2016

The First Tee®

Parents' Guide

EMPOWERING YOUTH

www.thefirsttee.org

About The First Tee

OUR 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.

ABOUT US 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 2015, The First Tee brought character education through the game of golf to more than 4.7 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 and Johnson & Johnson its Legacy Partner. Former President George W. Bush serves as honorary chair.

THE FIRST TEE NINE CORE VALUES Honesty | Integrity | Sportsmanship |

TABLE OF CONTENTS

Welcome to The First Tee!	2
Why The First Tee?	3
What Our Teens & Alumni Say	4
Golf & Life Skills	5
The First Tee Life Skills Experience	6
Our Coaches	7
Our Philosophy	8
Our Code of Conduct	9
The First Tee Nine Core Values	10
The First Tee Nine Healthy Habits	11
A Game For Everyone	12
National Participant Opportunities	13–15
The First Tee Alumni Program	16

EMPOWERING YOUTH

Welcome to The First Tee!

The First Tee delivers programs that build character and develop leadership skills…but what's just as important is that it's fun!

Each lesson is designed to be exciting, interactive and engaging. Our coaches follow a philosophy centered on positively reinforcing your child's actions and ensuring a great experience.

The First Tee works with experts in a variety of fields to help coaches deliver programs that seamlessly weave golf and character-building activities into each lesson. As your child progresses through The First Tee's programs, the activities and life lessons become more involved, helping your child build character and become even more equipped to make good choices on and off the golf course.

On pages 13-15, you will see the wide-ranging and ever-growing golf, life and leadership opportunities for high school-aged participants. These opportunities, 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 of the curriculum. The First Tee Scholars Program also offers a wonderful opportunity for young people to be rewarded for their academic achievements (see page 15).

After each lesson, I encourage you to ask your child to share with you the life lesson discussed that day. You can help your child bridge the lessons to life by encouraging them to use what they have learned at 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 … it's more than a game.

Sincerely,

Joe Louis Barrow, Jr.
Chief Executive Officer

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.

What Our Teens & Alumni Say

Teens

- 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
- 84% - credit the program with helping them be a better student in school
- 95% - improved their golf skills
- 83% - consider themselves life-long golfers

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
- 90% - consider themselves life-long golfers

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

Golf & Life Skills

A Seamless Experience

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 caring adults (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.

SELF-MANAGEMENT

Techniques for managing thoughts and emotions.

GOAL SETTING

Setting attainable goals to reach desired dreams.

OVERCOMING CHALLENGES

Strategies to adapt, manage and overcome challenges.

The First Tee Life Skills Experience

Something for All

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 the game of golf with special emphasis on learning 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)

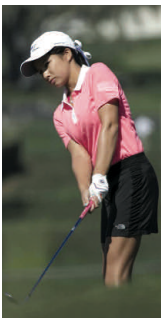
Emphasizes goal-setting.

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 — focusing on setting goals for golf, career and education, and giving back to the community.



Our Coaches
Making a Difference

We have more than 3,700 coaches in the network. They include PGA and LPGA professionals and volunteers who donate their time because they believe strongly in our mission.

Our Coach Program was created with the help of youth development experts to successfully train coaches to deliver the highest quality experience in youth development through sport.

YOUNG PEOPLE WILL EXPERIENCE:

- A fun learning environment
- A sense of empowerment to make decisions by exploring the implications of their actions
- A positive relationship and rapport with coach(es)
- Progressive golf and life skills development

Our Philosophy

A Solid Foundation

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)

Mastery-Driven

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

Empower Youth

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

Continuous Learning

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

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

- 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

- 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

- 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

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 were created through a collaboration among The First Tee, ANNIKA Foundation and Florida Hospital for Children to promote healthy, active lifestyles for young people. The healthy habits are part of The First Tee curriculum, geared for elementary-age students and chapter participants.

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, 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.

That's why we bring our program off the course and into elementary schools and after-school organizations.

THE FIRST TEE NATIONAL SCHOOL PROGRAM

Launched in 2004, The First Tee National School Program has been introduced to more than 8,000 elementary schools in 1,200 school districts across the country.

Designed for physical educators to use in a physical education setting, The First Tee National School Program integrates golf skills and motor skill development with character education in every lesson.

