



"This is something that goes beyond just learning a game. There are values they will learn in the program that will be with them the rest of their lives."

Paul Parker

Teacher at Whispering Pines Elementary in Houston, TX

"Character, leadership and volunteer work are fundamentals of The First Tee that have been influential in my development as a leader."

Brittany

Scholar of The First Tee

"I have come face to face with situations where I've had to choose between right and wrong and I've had the core values to guide me."

Brian

Scholar of The First Tee



NINE CORE VALUES™

HONESTY

INTEGRITY

SPORTSMANSHIP

RESPECT

CONFIDENCE

RESPONSIBILITY

PERSEVERANCE

COURTESY

JUDGMENT



World Golf Village
425 South Legacy Trail
St. Augustine, FL 32092
(904) 940-4300

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**MORE
THAN A
GAME**



UNITED FOR YOUTH

The First Tee has the active support of former President George H.W. Bush, who serves as honorary chairman, and five of the world's leading golf organizations.

Together with Shell Oil Company, our Founding Corporate Partner, The First Tee has established a network of supporters who embrace our mission. Their continuing commitment will help The First Tee reach 3.5 million young people by 2010.



Founding Corporate Partner



The First Tee® Founding Partners



THE FIRST TEE

The First Tee has come a long way since its establishment by the World Golf Foundation in 1997. What started as an initiative to create affordable access for those not previously exposed to the game has become a leading youth development organization. Teaching life skills and character education through the game of golf, The First Tee is having a positive impact on participants, their families, and their communities.



The First Tee National School Program introduces children to the game of golf and The First Tee Nine Core Values during physical education classes through the use of SNAG®, Starting New At Golf, equipment. Supported by the PGA TOUR and a growing number of tournaments and other sponsors, the National School Program promotes character education and seeks to mainstream golf in school physical education classes in the United States.

Since 1997, The First Tee has:

- Introduced golf and its values to over 2.9 million participants
- Offered the Life Skills Experience in more than 690 program locations
- Established over 1,100 affiliate courses that offer access and reduced rates for participants
- Introduced the National School Program in more than 2,600 elementary schools
- Increased diversity in golf



PROMOTES POSITIVE VALUES

LIFE SKILLS EDUCATION

What makes The First Tee effective in building positive character traits in young people is The First Tee Life Skills Experience™, a curriculum developed by experts in the field of positive youth development and delivered by trained coaches. Through this experience, participants learn to apply life skills and transfer the positive values of golf to everyday life.

PARTICIPANTS LEARN TO:

- Appreciate diversity
- Introduce themselves
- Manage emotions
- Plan for the future
- Resolve conflicts
- Set step-by-step goals



COACHES:

- Empower youth to make decisions by thinking about the consequences
- Build rapport and establish positive relationships
- Nurture golf and life skill development
- Create a fun learning environment



RESEARCH SUPPORTS IT

In 2003, The First Tee made a commitment to researching the effectiveness of its life skills programs. Collectively, results concluded that participation in The First Tee positively changes young people's attitudes and behaviors.

PARENTS AGREE...

2003 Research University of Nevada, Las Vegas and University of Florida

Parents observed improvement in their child's:

Grades in school	52%
Social abilities	66%
Communication skills	74%
Responsibility	74%
Confidence	76%

PARTICIPANTS LEARN LIFE SKILLS...

2005-2006 Research University of Virginia

Participant findings:

90%	Transferred life skills to school, home or other areas
94%	Showed respect at school, home, sports and workplace
96%	Cited golf etiquette and <i>The Rules of Golf</i>
97%	Used meeting and greeting skills
99%	Showed respect for others on the golf course
100%	Used methods to manage negative thoughts and emotions

AND HAVE FUN.

The study found that 83% of 2005 research participants returned to The First Tee in 2006. This is impressive considering the average dropout rate of 50% in youth-serving organizations.



ADDRESS YOUR FUTURE

The First Tee is *more than a game* – it's a metaphor for life. That's why we offer programs to help participants prepare for continuing education, careers, and beyond.

A/B Honor Roll

Recognizes academic achievement

Future Leaders Forum

In partnership with The Toro Company, participants explore career paths at Walt Disney World Resort.

Life Skills and Leadership Academies

National camps on college campuses that offer life skills and golf clinics, career seminars, and leadership workshops

PricewaterhouseCoopers Executive Forum

Participants interact with global business leaders at THE PLAYERS Championship.

RBS Achievers of the Year Awards

Scholarships for ongoing education

Scholars Program

More than 20 colleges and universities offer merit-based scholarships to participants who excel in academics, leadership, character development, and Chapter and community involvement.

Walmart First Tee Open at Pebble Beach

An official Champions Tour tournament where legends of the game play with 78 junior golfers.

Visit www.thefirsttee.org to learn more.



O U R M I S S I O N

To impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf.