



The  Tee®  
Greater Pasadena

**2014 ANNUAL REVIEW**

# OUR MISSION

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

We strive to provide affordable and accessible golf facilities to primarily serve youth who have not previously had exposure to the game and its positive values.

## Nine Core values™

Honesty  
Integrity  
Sportsmanship  
Respect  
Confidence  
Responsibility  
Perseverance  
Courtesy  
Judgment

## Nine Healthy Habits™

Energy  
Play  
Safety  
Vision  
Mind  
Family  
Friends  
School  
Community





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# From Our Leadership

## A message from The First Tee of Greater Pasadena Board President



On behalf of the board of directors of The First Tee of Greater Pasadena I would like to thank our staff, coaches, supporters, parents, and especially our outstanding young men and women who have made 2014 our most successful year ever.

Our chapter has reached the highest level of achievement in The First Tee Network due to the dedication of our coaches, staff, volunteers and supporters. Our mission is to positively impact the lives of area youth by providing educational programs that teach life skills and core values like honesty, integrity and perseverance through the game of golf. The First Tee provides research-proven programs that make a positive impact on the players, families and communities.

Young people face a multitude of influences throughout their lives that contribute to their ability to respond to everyday situations. Our programs are designed to help them develop the skills and core values necessary to face challenges with confidence and become the leaders of tomorrow. The First Tee of Greater Pasadena provides quality youth programs with adult mentors and safe places to learn and grow. Our coaches and staff are among the best in their profession and serve as role models for each student enrolled in our many programs.

As we embark into 2015 and beyond we are excited to have expanded our service area where we expect to increase the number of locations we serve and provide our high quality programs to more young people throughout the greater Pasadena area. We look forward to maintaining the success we have had with our programs and continue this important mission to help our kids succeed now and in the future.

Thank you.

Michael A DeLucia  
Board President





## A History of The First Tee of Greater Pasadena

In 2005, Life Skills FORE Pasadena Youth, Inc. was founded by Bob Baderian and David Sams along with the Rose Bowl Operating Company and American Golf Corporation. The purpose was to become a chapter of The First Tee® with the mission to positively impact the lives of Pasadena area youth by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. Also, to make the game of golf more accessible and affordable to youth of all diversities, social strata and those with physical disabilities who otherwise may not have an opportunity to learn and play the game of golf.

In 2006, Life Skills FORE Pasadena Youth Inc. entered into an agreement with the World Golf Foundation to become a chapter of The First Tee. The First Tee of Pasadena officially began with 1 program location, Brookside Golf Club, 83 participants, 4 part-time coaches, and 3 volunteers.

By the end of 2014, The First Tee of Pasadena had provided programming in 8 locations, served more than 40,000 participants with 18 part-time coaches, and 26 volunteers. Additionally, programs had been presented in partnership with 33 public schools, 5 parks, and organizations such as: Optimist Home for Boys, Hillside, LeRoy Haynes Center for Youth, Pasadena YMCA, Lake Avenue Church Foundation, San Gabriel Boy Scouts, Villa Esperanza, Ability First, John Muir High School Special Needs, home schooled students, Pasadena Unified School District visually impaired students, and Pasadena Police Activities League.

At the beginning of 2015, The First Tee of Pasadena enlarged its service area and renamed its chapter The First Tee of Greater Pasadena. Today, The First Tee of Greater Pasadena continues its mission as a youth development program that teaches participants "life skills," through the game of golf. The First Tee of Greater Pasadena balances the curriculum so that youth not only learn the life-long game of golf, but also learn personal assets such as problem solving, goal setting and interpersonal communications.



The First Tee of Greater Pasadena's 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. A Program Location is where The First Tee Chapter is able to conduct programming using real golf equipment. In most cases, Grass Green Facilities are golf courses. Here at The First Tee of Greater Pasadena we offer programming at the following various golf courses:

- *Alhambra Golf Course*
- *Altadena Golf Course*
- *Arroyo Seco Golf Course (South Pasadena)*
- *Brookside Golf Course (Pasadena)*
- *Eaton Canyon Golf Course (Pasadena)*
- *Glen Oaks Golfing and Learning Center*
- *Glendora Country Club (Glendora)*
- *Marshal Canyon Golf Course (La Verne)*



# LIFE SKILLS EXPERIENCE

The First Tee Life Skills Experience™ is divided into four certification levels, starting with PLAYER for new participants and progressing through PLAYer, Par, Birdie, and Eagle. Each level is taught seamlessly with a variety of golf skills.

