



**The First Tee
Metropolitan New York**

ANNUAL REVIEW | 2016



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EDUCATE ~ ENRICH ~ EMPOWER

THE FIRST TEE NINE HEALTHY HABITS™

PHYSICAL Energy | Play | Safety EMOTIONAL Vision | Mind | Family SOCIAL Friends | School | Community



Dear Friends,

The First Tee of Metropolitan New York had another fantastic year in 2016, thanks in large part to the support and generosity of our partners and donors. In this year's Annual Review, we highlight several of these relationships including those with the PGA TOUR and Metropolitan Golf Association. We are extremely fortunate to have so many caring individuals and core value sponsors who allow us to do our work.

A major goal of our organization in 2016 was to help our students improve their golf skills and spend more time as a group out on the links. This included nearly 10,000 rounds of golf, more than 150 students participating in PGA Junior League and three of our participants qualifying for the national Drive, Chip and Putt at Augusta National Golf Club. In this time with our coaches and friends, we are able to teach these students lessons through the game that makes The First Tee unique.

In addition, thanks to our enhanced educational programs and new ACE scholars model, we are providing our teenage participants with tangible academic support for their lives off the course. With new funding and foundation support, we can build on this program that is currently helping our participants to prepare for, apply to and successfully complete college.

Thank you for taking the time to learn more about our program in reviewing our Annual Review. We hope that you will join us to promote The First Tee in positively impacting young people in our community!

Sincerely,

Ed Brockner, Executive Director

EXECUTIVE COMMITTEE

Kenneth Whitney, Chairman
Jay Mottola, Secretary
Charlie Robson, Treasurer
Jessica Betts
Gene Bernstein
Ned May

BOARD MEMBERS

Douglas Band
Nicole Coates
Gretchen Clayton
David Cohen
Brian Crowell
Will Fogg

Jeffrey Holzschuh
Cynthia Howard
Mark Manoff
Peter Mele
Michael Robichaud
Kevin Ryan

Malcolm Turner
Michael Sullivan
Len Wilf
Valerie Wong Fountain

NATIONAL TRUSTEES

Kevin Ryan and Family
Kenneth Whitney
Len Wilf and Family
William Rudin and Family

THE FIRST TEE OF NYC

Mosholu Golf Course - Chapter Headquarters
Brooklyn Golf Center and **The Golf Club at Chelsea Piers**
Anthony Rodriguez, PGA
PGA Director of NYC Player Development
3545 Jerome Avenue Bronx, NY 10467
Tel (718) 655-9164

Westchester Golf Range

Paul Giordano, PGA Program Manager
701 Dobbs Ferry Road White Plains, NY 10607
Tel (917) 566-4120

ESSEX COUNTY / HUDSON COUNTY

Weequahic Park / Skyway Golf Course

Katie Brenny, PGA
Senior Director, Player Development
2 Thomas Carmichael Drive Newark, NJ 07114
Tel (973) 926-6474

FAIRFIELD COUNTY, CONNECTICUT

Fairchild Wheeler Golf Course

Rodean Minto, Director of Outreach
and Certifying Programs
Coleman Davis, Head Instructor
2390 Easton Turnpike Fairfield, CT 06825
Tel (203) 374-7779

NASSAU COUNTY / LONG ISLAND

Eisenhower Park Golf Course

Mike Wade, PGA Director of Instruction
Justin Koff, PGA Program Director
1899 Hempstead Turnpike East Meadow, NY 11554
Tel (516) 385-9294

PLAINFIELD, NEW JERSEY

Plainfield West Nine Golf Course

Bill Castner, Master PGA Program Director
1591 Woodland Avenue Edison, NJ 08820
Tel (908) 769-3672



THE FIRST TEE STAFF

Ed Brockner, Executive Director
Barry McLaughlin, Senior Director of Operations & Business Development
Carmen Munoz, Controller
Adam Zweig, Manager of Development & Communications

3,400 area youth were reached at one of our **5 branded locations**
or **12 affiliate program sites** in 2016



YEARS OF CONTINUED SUPPORT



A Conversation with Peter Mele, Executive Director, The Northern Trust, and Joshua Sanchez TFTMNY Alum and Young Benefactor Executive Committee Member.

JS: The former PGA TOUR commissioner Tim Finchem inspired the development of The First Tee. How did the TOUR initially become involved?

