



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.

Case for Support

Today's children are growing up in a challenging time.

- Public school budget cuts and increased focus on test scores have limited schools' capacity to focus on social and emotional learning in the classroom.
- Limited resources for after-school programs means 11.3 million youth are either alone and unsupervised¹, and even more are in programs offering minimal enrichment during the critical hours of 3-6 p.m.
- Most parents have concerns about their children getting injured, the quality or behavior of coaches, and the emphasis on winning over having fun².
- Sixteen million American youth—one in three—will reach the age of 19 without having had a mentor of any kind³.
- With one in almost five high school students dropping out, academic under-achievement or failure is a real possibility for many of today's young people. Those who do not graduate high school are more likely to be unemployed, to engage in criminal behavior and to require social services, and are less qualified to serve in the United States military⁴.

¹ America After 3PM: http://www.afterschoolalliance.org/documents/AA3PM-2014/AA3PM_Key_Findings.pdf

² ESPNw, 2014 <http://espn.go.com/espnw/w-in-action/article/11675649/parents-concern-grows-kids-participation-sports> and Aspen Project Play <http://www.aspenprojectplay.org/the-facts>

³ The Mentoring Effect: <http://www.mentoring.org/mentoringeffect>

⁴ America's Promise Alliance: <http://www.americaspromise.org/high-school-graduation-facts-ending-dropout-crisis>

Positive Youth Development – Why it Matters

While parents/guardians, schools, religious organizations and youth serving agencies are all extremely dedicated to helping young people in their environment, no one entity can do it alone. We believe young people need support both in and out of school, and both in and out of the home.

Positive youth development is built on the foundation of evidence-based research that views young people as opportunities for developing competencies rather than as problems to be managed. Young people who develop physical health, character, social and emotional qualities, and behavioral characteristics are more likely to become successfully functioning members of society⁵. Positive youth development programs focus on enabling young people to build constructive relationships and promote development of social skills - including conflict resolution, leadership, and teamwork. The results is both positive academic and social outcomes⁶. Furthermore, positive youth development is a promising approach to the prevention of current problems ranging from aggressive and antisocial behaviors to academic under-achievement and school failure⁷.

As further evidence, a recent study revealed children who scored high on social skills in kindergarten were four times as likely to graduate from college as those who scored low. **It's not enough for schools to focus exclusively on academic outcomes.** One of the most powerful and cost-effective interventions is to help young people develop core social and emotional strengths that are necessary to fully benefit from their education and succeed in many other areas of life⁸.

The First Tee – a Positive Youth Development Organization

At The First Tee, we have developed programs built on the positive youth development framework⁹ (see page description of programs on Page 5). Our programs provide the proven elements: safe

⁵ [“Promoting Positive Youth Development Through Physical Activity,”](#) President’s Council on Physical Fitness Research Digest, 2009

⁶ [How Out Of School Time Program Quality Is Related To Adolescent Outcomes](#), 2010

⁷ http://www.character.org/wp-content/uploads/2011/12/White_Paper_Battistich.pdf Character Education, Prevention, and Positive Youth Development, 2011

⁸ [Early Social-Emotional Functioning and Public Health: The Relationship Between Kindergarten Social Competence and Future Wellness](#). American Journal of Public Health, 2015

⁹ [A Framework for Planning Youth Sport Programs That Foster Psychosocial Development](#) and <http://www.search-institute.org/content/40-developmental-assets-adolescents-ages-12-18>

places, intentional and trained caring adults, and developmentally appropriate and empowering curricula¹⁰.

At the core of The First Tee programs are Nine Core Values—honesty, integrity, respect, responsibility, courtesy, sportsmanship, confidence, judgment and perseverance—which are essential for young people to make positive choices and overcome challenges across all areas of their lives. Additionally, concepts around healthy choices (Nine Healthy Habits) reinforce the importance of physical, social and emotional wellness.

At elementary schools, youth centers and golf facilities, students participate in a seamless golf and character education program, promoting physical activity, introducing them to a lifelong sport and embedding core values and wellness in every lesson.

For young people who progress through certification levels at The First Tee of Indiana, the life skills they develop and hone include social skills, problem solving, goal-setting, resilience skills, managing emotions, working well with others, appreciating diversity and building quality relationships with family and in their community.

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

Is it Working?

Results from an independent, longitudinal study of participants in The First Tee Life Skills Experience, which is delivered through The First Tee chapters by trained coaches, confirmed what experts in these arenas are seeing. Students found that they were able to stay positive when frustrated with homework, to set goals to get better grades and to look for solutions to problems with peers. In the

¹⁰ <http://www.ncbi.nlm.nih.gov/pubmed/25141078> Assessing Impact of Physical Activity-Based Youth Development Programs: Validation of the Life Skills Transfer Survey, 2014

same study, 73% reported high confidence in their ability to do well academically and 82% felt confident in their social skills with peers because of their involvement in The First Tee¹¹.

In an independent case study in 2011 of one Midwestern school district delivering The First Tee National School Program¹², teachers reported seeing in their students improved socialization skills, increased interest in the game of golf and positive experiences for students who do not usually excel in physical education. Teachers also identified improved teaching methodologies, a framework for integrating core values into their non-golf activities and parental excitement about the program.

How We Do It

Our programs are based on progressive and developmentally appropriate curricula created with the help of experts in positive youth development, sport psychology and physical education. All adults delivering our programs—coaches, physical educators and youth leaders—receive professional development training based on four building blocks: (1) activity-based learning (experiential learning environments); (2) mastery-driven (balancing the focus on process with the outcome); (3) empowering youth for decision-making (positive relationships and a student-centered approach); and (4) continuous learning (engaging in feedback and coachable moments).

Participation in sports does not automatically produce positive developmental outcomes¹³. Our programs are unique because The First Tee coaches are trained in positive youth development and create an environment that is safe yet challenging. These are the ideal conditions for prosocial behaviors to develop. Equally important is our focus on intentionally bridging what they learn through The First Tee to life. Evidence suggests life skills do not automatically transfer to school, home, or other settings unless coaches discuss and promote these connections intentionally¹⁴.

In our view, young people do not care what an adult knows, until they know the adult cares.

¹¹ *Longitudinal Effects of a Life Skills Education Program on Positive Youth Development, University of Minnesota, 2005-2008*

¹² *The First Tee National School Program: [A Closer Look 2012](#)*

¹³ *[A Framework for Planning Youth Sport Programs That Foster Psychosocial Development](#)*

¹⁴ *[“Physical Activity: An Underestimated Investment in Human Capital?”](#) Journal of Physical Activity & Health, 2013*

Who we serve

More than half of the young people we reach through our programs are from diverse ethnic backgrounds, and 38% of chapter participants are female. The numbers are important when compared to U.S. golfers in general, who are 21% ethnically diverse and 21.5% female, based on National Golf Foundation findings.

Cost is not a barrier to participation as scholarships are available for young people who cannot afford to pay. Further, more than 50 percent of students served through The First Tee National School Program are on free and reduced lunch. While The First Tee of Indiana is open to all, we consciously make an effort to reach socioeconomically disadvantaged children in our 15 programming location communities.

Our Programs

The First Tee Life Skills experience: The First Tee of Indiana is one of 170 chapters that collectively deliver programs at more than 1,000 golf locations around the United States and in select international locations. The First Tee of Indiana delivers its life skills curriculum to young people ages 7 to 18 at our 15 statewide programming locations. The First Tee of Indiana coaches go through The First Tee's extensive training (eLearning and in-person), helping to increase the on- and off-course success of all participants. The phased, educational and experiential training program takes approximately two to three years to complete. As a result, our coaches are equipped to create positive relationships that inspire young people to look to their future, set goals and discover their individual potential.

The First Tee National School Program: Introduced to more than 7,000 elementary schools in more than 1,000 school districts throughout the U.S., the program introduces elementary students to the game of golf, The First Tee Nine Core Values and The First Tee Nine Healthy Habits during physical education classes. The program creates an environment where young people experience the lifelong sport of golf while learning basic motor skills, golf skills, character development and health and wellness. Physical educators receive professional development training and are provided age-appropriate curriculum and equipment for effective implementation into their programs. At The First Tee of Indiana, this program is offered at 235 elementary schools across the state.

The First Tee DRIVE: Introduced to more than 450 youth-serving organizations, this after-school program is a fun, engaging opportunity for young people and is designed to **Develop Rewarding, Inspiring Values for Everyone** who participates. Created with youth development professionals and volunteer leaders in mind, the program modifies traditional sports—including baseball, football, bowling and tennis—to incorporate the four basic golf shots: putt, chip, pitch and full swing. Each activity empowers young people to explore their abilities and develop life-enhancing values along the way by integrating The First Tee Nine Core Values in each lesson. At The First Tee of Indiana, this program is offered at Harrison County YMCA, Clark & Floyd County YMCA and White Water College Programs in Connersville.

Our Plan

In 2011, The First Tee embarked on a strategic plan to increase our footprint and capacity to impact communities by inspiring adults to mentor, coach, volunteer and invest financially in an additional **10 million young people by 2017**. The ambitious plan, when successfully accomplished, will make The First Tee a greater force for good in society with ever-increasing relevancy in thousands of communities.

