



Good
Golfers.
Better
People.

2020

Good Golfers. Better People.



More Than A Game

Our Mission...

To positively impact the lives of our local youth by providing structured educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

BETTER PEOPLE

- Nearly half of our participants credit First Tee for helping them become a better student.
- 87% of parents say they've seen a positive change in their child's confidence at home, school or other activities.
- 97% of parents say the program has positively influenced their child's life.

IMPACTFUL CITIZENS

- 91% of First Tee participants are engaged in community service while engaged in our program.
- 72% of First Tee participants stay engaged in community service when going to college.

POWERFUL MENTORS

-87% of First Tee alumni said their relationship with their coaches were meaningful and grew stronger over time. These relationships were based on empathy, high positive expectations and advocacy.

Developing Leaders Through

Participant Opportunities



\$1 PER HOLE

At our seven program locations, participants at any level can show their Yardage Book to receive \$1 per hole playing privileges, where they can hone their golf game, [persevering](#) to be better, even outside of scheduled programming time.



GOLF BUDDY

Making new friends and being [courteous](#) on the golf course is made easy by Golf Buddy, a private online social group for families. Parents post, looking for playing partners for their children at our 7 area program locations.



TEEN ADVISORY COUNCIL

Teenage participants meet monthly to discuss ways to make on-course programming better, organize volunteer opportunities to give back to the chapter, and take part in team-building events together, like trips to laser tag and Top Golf.



COLLEGE SCHOLARSHIP PROGRAM

Graduating high school seniors are invited to apply for a college scholarship. Applicants must be active in programming and volunteering within the chapter. Scholarships are awarded depending on involvement within First Tee as well as their video application.



WINTER FAMILY SERIES

In the off-season, families are invited to monthly events such as scavenger hunts, parent-child competitions, and family golf days for young people to show off the golf skills and life skills they've learned, such as [respect](#) and [honesty](#).



LPGA-USGA GIRLS GOLF

Girls Golf is aligned very closely with First Tee's Core Values and has "5 E's of Girls Golf" (Empower, Enrich, Engage, Exercise, and Energize) to promote [sportsmanship](#) and keep female members enrolled in co-ed Core Programs engaged in golf.



SUMMER INTERNSHIP PROGRAM

Birdie, Eagle, and Ace level participants apply to receive paid internships with the chapter, where they assist with summer outreach programs, [confidently](#) working with other non-profit organizations like the YMCA, Humanities Foundation, Special Olympics, Lowcountry Autism and City of Charleston Recreation Department.



PGA JUNIOR LEAGUE

Participants 13 and under at the Advanced PLAYer and higher levels compete against teams from other golf courses, playing alternate shot format and further instilling the importance of [sportsmanship](#).



BOOKBAGS FOR KIDS

Each summer, before the start of the new school year, active participants and their siblings are invited to an afternoon filled with SNAG baseball and new school supplies to start the year [confidently](#), in the best way possible!



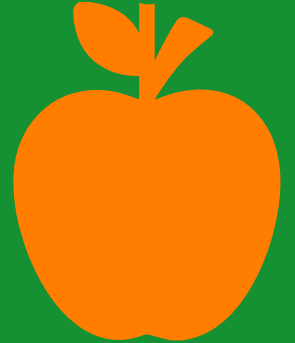
PICK UP STIX

To ensure that our young people have developmentally appropriate equipment, First Tee offers a club fitting program where participants can trade in their old clubs or receive their very first set. Participants borrow these clubs and are [responsible](#) for them to practice outside of class.

STATE OF FIRST TEE

17,611 YOUNG PEOPLE

Approximately half are female and half are ethnically diverse.



3 SCHOOLS

2 DISTRICTS

21 are Title I

SCHOLARSHIPS AWARDED

to military families or those with financial need



13 OUTREACH PARTNERS

- American Lung Association in South Carolina
- Camp Happy Days
- Cannon Street YMCA
- Charleston Promise Neighborhood
- Children's Museum of the Lowcountry
- City of Charleston Recreation Department
- Family Connection of South Carolina
- Four Rivers Development Corporation
- Girl Scouts of Eastern South Carolina
- Lowcountry Autism Foundation
- Royal Foundation "I AM" Male Mentorship Program and Summer Camp
- Special Olympics South Carolina
- WINGS For Kids

97%



of PARTICIPANTS RECEIVE FREE PROGRAMS



8

GOLF COURSE CORE PROGRAM LOCATIONS

Patriots Point, Wescott, Muni, Shadowmoss, Pine Forest, Berkeley, RiverTowne, AF Base



225 VOLUNTEERS



11

LEAD COACHES

trained in positive youth development

35% retention rate

of PARTICIPANTS RETURNED FOR PROGRAMS



MEET AUBREY + KELLY

Thank you to Aubrey and Kelly's mom, Jackie, for the following personal statement about the impact of First Tee programming on her daughters' lives.