## TARGET

Children ages 5-9 who are new to golf or The First Tee Program. In the TARGET level participants will use each letter in TARGET as a golf and life skill lesson. Participants will be exposed to the driving range, chipping and pitching area and putting. Fun games using SNAG equipment are also implemented into this level. There is no testing in the TARGET Level. Once a participant is able to demonstrate various fundamentals, a First Tee of Greater Pasadena Coach will give a recommendation to move into the PLAYer level.

## PLAYER

Children ages 10 and above or participants who have progressed from the TARGET Level. The PLAYer level is the introductory level of The First Tee Life Skills Experience. PLAYer teaches participants how to play the game of golf with special emphasis on learning golf, The First Tee Code of Conduct, and The First Tee Nine Core Values. These interpersonal and self-management skills will help participants develop much more than their golf game. Testing is available after a participant is involved in at least 3 full sessions of PLAYer (24+ hours of PLAYer programming).

## PAR

The First Tee members who are PLAYer Certified. The PAR level builds on the PLAYer level by introducing PLAYers to the mental side of golf while learning skills that will help them on and off the golf course. The main focus of the PAR level is to assist PLAYers in acquiring several self-management techniques that will help them manage their thoughts, emotions and behaviors in order to perform at their best on and off the golf course. Testing is available after a participant is involved in at least 3 full sessions of PAR (24+ hours of PAR programming).

## BIRDIE

The First Tee members who are PAR Certified. Of all the life skills in The First Tee Life Skills Experience, goal-setting is one of the most important. The BIRDIE level offers PLAYers the opportunity to learn how to set and pursue their own goals, which will equip PLAYers with a greater sense of purpose, direction and motivation in their lives. Testing is available after a participant is involved in at least 3 full sessions of BIRDIE (24+ hours of BIRDIE programming).

## EAGLE

The First Tee members who are BIRDIE Certified. The EAGLE level is designed for PLAYers who have demonstrated a commitment to both the game of golf and to attaining an associated set of Golf and Life Skills. The typical EAGLE level PLAYer will demonstrate his/her ability to apply life skills, will have displayed a progression of golf skills acquisition and performance, and have been a role model for The First Tee Code of Conduct. Testing is available after a participant is involved in at least 3 full session of EAGLE (24+ hours of EAGLE programming.)

## ACE

The First Tee members who are EAGLE Certified. The ACE level offers advanced instruction and practice in many of the Golf and Life Skills introduced in the PLAYer, PAR, BIRDIE and EAGLE levels. ACE focuses on personal planning and reinforces interpersonal communication, self-management, goal-setting, self-coaching and resistance skills that were applied in earlier levels of The First Tee Life Skills Curriculum.



In addition to The First Tee Life Skills Certification Classes, The First Tee of Greater Pasadena has created supplementary classes which allow participants from our chapter to be exposed to the game of golf in various settings.

## TEEN

For youth ages 13 and above. The PLAYer and Par curriculum is used in this class. The TEEN class will allow teenage participants the opportunity to participate in a class where students are in the junior high and high school age range.

## CO-ED PLAY LEAGUES

Opportunity for members from The First Tee of Greater Pasadena to compete against each other in various golf formats. A coach's recommendation is needed for this class. To register for a Co-Ed PLAY League, contact your The First Tee coach or the Director of Programs.

## GIRLS GOLF

For girls ages 5-12. PLAYer and Par curriculum is used in this class. The Girls Golf class is instructed by female coaches. This class also provides female participants from our chapter the opportunity to become a member of the LPGA USGA Girl's Golf Program.

## ADAPTIVE CLASS

The adaptive program is designed to work with youth who have special needs. We currently have Ability First and John Muir HS Special Ed students who attend classes at Brookside (golf green facility) where they learn about The First Tee Nine Core Values through the game of golf. In addition, members of our Eagle class assist as junior volunteer coaches and work very closely with our coaching staff for the Ability First class.

## COURSE MANAGEMENT

The First Tee of Greater Pasadena members who are PLAYer Certified are able to register for a Course Management Class. In Course Management, participants will be exposed to different situations and rulings that will occur when playing the game of golf. The main objective for both Course Management Classes is to provide additional training for participants who want to compete in junior golf tournaments and or high school golf teams.

## MULLIGAN PROGRAM

In golf, a Mulligan is a stroke that is replayed from the spot of the previous stroke without penalty. At The First Tee of Greater Pasadena, our goal is to provide youth with additional opportunities in life through the game of golf. Since 2008, the Mulligan Program has helped over 500 at risk youth play the game of golf through The First Tee Life Skills Experience and The First Tee Nine Core Values.



## National School Program

The First Tee National School Program (NSP) introduces the game of golf and The First Tee Nine Core Values and Nine Healthy Habits to elementary students during physical education classes. This school golf program creates an environment where young people are introduced to the lifelong sport while learning the basic golf motor skills and the inherent values of the game.

The First Tee of Greater Pasadena conducts NSP programs in the following locations:

- Pomona – 27 elementary schools
- Pasadena – 11 elementary schools
- Fontana – 1 Middle School



The D.R.I.V.E. Program, which stands for Developing Rewarding Inspiring Values for Everyone, is an activity based golf program which has been specifically designed for youth serving organizations such as the YMCA and the Boys & Girls Clubs. By using a golf platform, our goal is to extend the life skills and Nine Core Values of The First Tee to kids and teens who may not previously have been exposed to the game of golf.

The First Tee of Greater Pasadena's DRIVE Program takes place in the following locations:

- Pasadena YMCA
- Pasadena Parks and Recs – 7 sites
- PUSD LEARNS – 6 sites
- Pasadena Education Foundation – 2 sites
- Villa Esperanza
- El Centro

# COMMUNITY EVENTS

## Annandale Country Club Mentoring Event

On May 10th, fifteen participants from The First Tee of Greater Pasadena's PLAY league had the incredible opportunity to participate with fifteen members from the Annandale Country Club



## Junior Advisory Council / Lions Club Pancake Breakfast

The Pasadena Host Lions Club and The First Tee of Greater Pasadena partnered to provide one pancake breakfast in 2014 in cooperation with the Pasadena Salvation Army. Our Chapter received a grant from the Lions Club in the amount of \$7,400 as



the results of this event. These grant funds were used to purchase new driving range teaching mats and a set of S.N.A.G. equipment for the after school D.R.I.V.E. programs. Funds raised through raffles during the event were used assist the Lions Club in providing services to the community in support of the Club's mission.

# ADDITIONAL EVENTS

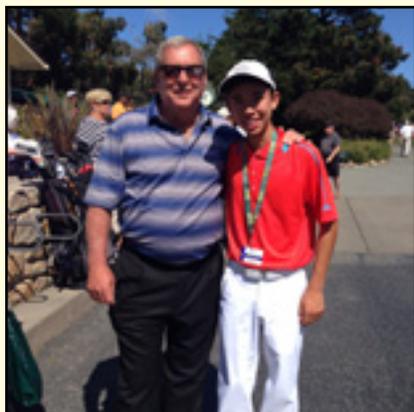
## Northern Trust Open Tee Off Youth Program

From the support of The PGA TOUR and Northern Trust Open, The First Tee of Greater Pasadena was provided a bus, courtesy of John Blanchard Transportation, to attend the Saturday Tee Off Fore Youth Program. Over 40 participants from our chapter were able to attend and had the opportunity to spectate during the PGA TOUR event and participate in the STEM Zone and youth clinic.



# Participant Opportunities

Thanks to corporate partners and generous donors, The First Tee of Greater Pasadena offers 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 ideal time for young people to expand their horizons, meet new people and learn more about themselves.



## Stian Lintvedt

Fifteen year old Stian Lintvedt played the Nature Valley First Tee Open at Pebble Beach, which showcases the talent and character of young people who participate at The First Tee chapters.

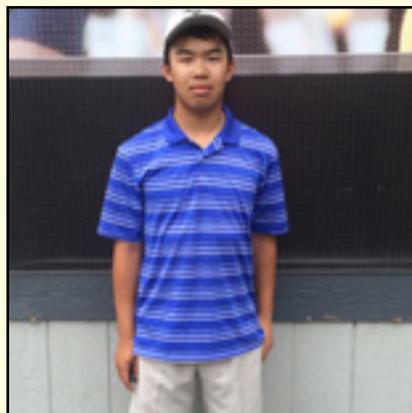
To be selected, Stian was measured in both golf proficiency and life skills knowledge.

Stan played with champions TOUR player Trevor Dodds. He played Pebble Beach on Thursday and Poppy Hills on Friday.



## Quaid Scott

Sixteen year old Quaid Scott attended the week long Life Skills & Leadership Academy in San Diego. While there, he participated in championship golf, life skills activities and career exploration, experienced dorm room living, and met a wide variety of young people from around the world.



## Mason Chiu

The First Tee A/B Honor Roll Program encourages all participants to excel academically and stay on track. Participants of all ages who earn A's and B's on their report card will receive certificates signed by Joe Louis Barrow, Jr, Chief executive officer of The First Tee.

Mason Chiu received the A/B honor roll for both semesters in 2014

## Ace Level Chapter

The First Tee of Greater Pasadena is proud to have achieved ACE level Chapter recognition from The First Tee Home Office. This is the highest recognition of performance for a Chapter in The First Tee network. Only 17 out of 180 chapters received this status.

# Spotlight:

## Haynes Family of Programs

The First Tee of Greater Pasadena Program has become a consistent part of the recreational program for Haynes Family of Programs formerly known as LeRoy Haynes Center.

The youth in our care have faced many challenges prior to coming into our facility. Many of these residents have never had an opportunity to even experience being on a golf course or in a country club type of atmosphere yet alone play a round of golf. Through The First Tee Programs our residents have been provided the opportunity to develop the positive social skills that are a necessity in everyday life. Our residents really look forward to going to the golf course weekly. Many have stated that they find it to be a relaxing break from the regular routine of school and the rest of their other responsibilities. Even those that have difficulties with figuring out their swing and stance always ask "When can we go again?"



This program has been so successful with our residents that we have now incorporated golf outings into our program during the short break periods that occur between spring and summer sessions.

The values that are taught through The First Tee Program are very much in line with the core values that we teach our residents at Haynes Family of Programs. The program is wonderful in the fact that it exposes our residents to something different while teaching residents the necessary values to develop into successful young men.

Thank you for everything.

Sincerely,  
William Hicks  
Recreational Supervisor  
Haynes Family of Programs

# Spotlight:

## EWGA Girl's Mentoring Event

EWGA Girls Golf Day on July 27, 2014, partnered two great organizations, the EWGA (Executive Women's Golf Association) Los Angeles Chapter and The First Tee of Greater Pasadena, for a fun day at Arroyo Seco Golf Course in South Pasadena. The event consisted of 18-holes in a scramble format at the par-3 course, a short game clinic and a putting lesson.

Twenty girls participated as a component of The First Tee of Greater Pasadena's summer program along with fourteen EWGA Los Angeles Chapter mentors. Each girl was paired with an EWGA mentor.

The month of July is designated as EWGA Mentoring Month. In 2014, the EWGA and The First Tee announced a partnership to assist The First Tee in its efforts to increase female participation. The partnership brings together more than 120 EWGA Chapters with 179 The First Tee Chapters to promote female role models and increase mentoring opportunities. Currently 37 percent of chapter participants are female.

Focusing on growing strong through The First Tee Nine Healthy Habits, each girl had the opportunity to express a positive quality that she possessed. Goodie bags, tee prizes and refreshments were provided. EWGA members donated golf equipment to the girls as well as providing a monetary donation.

The First Tee of Greater Pasadena welcomes new participants to engage girls and increase participation the coming years. Having a female role model for a young girl makes a positive impact. Girls learning and playing the game of golf will have a friend both on and off the course.



# Spotlight:

## Participant Essays

### Dylan Choi

Hi, my name is Dylan Choi and I am 15 years old. This fall I will be going into 10th grade attending La Cañada High School. I have been participating in The First Tee since first or second grade.

My 2014 goal for golf was to make the varsity golf team at my high school, to improve my golf game all around, and to be more involved with The First Tee. I was able to achieve all of these goals. I helped the varsity team get through the first round of CIF and play well in the second round. My game also improved a lot through a lot of practice. And finally, I helped out in the ability first class, participated in the junior advisory committee, and was a part of the first ever First Tee STEM class.

The best part of being involved with The First Tee of Greater Pasadena is the diversity. In very few places will there be so many people of different race, religion, and socio-economic status. To me, the most important life skill that I learned was perseverance. Very few golf days are perfect days. I have learned that I need to just take a deep breath, focus on the hole at hand, and finish with a good attitude. In life, no matter what obstacles come my way, I work through them and always do my best.



### Ryan Herron

My name is Ryan Herron. I am 17 years of age. I will be going into the 12th grade this upcoming year. I go to La Cañada High School. I have been with the First Tee for 5 years.

My 2014 goal for golf was to better myself as a golfer and as an individual. I wanted to lower my score to consistently score in the mid 70s and I wanted to become a better person through what I learn in golf and at the First Tee.

I have learned that integrity is something that I should always construct my life around. I should act in a way that I am true to myself and true to others. That I don't need to cut corners but act according to my moral compass. I have also learned that perseverance is an integral part to succeed in life. Life isn't going to come easy but if you are able to persevere and give it your all, you will be able to achieve whatever you dream to achieve. Never stop. Give it your all.