Fundraising Message: Ever since the Indiana Golf Foundation took The First Tee of Indiana under its umbrella, we have struggled with wanting to include too many things in our fundraising message. Our message will now focus on these three key things:

The First Tee of Indiana to include the various programming locations that we have throughout Indiana and the National Schools Program that we have put in place

Building an Indianapolis home site

The importance of expanding our scholarship program so that no interested child is turned away

Funding Sources

Annual Fund: Direct Mail program done every November. This mailing usually focuses on a program participant or a specific cause and is generally geared toward The First Tee.

Membership Program: Usually a Spring Mailing to promote our Membership program. Memberships range from \$30 to \$2,500 per year. Upper levels of Membership Program are designated as the Hoosier Golfers Society. Those who are making pledges toward a capital campaign pledge are also given HGS designation.

Special Events: The Foundation runs an annual Invitational that is rotated among the premier clubs in the state. The Foundation also runs an annual Indiana Golf Charities Day. In addition, there are occasionally other special events that are held that benefit the Foundation.

Capital Campaign: Currently we are undergoing our second ever capital campaign. \$3.2 million was raised during the initial campaign that began in 1998. These funds covered the major expansion project for the Indiana Golf Office and also the purchase of our Par 3 golf course. Reason for the campaign:

Funding for Programming Location Growth

Funding for NSP Growth

Scholarships

Capital Improvements

The First Tee Founding Partners

In 1997, the Ladies Golf Professional Association (LPGA), Masters Tournament, Professional Golf Association of America (PGA of America), PGA TOUR and United States Golf Association (USGA) formed a partnership with the help of Founding Corporate Partner, Shell Oil Company, to launch The First Tee. Since that time, The First Tee has steadily grown into a robust youth development organization, impacting, influencing and inspiring more than 10.5 million young people. What started as a concept to make golf more accessible to young people has turned into an opportunity to help young people develop core values and learn life skills that are inherent in the game of golf.

How You Can Help

Sample 1 (Donation): The First Tee of Indiana has developed a Youth Partner Program both individual and corporate to support expansion and/or sustainability of our programs. The campaign will provide funds for increasing operating expenses and establishing a solid financial base for our future. Please consider making an investment in The First Tee of Indiana toward the greater goal, to help us continue addressing the needs of young people in our communities by providing high-quality,

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positive youth development programs. Donations can be made through our website, indianagolf.org/donate or by calling our Foundation Development Director Autumn Strong 317-739-3011. astrong@indianagolf.org

Sample 2 (Volunteer): You are invited to bring your passion for golf and become a part of The First Tee of Indiana. We are looking for positive role models to support year-round classes. Classes meet throughout the year at one of our 15 programming locations. Weekday and Weekend volunteer opportunities are available. You do not need to be a scratch golfer to make a big difference in building a child's confidence and healthy self-esteem through the game of golf. Young people will benefit simply by your example and your caring. Contact Kristtini Hunt, our First Tee Operations Manager to get involved. 317-739-3017 or krhunt@indianagolf.org

First Tee of Indiana Program Locations Map



Sample 3 (Donate equipment): Support The First Tee of Indiana by converting your old, unwanted golf equipment into a cash donation. Through the “2nd Swing Club Donation Program” benefiting The First Tee, the value of your used clubs and equipment is sent to our chapter as a cash donation. The donation summary can be printed directly from website or from your email confirmation, and a receipt will be sent within 3-4 weeks of receiving donation. Click [here](#) to donate your equipment today.

What qualifies?

New and used golf clubs from the following brands: Adams, Callaway, Cleveland, Cobra, Mizuno, Nike, Odyssey, Ping, PXG, Scotty Cameron, TaylorMade, Titleist, Tour Edge and Wilson.

- Here are a few tips for making your equipment donation:
- Fill in if you want your funds to support The First Tee home office or a chapter.
- Don't see a brand listed on the trade-in website? Please call 2nd Swing at (612) 216-4152 to see if the item qualifies for a donation.
- You can also donate new apparel, gently used golf bags and range finders. Please call 2nd Swing at (612) 216-4152 to see if the item qualifies for a donation. Golf balls will no longer be accepted.
- When shipping your equipment to 2nd Swing, please print your FREE shipping labels and include a copy of your donation summary in each box. The donation summary can be printed directly from website or from your email confirmation.
- A donation receipt will be sent within 3-4 weeks of receiving donation.

Questions

Please call 2nd Swing's Club Donation Team, at (612) 216-4152 or email clubdonationprogram@gmail.com.