



*More than a game.*

**MORE THAN A GIFT.**



## We Know It Works

Participants of The First Tee are thriving.  
Independent Research<sup>®\*</sup> confirms it!



report high  
confidence of future  
academic success



are able to apply  
life skills learned at  
The First Tee



feel confident  
in their social skills  
with peers

\*University of Minnesota

## OUR MISSION

To positively impact the lives of Atlanta's young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

## WHY ATLANTA'S KIDS MATTER

We believe that all young people should have access to safe places and caring adult mentors who provide an experience that helps them grow socially, emotionally and academically.

1,033+  
annual participants aged 8-18

\$75  
participant fee per session

102,220+  
kids impacted through our  
outreach programs

\$496  
what it costs The First Tee to deliver  
the program to each participant

<sup>1</sup> "Longitudinal Effects of The First Tee Life Skills Programs on Positive Youth Development", 2005-2008, University of Minnesota, Maureen R. Weiss, Ph.D.

# The First Tee **Coach Philosophy**

The First Tee coaches are trained to create positive relationships that inspire young people to look to their future, set goals and discover their individual potential.

*Young people do not care what a coach knows until they know a coach cares.*



*The First Tee of Atlanta gives me the opportunity to spend time with our community and it's youth, mentoring key life skills, improving social interaction and improving everyone's game!*

**— Eric Reichling**

*The First Tee of Atlanta Coach*





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*The coaches at The First Tee of Atlanta stress being a leader. It's so easy to be a follower but they push you to be innovative so that you will become successful in this world. My coaches at The First Tee of Atlanta are my Life Lesson teachers.*

**— Jazmyne Everett**

*The First Tee of Atlanta Participant*

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# Making an Impact Beyond the Golf Course

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## **THE FIRST TEE CHAPTERS**

Through The First Tee Life Skills Experience curriculum delivered at our chapters, 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.

## **THE FIRST TEE NATIONAL SCHOOL PROGRAM**

Delivered by trained physical educators in elementary schools across the United States, this program brings the sport of golf along with The First Tee Nine Core Values and Nine Healthy Habits to students in a P.E. setting.

## **THE FIRST TEE DRIVE**

Delivered by youth leaders at partnering after school locations, including Boys & Girls Clubs and the Ys, this program provides an activity based approach to introduce golf and character education in a fun environment.





1053 Cascade Circle SW  
Atlanta, GA 30311  
(404)756-1868  
[www.thefirstteeatlanta.org](http://www.thefirstteeatlanta.org)

The First Tee Founding Partners



Founding Corporate Partner



Legacy Partner



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## Gifts to The First Tee of Atlanta Immediately Support



Character Education Programs

Training for Coaches in Positive Youth Development

National Leadership Events for Young People

Donate today at  
[www.thefirstteeatlanta.org](http://www.thefirstteeatlanta.org)