# PARTNERS OF THE FIRST TEE OF GREATER PASADENA

## 2014 CORPORATE PARTNERS

NESTLE USA FOUNDATION / Ken Bentley  
PHOENIX DECORATING COMPANY / Chris Lofthouse  
PASADENA CERTIFIED FARMER'S MARKETS / Gretchen Sterling  
MATHEW BUTCHER FOUNDATION / Steven Butcher  
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DAVE SAMS / Director of Golf Operations  
MARK FRITZ / Director Program & Development  
BETTY LOU BEYER / Director Special Projects  
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STIAN LINTVEDT  
QUADE SCOTT  
EMILY SWANSON  
CAITLYN YAMASHITA

# Scorecard

## 2014 Grants

AMGEN - \$500  
 JOHNSON & JOHNSON MATCHING GRANT - \$25,000  
 LPGA FOUNDATION - \$3,000  
 PASADENA LIONS CLUB - \$7,514  
 SOUTHERN CALIFORNIA EDISON - \$5,000  
 THE FIRST TEE STEM GRANT - \$2,500  
 USGA FOUNDATION - \$11,300  
 VONS - \$500  
 WSCGA - \$2,000

## 2014 Revenues



Total: \$542,742.00

- Participant Fees - \$100,636.00
- Brookside Men's Club - \$5,305.00
- Foundation Grants - \$57,314.00
- In Kind Donations - \$138,000.00
- Corporate Contributions - \$47,801.00
- Individual Contributions - \$24,645.00
- Golf Outings / Events - \$92,285.00
- Tee Sign Income - \$50,621.00
- Non Golf Events - \$15,635.00
- City Championship - \$10,500.00

## 2014 Expenses



Total: \$414,312.00

- Education - \$261,144.00
- Fundraising - \$61,557.00
- Management - \$91,611.00

The First Tee helps shape the lives of kids and teens from all walks of life by introducing them to values inherent in the game of golf.

**73%** reported high confidence in their ability to do well academically.

**82%** felt confident in their social skills with peers.

**57%** credited The First Tee for their meeting and greeting skills.

**52%** credited the program for their ability to appreciate diversity.

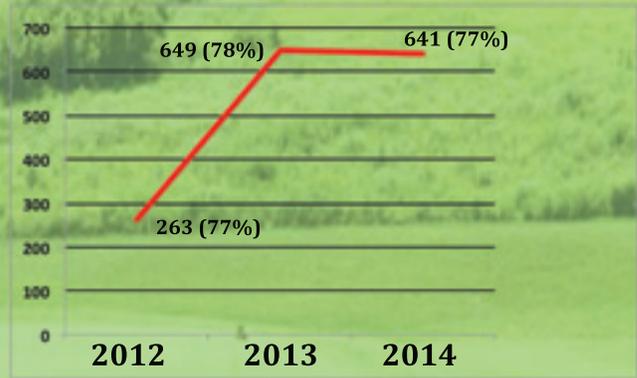


# Scorecard (cont'd)

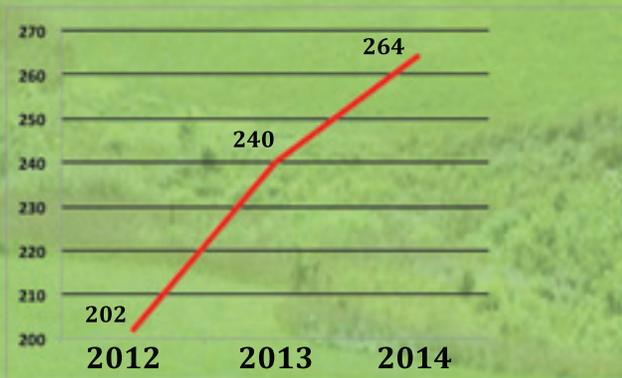
## Registered Participants



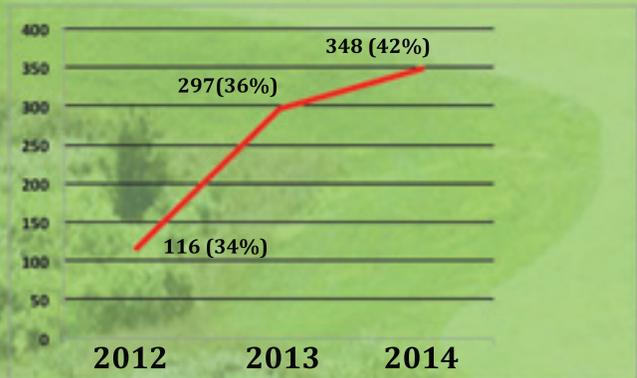
## Minority Participants



## Participants on Scholarship



## Number of Girls



## D.R.I.V.E. Participants



## National School Participants





The  
First Tee®  
Greater Pasadena



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