



Our Reach and Impact

Through 2014

The First Tee Network

- ✓ In 2014, The First Tee reached more than 4.1 million young people.
- ✓ Since inception in 1997 through 2014, more than 10.5 million young people have participated in our programs.
- ✓ In The First Tee's Phase IV Strategic Plan: 2011-2017, a goal was set to reach 10 million additional young people. From 2011-2014, more than 5 million young people have been reached toward the goal.

The First Tee Chapters

- ✓ Programming locations (golf facilities): more than 1,000
- ✓ Chapters: approximately 175 in the U.S. and four international (Vancouver, Canada; Ireland; Japan New Zealand)
- ✓ Number of active coaches: more than 2,400
- ✓ Number of volunteers: nearly 19,000 (including board members)
- ✓ PGA/LPGA professionals serving as coaches, executive directors, staff and volunteers: 750
- ✓ Participant gender: 38% female, 62% male (All U.S. golfers¹: 21.5% female, 78.5% male)
- ✓ Participant ethnicity: 49% White or Caucasian, 16% Black or African-American, 15% Latino or Hispanic, 6% Asian, 3% Multi-Racial, 1% Native American or Native Alaskan, 9% Other (All U.S. golfers²: 4% African-American, 8% Hispanic, 9% Asian)

The First Tee National School Program

- ✓ Introduced to more than 7,000 schools in more than 1,000 school districts
- ✓ Number of trained physical educators: more than 8,000
- ✓ Student gender: 50% female, 50% male
- ✓ Student ethnicity: 49% White or Caucasian, 23% Latino or Hispanic, 21% Black or African-American, 4% Asian and 3% Other

The First Tee DRIVE

- ✓ Introduced to more than 450 youth-serving locations
- ✓ Number of trained youth leaders: more than 550
- ✓ Participant gender: 49% female, 51% male
- ✓ Participant ethnicity: 29% White or Caucasian, 29% Latino or Hispanic, 26% Black or African-American, 9% Asian and 6% Other

¹ National Golf Foundation, 2014

² National Golf Foundation, 2010