



2010 Annual Report

Our mission is to positively impact the lives of youth in the Greater St. Louis area by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf.

Chairman's Remarks

2010 witnessed the 5th anniversary of The First Tee of Greater St. Louis. During that time we have grown from a raw start up to a chapter that is recognized by the national headquarters as one of the top performers. Our Executive Director, Michele Miller, has been with us the entire time and deserves the credit for our consistent progress.



This year we served over 1,600 youth in the greater St. Louis area. Our comprehensive program of Life Skills Education was offered at 6 sites. 400 youth participated in this portion of our programming. While this is down a bit from last year, our chapter did rank in the top 10 in the nation in year to year participant retention.

In 2010, we added emphasis to 2 areas in support of The First Tee national initiatives. A Military Affiliate Program was established, and we entered into agreement with Scott Air Force Base to provide this program, in addition to the ongoing programming that has been there for 3 years. We also expanded our outreach ("TARGET") programming, which introduces The First Tee principles to younger people. These programs are offered in elementary school physical education programs and in such organizations as the YMCA, Boys and Girls Clubs and the St. Louis Parks and Recreation Summer Camp. In 2010, this programming was provided at 33 locations.

In 2011, we will add two key elements to our Life Skills Education. Information promoting healthy eating habits will be incorporated into lesson plans, and a pilot program will be introduced for one-on-one mentoring. We have also committed

to further increase our outreach activities and expand elementary school presence in support of The First Tee's restructured National School Program. Thanks to support from the Seiler Family Foundation, we have been able to commit to introduce this programming in 5 North St. Louis area schools over the next 2 years.

Despite ongoing economic challenges, we raised the funds needed to cover our 2010 operating expenses. Our heart felt thanks to all who made this possible. The center piece of our fund raising activity was a marvelously successful golf tournament. Thanks to the generous support of noted sportscaster Joe Buck and our Honorary Chairman, Jay Delsing, the event was a sell out and raised \$30,000!

The First Tee encourages excellence among its participants, and it also expects that same in chapter operations. Every year chapters are graded on 36 issues, and I am delighted to report that we have once again received the highest rating. The First Tee supports improved performance by providing education programs for Executive Directors, and Michele was in the first class to receive the highest designation as Master Executive Director.

We are well along the way towards our aspiration of being one of the premier youth development organizations in the greater St. Louis area. We enter 2011 energized, focused and confident that we will continue to increase the positive impact we are having on area youth. Thank you for your help in 2010, and with your continued support 2011 will be another banner year for The First Tee of Greater St. Louis.

Charles "Chuck" Cook, Jr.
Chairman

Helping Our Children



Together we can all make our community a better place for children to live. The First Tee of Greater St. Louis has been helping the children we serve in our communities reach their full potential through life changing, professionally supported program since 2006. That's 5 years of working together to contribute to better schools, brighter futures and stronger communities for all.

The First Tee makes a huge difference for the youth it serves. Research consistently demonstrates that The First Tee curriculum helps youth overcome the many challenges they face. An independent study (please see The First Tee 2003 – 2008 Impact Report for the full study) demonstrates compelling evidence that The First Tee curriculum works. The study shows that of the The First Tee participants:

- 78% transferred life skills learned on the course into everyday life (skills including decision-making, self-management and setting goals)
- 73% reported high confidence in their ability to do well academically
- 82% felt confident in their social skills
- 57% credited The First Tee for their meeting and greeting skills
- 52% credited the program for their ability to appreciate diversity

Through your generous donations over the past year, not only are you changing the lives of the children we serve, but you are also changing our neighborhoods and communities. Together, we will continue to serve the children in our communities not only on the golf course, but more importantly in everyday life.

Michele D. Miller
Executive Director



The First Tee of Greater St. Louis has a commitment to diversity in all aspects of its operation. Like The First Tee home office, we believe that the diversity of people is a source of creativity that results in the creation of innovative ideas and accomplishments. Therefore, our Board of Directors reflects our commitment to diversity.

Our Board consists of members of Businesses, Legal, Accounting, Financial, Fast Food Franchise and PGA Professionals.