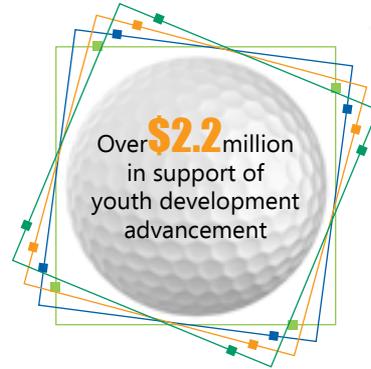
PM: Once the chapter was launched here in NYC, it allowed our tournament to become involved by adding TFTMNY as one of our participating charities.

JS: TFTMNY has had a great impact since 2001 in large part through the support of the TOUR. What impact do you see the program having on the future success of students?

PM: One of the programs, Path to College, has been a huge success. The mentoring starts at a young age, helping to prepare students for college and the entire application process. It helps to make college attainable for students who may not have felt that to be an option for them.

JS: The PGA TOUR event designated the Chapter as an official charity and provided support. How did that come about and will that commitment continue?

PM: We truly believed in the mission of TFT and saw this as an opportunity to help better the lives of the young people in the area who became involved with the program. Our partnership with TFT of Metro NY has continued to grow and we plan to continue our support.



The PGA TOUR and Northern Trust announced that beginning in 2017, the Chicago-based global bank will become title sponsor of the FedExCup Playoffs tournament held annually in the New York/New Jersey area. The Northern Trust will be held at Glen Oaks Club in Old Westbury New York, just minutes from our Long Island First Tee facility, Eisenhower Park Golf Course.

Northern Trust's sponsorship is a five-year agreement that renames the tournament The Northern Trust and maintains its position as the opening event of the FedExCup Playoffs. Northern Trust Chairman and Chief Executive Officer Frederick H. Waddell said, "Now as we deepen our investments on the East Coast, we are excited to continue our partnership with the PGA TOUR by sponsoring a world class playoff event that supports our growing business and continued commitment to the communities we serve."

"The PGA TOUR has provided a cornerstone of support from the very beginning of our organization, and we are excited to partner with Northern Trust in its title sponsorship of this event in our region," said Ed Brockner, TFTMNY Executive Director. "We are extremely thankful for the support and exposure that this championship provides our Chapter, and look forward to continuing and expanding this relationship for many years to come."

The Northern Trust tournament future locations:
2018 – Ridgewood Country Club
2019 – Liberty National Golf Club
2020 – Plainfield Country Club
2021 – Bethpage State Park (Black Course)



Low Rudin Charity Golf Classic Marks Another Year of Support

May 18, 2016 - For the past 14 years, the Classic has been held in honor of Low Rudin and the Rudin Family, in support of TFTMNY. It's a celebration of the life of Mr. Rudin that incorporates some of his passions: a love for golf, friends, family and The First Tee. The Low Rudin Charity Golf Classic has been an instrumental component to the development and growth of TFTMNY.



Each year, the Classic helps raise significant funds in order to provide scholarships to participants of TFTMNY. A portion of the funds goes to providing a full, four-year scholarship to New York University. This year's Classic raised over \$240,000, marking another year of great family support.

3rd Annual Taste of the Tee

June 15, 2016 - Held at the Greenwich Country Club, in Greenwich, Connecticut, the Taste of the Tee raised over \$100,000 and featured an array of select dishes from local chefs and area food and beverage companies. Master of Ceremonies for the evening was Michael Breed, host of The Golf Fix on The Golf Channel. He was joined by Special Guest Chris Berman from ESPN. Tickets sold out with 100% of the funds raised directly benefiting First Tee youth programs in Fairfield County. The generated proceeds will go to support three initiatives: certifying/educational programs, outreach strategies and facility development. Ed Brockner, Executive Director of TFTMNY introduced Taste of the Tee Co-Chairs, Mary Helen and Jeff Holzschuh, Julianne and Scott Seymour, Margaret and Pat Shouvlín. Brockner thanked them for their generosity, time, and support.



Elmwood Country Club 2016 Charity Day

July 10, 2016 - Twenty-five First Tee participants from The Bronx, Brooklyn and Connecticut visited Elmwood Country Club in White Plains, New York for brunch, followed by a five-man scramble tournament with Elmwood members during their historic Charity Day outing. "Charity Day has been a long standing tradition here at Elmwood. It has been around for over 75 years. We are more than happy to open our club to The First Tee and the membership loves having the kids here every year," said Pete Stefanchik, Elmwood's Head Golf Professional. "The First Tee is something very near and dear to our hearts and with each year the participation level has been really great." said President Richard Turk.