66% of physical educators have reported that they use the Nine Core Values in other sports and activities they teach beyond The First Tee National School Program.

THE FIRST TEE DRIVE

Abbreviated for "Develops Rewarding, Inspiring Values for Everyone," The First Tee DRIVE is a fun and 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.

In 2015, The First Tee DRIVE was offered in more than 700 locations including the Y and Boys & Girls Clubs.

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 they create an optimal environment for young people to 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 high school age 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/opportunities

THE FIRST TEE NATIONAL ACADEMIES

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, some chapters work together, or on their own, to create regional opportunities 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

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 www.ajga.org.

AMERICA'S FUTURE – THE COCA-COLA COMPANY

Dedicated to impacting communities, Coca-Cola Company offers five participants annually the chance to experience working at one of the largest corporations in the world. The semifinalists spend four days in the heart of downtown Atlanta visiting the Coca-Cola campus, attending a new-hire training, 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

Through our partnership with the International Junior Golf Academy (IJGA), participants are selected 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.

JOHN DEERE CAREERS ON COURSE ACADEMY

The John Deere Careers on Course Academy provides a four-day experience for 24 selected participants to explore various careers within the golf industry. Hosted at the John Deere Turf Care headquarters in Cary, N.C., participants will learn various careers associated with turf management, golf course operations, tournament operations and golf management.

NATURE VALLEY FIRST TEE OPEN AT PEBBLE BEACH

The Nature Valley First Tee Open at Pebble Beach 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

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. 15). 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.

THE FIRST TEE NATIONAL PAR-3 CHAMPIONSHIP

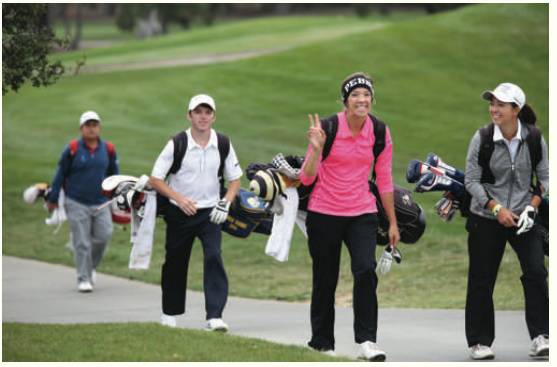
This six-day event provides 32 participants with a chance to compete in a 36-hole tournament to be crowned the Boys' and Girls' National Par-3 Champion. Participants will also have a chance to represent their territory as two co-ed teams, East and West, go head-to-head in a team match-play format called 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

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 fall of their senior year. A limited number of scholarships are available each year and are awarded after the class is designated.

WELLS FARGO SUCCEEDING TOGETHER℠

Through a variety of regional events and a national contest, Wells Fargo's Succeeding Together community program celebrates the huge impact The First Tee has on students across the country. In 2016, teenage participants of The First Tee can again compete through an essay contest (begins February 1) for the opportunity to attend the Wells Fargo Championship in Charlotte, 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 to learn more.



The First Tee Alumni Program

The First Tee home office created an Alumni Program that alums will be proud to join! There is no cost to become a member of The First Tee Alumni Program, which offers additional career and networking opportunities exclusively to past participants, regardless of the certification level last completed.

To become a member of the Alumni Program, visit www.thefirsttee.org/alumni

On the website, alumni can join the program, search current internship opportunities and connect via LinkedIn. In addition, there is information regarding participating in 2016 alumni and chaperone events, such as the ones listed below:

PwC Executive Business Forum May 12-15, 2016 in Ponte Vedra Beach, Fla.

Life Skills and Leadership Academy (serve as chaperone) July 6-12, 2016 in Blaine, Minn.

College Golf Prep Academy (serve as chaperone) July 20-27, 2016 in Reno, Nev.

John Deere Academy (serve as chaperone) October 13-16, 2016 in Cary, N.C.

"I will be forever indebted to this organization, its sponsors and donors for continuing to dedicate their time and resources to better the lives of young people worldwide."

Kayla Jackson, alumna, The First Tee of Raritan Valley

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.

The First Tee®

WORLD GOLF VILLAGE

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www.thefirsttee.org

The First Tee Founding Partners

LPGA · Masters · PGA · PGA TOUR · USGA

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