the inaugural Alumni Summit in conjunction with The First Tee's 20th Anniversary Network Meeting in Orlando, Fla. The selected alumni will engage with industry leaders in public speaking, business communication, financial literacy, branding and self-care.

## **COCA-COLA—AMERICA'S FUTURE**

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Dedicated to impacting communities, the Coca-Cola Company annually offers five participants the chance to experience working at one of the largest corporations in the world. The selected semifinalists spend four days in the heart of downtown Atlanta visiting the Coca-Cola campus, meeting with executives and taking part in interviews to determine the winner of a \$5,000 scholarship during The TOUR Championship by Coca-Cola. Four runners-up each receive a \$1,000 scholarship.

## **IJGA TRAINING PROGRAM**

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Through our partnership with the International Junior Golf Academy (IJGA), participants are eligible to attend a week-long training at a discounted rate at the IJGA in Hilton Head, S.C. Activities include daily instruction with IJGA instructors. For more information, visit [ijga.com](http://ijga.com).



# National Participant Opportunities *Continued*

## **JOHN DEERE DRIVE YOUR FUTURE ACADEMY (GIRLS ONLY)**

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This all-girls event will focus on leadership development, remaining active in the game of golf, learning the value/impact of volunteerism, and recognizing the importance of teamwork. Applicants should articulate how they have been 'driven' to become a current and future leader based on lessons learned from The First Tee Nine Core Values. In addition, one girl selected for the Academy will be chosen to receive a \$5,000 college scholarship plus the opportunity to be a VIP guest and pro-am participant at the John Deere Classic in July 2017.



## **JOHN DEERE POWER FOR GOOD SCHOLARSHIP CONTEST**

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Participants will submit a written essay for the opportunity to win a \$5,000 college scholarship plus the opportunity to be a VIP guest and pro-am participant at the John Deere Classic in Silvis, Ill. The essay should focus on how the students are a 'Power for Good' through service to their communities, schools and/or neighborhoods. The essay should include a summary of the impact of their efforts and how their work is connected to the values learned through The First Tee and the game of golf.

## **OUTSTANDING PARTICIPANT LEADERSHIP SUMMIT**

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The First Tee Outstanding Participant Leadership Summit recognizes exemplary achievement by a young person currently involved in The First Tee. The Summit is an interactive and educational event in which participants have the opportunity to develop and hone skills to become leaders at their chapters, schools and communities.

# National Participant Opportunities *Continued*

## **PERFECT SENSE UNIFIED CHALLENGE**

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The Perfect Sense Unified Challenge is a team event with golfers from The First Tee paired as teammates with wounded veterans and Special Olympics golfers. In addition to playing two rounds of golf at top courses in the nation's capital, golfers will also enjoy a welcome banquet, a career exploration day at Perfect Sense, and a tour of DC's monuments and museums.



## **PURE INSURANCE CHAMPIONSHIP IMPACTING THE FIRST TEE**

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The PURE Insurance Championship Impacting The First Tee showcases the talent and character of young people who participate at our chapters. An official PGA TOUR Champions event at Pebble Beach Golf Links on the Monterey Peninsula, the tournament pairs one

junior with a PGA TOUR Champions player and two amateurs. To be selected, juniors are measured in both golf proficiency and life skills knowledge. The tournament is televised nationally on Golf Channel.

## **THE FIRST TEE A/B HONOR ROLL**

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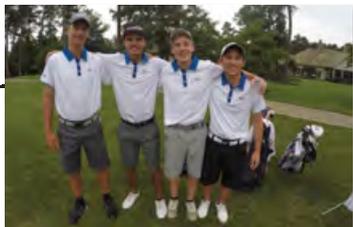
The First Tee A/B Honor Roll program encourages all participants to excel academically and to stay on track for eligibility in The First Tee Scholars Program (pg. 19). Participants of all ages who earn As and Bs (or equivalent) on their report cards will receive signed certificates. Honor Roll certificates are distributed twice per year by a chapter representative.

# National Participant Opportunities *Continued*

## **THE FIRST TEE NATIONAL PAR-3 CHAMPIONSHIP**

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This six-day event provides 32 participants with a chance to compete in a 36-hole tournament to be crowned the Boys' and Girls' National Par-3 Champion. Participants will also have a chance to represent their territory as two co-ed teams, East and West, go head-to-head in a team match-play format called the Territory Cup. Throughout the week, participants will experience dorm living at the University of Richmond, explore educational extracurricular activities, partake in life and golf skills enrichment and participate in championship golf.



## **THE FIRST TEE SCHOLARS PROGRAM**

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The First Tee Scholars Program is a distinction awarded to participants who are seniors in high school and excel in academics, leadership, character development, and chapter and community involvement. Participants that meet specific eligibility requirements are encouraged to apply for the designation of The First Tee Scholar in the spring of their senior year. A limited number of scholarships are available each year and are awarded after the class is designated.

## **USGA “LEARNING SCIENCE THROUGH GOLF” STEM ACADEMY**

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The “Learning Science through Golf” Academy will take place at the USGA’s Headquarters in Far Hills, N.J. and will include interactive lessons and experiments, each illuminating various Science, Technology, Engineering and Math (STEM) principles. Participants will have hands-on access to the USGA Research & Test Center, a facility that supports the research and development of solutions for the betterment of the game, and also includes the USGA’s proprietary golf club and ball testing equipment. Participants will learn from highly educated and skilled USGA engineers and scientists whose work is focused on advancing the game forward through an understanding, and application, of research, science and innovation for all those who play it.

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# National Participant Opportunities *Continued*

## **WELLS FARGO'S SUCCEEDING TOGETHER<sup>SM</sup>**

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Through a variety of regional events and a national contest, Wells Fargo's Succeeding Together<sup>SM</sup> community program celebrates the huge impact The First Tee has on students across the country. In 2017, teenage participants of The First Tee can again compete through an essay contest for the opportunity to attend the Wells Fargo Championship in Wilmington, N.C. Four winners will be selected with the grand prize winner receiving the opportunity to play in the tournament's pro-am with the PGA TOUR player of their choice. All winners are given behind-the-scenes access at the tournament throughout the week. Wells Fargo will also host a series of local chapter events with PGA TOUR players throughout the year. Please visit [www.succeedingtogether.org](http://www.succeedingtogether.org) to learn more.





# The First Tee Alumni Network

There is no cost to become a member of The First Tee Alumni Network, which offers additional career and networking opportunities exclusively to past participants, regardless of the certification level last completed.

To become a member of The First Tee Alumni Network, visit [www.thefirsttee.org/alumni](http://www.thefirsttee.org/alumni)

Alumni can join the program, search current career opportunities and connect via LinkedIn. In addition, there is information regarding participation in 2017 alumni and chaperone events, such as the ones listed below:



**PwC Executive Business Forum**  
May 11–14, 2017  
Ponte Vedra Beach, Fla.

**National Par-3 Championship**  
(serve as paid chaperone)  
June 12–18, 2017  
Richmond, Va.

**John Deere Drive Your Future Academy** (Girls only; serve as paid chaperone)  
June 18–22, 2017  
Atlanta, Ga.

**USGA “Learning Science Through Golf” STEM Academy**  
(serve as paid chaperone)  
July 8–13, 2017  
Far Hills, N.J.

**College Golf Prep Academy**  
(serve as paid chaperone)  
July 10–18, 2017  
West Palm Beach, Fla.

**Life Skills & Leadership Academy**  
(serve as paid chaperone)  
July 25–August 1, 2017  
East Lansing, Mich.

**The First Tee Alumni Summit**  
November 9–12, 2017  
Orlando, Fla.



“ I wouldn’t be the person I am today if I were not introduced to this program that has given me so much. My character has been impacted in a way that I feel more confident and comfortable when I am in any situation. ”

**Alexandra Batista**  
Alumna, The First Tee  
of Fort Worth

**MISSION** 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.



World Golf Village

425 South Legacy Trail | St. Augustine, FL 32092

904.940.4300 | [thefirsttee.org](http://thefirsttee.org)

The First Tee Founding Partners



PGA



USGA



Founding Corporate Partner



Legacy Partner

*Johnson & Johnson*