Bluewolf Open at Wykagyl Country Club

July 12, 2016 - The Bluewolf Open, held at Wykagyl Country Club offered a chance for The First Tee participants to enjoy a great day of golf with the Bluewolf team. Bluewolf first became involved with First Tee when they invited TFTMNY to participate in the Bluewolf Open several years ago. They were so impressed by our program and participants, we were invited back. Thanks to Bluewolf sponsors and generous donors, they raised over \$12,000 for our Chapter. Special thank you to Eric Berridge of Bluewolf for selecting our program and for continuing to support our educational efforts. The proceeds from the Bluewolf Open will also contribute to further support the educational program recently initiated by First Tee. The focus of the program is college preparation and enablement with individualized tutoring, SAT prep, and college workshops.

8th Annual Meadow Brook Invitational

July 21, 2016 - Meadow Brook Club once again hosted our Long Island fundraiser where guests enjoyed a fabulous day. Many of the students from The First Tee of Nassau County joined us for the reception overlooking the club's beautiful course. TFTMNY is excited to be returning in October 2017 to host The Founder's Invitational; showcasing an incredible course renovation project that has made this classic Long Island gem even better!



The First Tee 2nd Annual Founder's Invitational

October 10, 2016 - After an incredibly successful inaugural Founder's Invitational at Hudson National Golf Club in 2015, Plainfield County Club (PCC) welcomed our most generous supporters to play at the Donald Ross Course. The event once again raised more than \$250,000 in direct support for our youth programs throughout the region. Golf Channel's Rich Lerner was emcee for the reception following play that included speeches by several First Tee participants who have benefited from Plainfield's Path to College program. We are very thankful for the membership of PCC for hosting our event, as well as the continued support of programs of The First Tee at the club's West 9.





Kate Keller with Seth Drucker and Claire Lynch, recipients of the 2016 Kate Keller YB Founder's Award

EXECUTIVE COMMITTEE

Michael Rudin
TFTMNY Board Member
and Co-Founder

Ned May
TFTMNY Board Member
and Co-Founder

Kate Keller
Co-Founder

Jessica Betts
TFTMNY Board Member

Jake Sloane
TFTMNY Board Member

Valerie Wong Fountain
TFTMNY Board Member

Seth Drucker

Chelsea Hanse

Rachel Minerva

Matthew Ricks

Joshua Sanchez

Claire Lynch

Helen Stock

Courtney Tincer

To impact, influence and inspire young people in our community through support of The First Tee's youth development program.

YOUNG BENEFACTORS



Since 2008, The Young Benefactors have successfully raised more than \$1,000,000 to support the Young Benefactors program through fundraising events, matching grants, and corporate sponsorships.

The Young Benefactors Break Fundraising Records at the Masters Event

April 7, 2016 - This fundraising event is held each year to raise money in support of TFTMNY's Path to College program, which assists participants in their preparation for college through workshops and other critical tools and skills.

Young Benefactors Share Their College Experience with Participants

October 31, 2016 - The First Tee Young Benefactors Executive Committee came together to reminisce about their college experience. Led by Chelsea Hanse, the panel included Seth Drucker, Claire Lynch, Matthew Ricks, Joshua Sanchez, and Helen Stock.



Samuel Joseph, YB Scholarship Recipient

Samuel Joseph, a participant in The First Tee for six years, personifies the impact that our Path to College program can have on young people in our program. A well-rounded student, Samuel participated in many other high school activities such as playing the violin and being in the Japanese Club.

With the guidance of his tutor and advisor Karen Les Pierre, Samuel attended subject tutoring, SAT prep, and college advisement meetings; which assisted him with the college application process. After being accepted to a number of top colleges and universities, Samuel decided to attend Tufts University, where he is now enrolled as a freshman.

Samuel was awarded a \$5,000 scholarship to pursue his studies through the support of the Young Benefactors, the prep program it provides, and the generosity of dedicated friends of The First Tee.