2010 Board of Directors

Barbara Bowman
James Buford
Charles Cook, Jr.
Charles Crump
George Gipson
Edward Goedeke
John Hayes
James Hull
Jay Jarvis
Verlean Nicks
David Price, Jr.
Todd Purdy
Ann Relling
David Smith
Lawrence Thomas
Robert Tomaso
Steve Wendling

Honorary Chairman

Jay Delsing

Advisory Board

Daniel Fridrich
Ronald Weil

2010 Financial Report



Despite

the challenging economic climate in 2010 that continued from the prior year, fiscal 2010 revenue of approximately \$285,000 represented a 35% increase from the prior year and was within 7.5% or \$23,500

of budget. Our revenue was derived primarily from the following sources:

- Individual Contributions \$58,500
- Corporate Contributions..... \$96,000
- Foundation and Association Grants \$55,000
- Events..... \$59,000
- Participant Fees..... \$16,000

Actual 2010 operating expenses of approximately \$260,000 were approximately \$10,000 below budgeted expenses of \$270,000 for the year. The current year saw a slight increase in net assets of approximately \$45,000 as a result of the unfavorable revenue variance which was somewhat offset by below-budget expenses.

We enter 2011 with net assets of approximately \$280,000, with approximately \$150,000 of our net assets continuing to be restricted for future scholarship – related activities. Fundraising initiatives and effective cost management will remain priorities of the board and the management team throughout 2011 to ensure proper financial support of our programming activities.

Steven R. Wendling
Treasurer

DONATE ON-LINE TODAY.
It's More Than A Game!
www.firstteestlouis.org



VISION



The First Tee of Greater St. Louis will be recognized as the premiere golf-based youth development organization in the metropolitan St. Louis area. This will be accomplished through the passion and commitment of dedicated employees and volunteers, delivering world-class programs focused on the Nine Core Values, outstanding, accessible facilities, and community partnerships designed to positively impact the lives of young people.

The First Tee of Greater Saint Louis 2010 Marketing and Communications Summary



In 2010 we partnered with 590 KFNS to launch a marketing program. The program's primary goals were to increase awareness of the First Tee of Greater Saint Louis and, in particular, to promote our annual golf tournament. The target audience was both golfers and businesses.

While it is difficult to directly quantify the success of this program, our annual golf tournament, held June 28th at Forest Hills Country Club, was a huge success. Besides totally selling out the tournament, we were able to raise over \$30,000 in donations after all expenses were paid. In addition, we saw an increase of over 50,000 visits to our chapter's web site and a significant increase in the number of golf clubs donated to the First Tee.



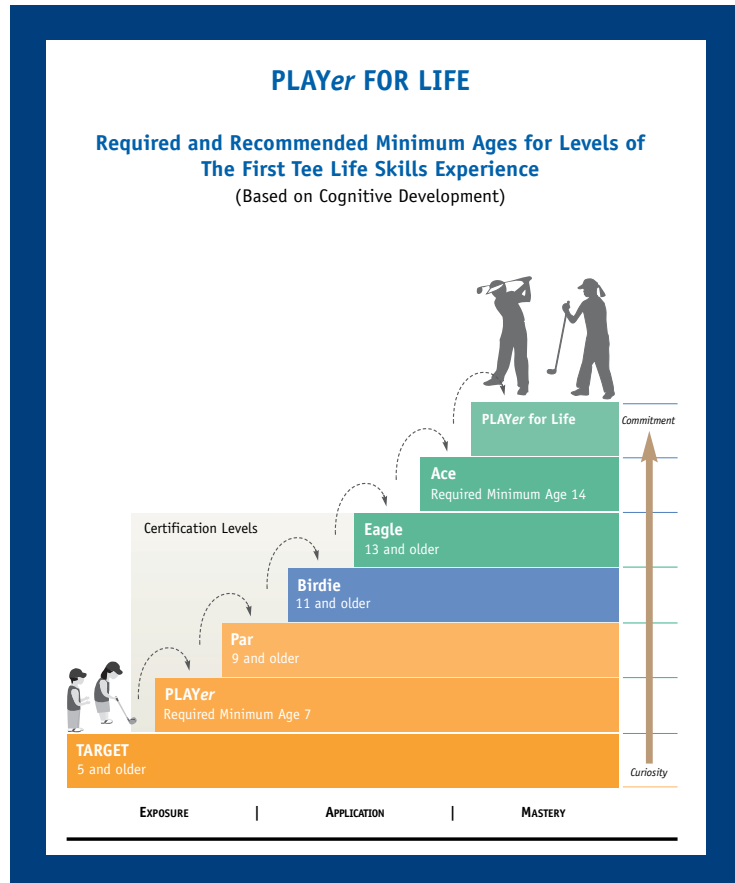
In 2011 we hope to expand on this program's success. We will also expand our efforts to better integrate our communication and fund raising efforts.