Aubrey and Kelly are two very caring and compassionate 11-year-old young ladies. Their journey into the world of golf began in 2016 when they were 7 years old. My brother, who is an avid golfer, suggested that I get them into the game by finding our local First Tee program. That June, the girls started their first session with First Tee of Greater Charleston. It was a hit! They were hooked. In the spring of 2017, they were ready to play their first 9 holes, so on a trip to Disney World, their dad and I took them out to play. What an awesome memory!

They may be twins but they don't always like the same things. Aubrey is a tennis player, and Kelly is a dancer. Golf has been different, and finally something they can not only do together, but all of us as a family can enjoy as a "foursome." Participating in First Tee has helped them fall in love with the game. This is a sport they can play for the rest of their lives.

Since beginning the Core Golf & Life Skills on-course classes at Shadowmoss Plantation Golf Club in West Ashley 4 years ago, they have progressed from PLAYer to Advanced PLAYer, and now to the Par level through First Tee. They have also been given so many additional opportunities that they otherwise would not have had without First Tee. They love attending the supplementary LPGA-USGA Girls Golf Girl's Night Out events at Patriots Point Links where young ladies of all ages and from all eight program locations meet for Friday night golf activities and arts & crafts. Last summer, both also participated in the LPGA-USGA Girls Golf Camp at Wescott Golf Club and had an amazingly engaging experience.

The Nine Core Values learned throughout the program carry with them on and off the course. When they commit to something, they give it their whole heart. They are honest, responsible, confident, hardworking, and kind. They persevere through the challenges that come their way, whether it's in their fifth-grade classrooms or when one hits her golf ball into a bunker. They are excellent students and are active in their school and church. First Tee has taught them time-management skills as well as understanding the importance of a being a well-rounded kid. They've even had the opportunity to give



back to First Tee through volunteerism at area golf tournaments where they can set goals to play in those tournaments in the future.

One of their favorite things about First Tee is how coaches make the lessons fun. Putting games such as Billiards or Leapfrog or targeted chipping challenges involving pool noodles help them to learn valuable golf fundamentals without boring, repetitious drills. Playing these games allows them to perfect their own skills while engaging in friendly competition (their favorite!). The program's coaches and volunteers have been so caring and continue to help drive their desire to learn more and become better golfers and people.

We feel blessed to be a part of the First Tee family and look forward to the continued opportunities that lie ahead for Aubrey and Kelly. Looking ahead, First Tee of Greater Charleston will continue to give our family a way to bond through the love of the game.

WHAT WE'VE ACCOMPLISHED

CORE PROGRAMS

873
participants

8
program
locations

SCHOOL PROGRAMS

14,238
students

31
Charleston and
Berkeley County
Schools

OUTREACH PROGRAMS

2,500
young people

13
partners

2008

PROGRAMS BEGAN

132
young people

2019

COMMUNITY REACH

17,611
young people

Join us in impacting our community and young people

Give the gift of **TIME** by volunteering as an all-star coach, admin guru or event champion.

Give the gift of **TALENT** by doing what you do best – lend your personal and professional skills, expertise or services.

Give the gift of **TREASURE** through one of the impact groups below.

Fore Our Future Society.

Make your mark in supporting future generations through a monthly or annual donation.

Young Ambassador's Council. Join this group of local professionals, having fun and doing good at the same time.

Contact us today to learn more about how to get involved and make your impact today!



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FIRST TEE OF GREATER CHARLESTON OPERATING REPORT

year ending December 31, 2019

EXPENSES

Programming & Coaches
\$245,118

Operations
\$177,767

Events & Marketing
+ \$424,959

\$847,844

STAFF

MEGHAN TAYLOR
Program Director

CHARLIE WISER
Development & Operations Associate

WAYNE NANCE
*Lead Coach, National School
Program Coordinator*

BEN GRANDY, PGA
Director of Operations

BUCKY DUDLEY, PGA
Executive Director

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PARTNERS**



MassMutual
South Carolina



Terracon

FIRST TEE of GREATER CHARLESTON

321 Wingo Way, Suite 201 | Mt Pleasant, SC 29464

843-864-4200

www.FirstTeeGreaterCharleston.org

@FirstTeeCHS

/CharlestonFirstTee

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