IMPACT BY THE NUMBERS



10,000

Chapter Outreach participants who received their first golf and Life Skills experience at one of 366 local after-schools or recreation programs



50,000+

participants of our Chapter have been served through our Certification Curriculum, since 2001

61

participants families have a Military affiliation



700+

Chapter families who are eligible for the reduced and free lunch program



340

metropolitan area schools in the National Schools Program (NSP)



176

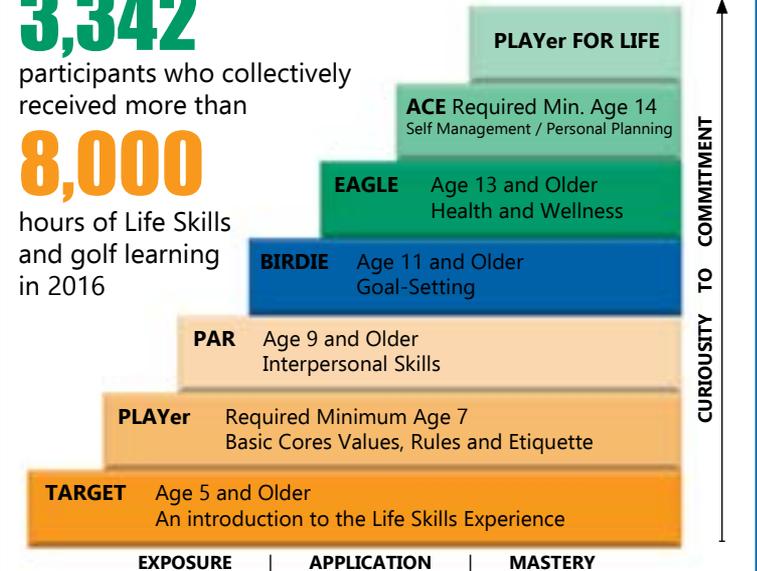
students enrolled at Harlem Village Academy School Day Program offered by TFTMNY

3,342

participants who collectively received more than

8,000

hours of Life Skills and golf learning in 2016



Required and Recommended Minimum Ages for Certification Levels of The First Tee Life Skills Experience



57 Young Benefactors members

PREP for PREP

9 participants nominated for the Prep for Prep Program



70 tutors and mentors provided individual guidance and support of students, with improved vocabulary and high school knowledge scores

100%



2,900 hours of college prep our participants have received



4 participants were nominated for POSSE Foundation Scholarships

15 ACE Scholars participants showed a point increase in our participants' SAT scores

130




305 Chapter adult and student volunteers, provided service hours at one of our program facilities

9,133



31 GOLFWORKS interns employed at our TFT Long Island facility





MGA... SO WE CAN PLAY!



Mr. Jay Mottola reflects on his time with the MGA and TFTMNY, speaking with Joshua Sanchez, a TFTMNY Alum and Young Benefactor Executive Committee Member.

What was the MGA's initial involvement with The First Tee of Metropolitan New York?

The First Tee was a brand new national organization and along with the partnership with our friends at the Met PGA, we made a commitment to become involved with its development here in the metropolitan area. I remember looking at various locations with the late Lew Rudin. We looked at the Mosholu Golf Course in The Bronx and felt it had a lot of the ingredients we were looking for; a 9-hole golf course, the capacity to accommodate the teaching space and much more.

What did you envision the program would become?

We wanted to envision the program growing as a full-service chapter serving kids throughout the entire metropolitan area – that was very important to the MGA. Over the years we've seen our outreach numbers grow, as well as the number of participants who have directly enrolled in our First Tee curriculum, and who specifically benefited from our Life Skills and Core Value programs.

How has the program grown over the last 16 years?

I think we've seen smart growth; balancing growth in the number of facilities and kids we are reaching, while at the same time ensuring that each participant is getting a meaningful experience and introduction into the teachings of the First Tee - that's really important. We've also seen programs like Path to College develop and benefit our older participants.

Do you have a special memory of The First Tee?

It's always impactful to interact directly with the kids and a good thing to hear the participants talk about their success. Two years ago I heard Mrs. Dawkins, a single mother, talk about the impact the First Tee program has had on her son Cameren's life and it was especially moving. It put everything in perspective and reinforced my belief that every day our programs are having a positive impact on the lives of young people.



The GOLFWORKS program was founded by the MGA in 1994 to fund interns from disadvantaged backgrounds to work at area golf clubs. The mission has expanded since the inception of The First Tee to also include internships for advanced program participants who mentor and teach their peers, while also gaining work experience that reinforces life skills learned through this initiative. Morgan Stanley and TFTMNY joined in partnership in 2013 through the creation of the Morgan Stanley First Tee/GOLFWORKS Fellows program built on this youth internship model. Over the past three years, this program has provided funding for 75 fellowships with more than 80% of these students being from diverse backgrounds. This exciting partnership expansion will not only benefit the interns whose employment would be funded by Morgan Stanley's support, but also every child who is enrolled in The First Tee. The Fellows serve as role models for all participants in our program.



THE LEADERBOARD

PGA Junior League

PGA Junior League Golf is a fun, inclusive, and social opportunity for boys and girls (ages 13 and under) to learn the game of golf from PGA and LPGA professionals. Like many other recreational youth sports, participants wear numbered jerseys and play on teams with friends. Our Chapter had four teams compete (206 total players): Mosholu, Weequahic Park, Plainfield West 9 and Eisenhower Park. Teams compete at public and private clubs, while enjoying the spirit of competition and camaraderie. Format of play is a two-person scramble, playing three-hole matches. Substitutes work their way into the matches to ensure that all players support the team.



Sirina Ganne



Megha Ganne

Ganne Girl Power: Drive, Chip and Putt Finalists

Sisters Megha and Sirina Ganne qualified for the Drive, Chip and Putt Championship at Augusta National Golf Club in the spring of 2017. The girls showed great skill as they won the right to represent their age division, Sirina age 7-9 and Megha 12-13 during the regional qualifier at Baltusrol Golf Club in New Jersey. Sirina will enjoy the Championship experience for the first time, and shares that her sister Megha is a great inspiration. She gives credit to her older sister for coaching her and providing moral support. Megha will participate at the Championship level for the second time in three years. Her score of 136 points assured that the sister tandem will represent The First Tee of Essex County on this grand stage.



NYC Championship

November 19, 2016 - This end-of-the-year championship was held for the first time this year at Mosholu Golf Course. All participants from TFTMNY were invited to this final outing before the golf season ended, where they competed against each other in a fun atmosphere. It was an opportunity to celebrate our youths' skill development and the knowledge they acquired in 2016. Ninety-six participants (66 boys/30 girls) competed in different divisions, based on their First Tee Skill level. Trophies were awarded to the best scores at each of those level.



PARTICIPANTS WHO SHINE

Patrick Conte, Chick P. Evans Foundation Scholar

Patrick Conte, an ACE level participant at The First Tee of Fairchild Wheeler has recently been accepted to Penn State University as a Chick P. Evans Foundation Scholar, from the Western Golf Association. He is currently a senior at Shelton High School in Shelton, Connecticut.



Patrick Conte



Brent Ito

Congratulations to Brent Ito

Brent Ito signed a national letter of intent to the University of Michigan men's golf program for the 2016-17 season.

In addition to becoming an honors and AP student, he has also been a member of his high school's Varsity golf team and a caddy at the Brooklawn Country Club in Fairfield, Connecticut.

Congratulations to The First Tee Scholars, Class of 2015-2016

The First Tee Scholars Program is a unique and exceptional distinction that is bestowed upon junior golfers of The First Tee program who excel in academics, leadership, character development, and chapter and community involvement. This year 79 scholars from facilities around the country have been designated to the Class of 2015-2016. We congratulate the following participants from The First Tee of Metropolitan New York: Andrew Yenna, Jeffrey Flora, Nikki Dilluvio and Simone DeBellis.



Andrew Yenna



Jeffrey Flora



Nikki Dilluvio



Simone DeBellis



2016 Nature Valley First Tee Open at Pebble Beach

Faith Francioso, a sophomore at Wantagh High School and active member of The First Tee of Nassau County, is a rising star on the Met PGA junior tour and has over eight tournament wins in the past few seasons with many top-10 finishes. Faith was selected to participate and represent the Chapter at the Nature Valley First Tee Open at Pebble Beach and she was paired with Olin Browne of the Champions Tour. Faith has demonstrated incredible drive, perseverance and a strong dedication to her First Tee community.

Since 2007, 17 participants have attended the First Tee Open from our Chapter.



PARTNERS IN GIVING

The
Heckscher
Foundation
for Children

The Paul and Phyllis Fireman Charitable Foundation

Wilf Family Foundation

pure
INSURANCE

Ken Whitney Family



WASSERMAN

Morgan Stanley



PGA

Metropolitan Section

The Jacobs Foundation



Gray Foundation



The Pinkerton Foundation

Ryan Family

NORTHVILLE



Klingman Family Foundation



Virginia B. Toulmin Foundation



Rudin Family



Pat Boyle Scholarship



SPONSOR ENGAGEMENT



Goldman Sachs Returns For It's 5th Year!

For the fifth year, more than fifteen Goldman Sachs employees participated in the Community TeamWorks (CTW) initiative at TFTMNY's headquarters

at Mosholu Golf Course to take part in a day of volunteering projects, along with participants of The First Tee and The STEM Enrichment Program. Led by CTW members Scott Meltzer and Gilbert Kim, participants and volunteers spent the morning replacing post and rail fences, creating a barrier for the tee-line and building new picnic tables followed by a round of golf and presentation to participants about CTW that highlighted the importance of technology at Goldman Sachs.

Community TeamWorks is a special day for Goldman Sachs employees; it's about taking a day away from work and participating in a volunteering project that will make a difference in the communities where they work and live. In 2015 alone, 52 Goldman Sachs offices partnered with nearly 900 nonprofit organizations on over 1,600 projects worldwide.



THANK YOU TO OUR VOLUNTEERS



Marriott's Future of Golf First Tee Volunteer of the Year Award

Congratulations to Daryl Strickland, who has been recognized as Marriott's Future of Golf First Tee Volunteer of the Year. Daryl provided 1,300 hours of volunteering in 2016 with an overall total of 11,500 over the past 9 years. "Aside from the impressive quantity of hours 'Strick' has dedicated to this program, what is more impressive is his genuine commitment to the success of our operation". For his remarkable efforts and dedication to our First Tee kids, Daryl was awarded

a Marriott get-a-way to the Marco Island Marriott including accommodation, a golf lesson, round of golf with a hotel executive and a family round of golf.

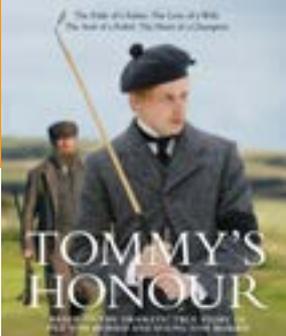
To be considered for this award the recipient should have improved The First Tee community, enhanced the lives of The First Tee participants, impacted other volunteers, and/or inspired others to volunteer - or all of the above. Nominee can be an individual or family.



2017 GLANCE AHEAD

APR

12

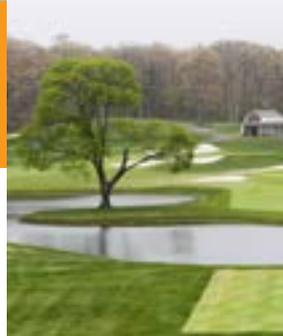


TOMMY'S HONOUR NYC MOVIE PREMIER

Chairman, Ken Whitney who also serves as this movie's Producer invites guest to enjoy this soon to be box office hit with benefits going to The First Tee of Metropolitan New York.

AUG

21
to
27



THE NORTHERN TRUST Glen Oaks Golf Club

Youth Clinic with PGA TOUR Superstar. Volunteer opportunities available. Special fundraiser event to support The First Tee of Metropolitan New York.

APR

27



19TH HOLE ON THE SQUARE Golf and Body NYC

Cocktail event hosted by the Young Benefactors in support of the Path to College program.

SEP

28
to
OCT
1



PRESIDENT'S CUP Liberty National Golf Club

TFTMNY will watch closely as the International Team attempts to avenge its incredibly narrow 2015 defeat. The U.S. Team faces much pressure as they try to continue their success on home soil.

MAY

22



15TH ANNUAL LEW RUDIN CHARITY GOLF CLASSIC

Deepdale Country Club

This annual fundraising golf outing honors Lew Rudin and the Rudin Family, in support of The First Tee of Metropolitan New York.

OCT

16



THE FOUNDER'S INVITATIONAL

Meadow Brook Club

Playing host to our Chapter's marquee fundraising event, Meadow Brook Club will showcase its spectacular renovations.



www.thefirstteemetny.org

Liberty National Golf Club, Host of the 2017 President's Cup



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