Jim Hull
Vice President, Marketing

Programs

PLAYer For Life

Our program has 5 different skill levels consisting of PLAYer, Par, Birdie, Eagle and Ace. Throughout 2010 we have been slowly testing each participant on specific skills such as short game, full swing exercises, putting and on course playing. In an effort to ensure everyone is progressing, we have developed student profiles to log everyone's personal achievements and development. Many participants have demonstrated their golf skills as well as the life skills necessary to graduate to the next level.

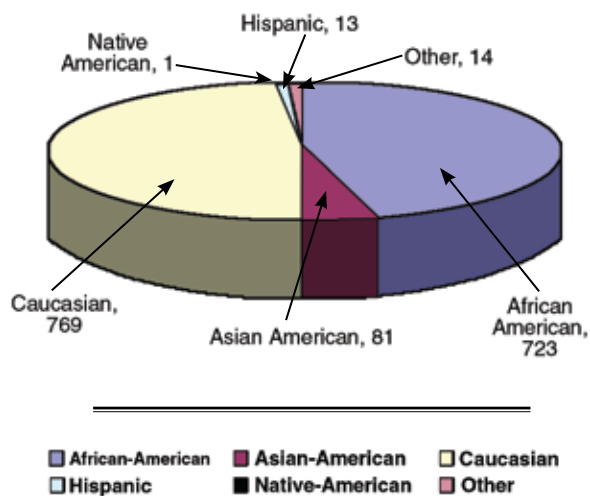


STATISTICS

PARTICIPANT NUMBERS

Total Served: 1,601

Female - 576 Male - 1,025



Coaches

The success of The First Tee program is heavily dependent on Coaches. The First Tee's Coach Program trains volunteer mentors to effectively and consistently deliver the Life Skills Experience to young participants. The Coaches provide the critical mentoring relationships that help establish the Nine Core Values on which the program is founded: honesty, integrity, sportsmanship, respect, confidence, responsibility, perseverance, courtesy and judgment. A special focus on developing the complete person is emphasized by getting to know each individual and helping them prepare and reach goals that are important to them.

Thank you to The First Tee of Greater St. Louis head Coaches:

SAM DAVIS
ROMEZE LAWSON

STAN FLICK
ASHLEY NICKS

Your dedication to our program is what helps to make it such a success! We are proud to say that all of these coaches are going through The First Tee Coach program and have completed at least Phase I training.



Outreach



Happy New Year to all. 2010 was an exciting year for the First Tee of St. Louis. Our programming continues to improve as well as the quality of our instructors. The lessons are exciting, age appropriate, and hands on with a great deal of interacting between the students and the instructors, and between the students themselves. Many new and innovative ideas were implemented and the students were full of excitement. With the activities that were presented to the children, the **Nine Core Values** were always included in the lessons and this was recognized throughout the year in their approach to the game and thru the day to day activities that they were involved in.

Our classes were all filled and we had waiting lists however, because of our limitation in space, we were unable to accommodate any more. New this year was *the play with the coaches day*, which went over very well, as you can imagine we had a little competition going on.

We look forward to an even better year in 2011 because of the excitement that surrounds our program. The **PLAYer** level has proven to be a great introduction to life skills and golf for the younger children. Each day we can see the growth and development that is occurring within our children, therefore, we know we are making some great strides.

Verlean Nicks
Vice President, Programs



Parent's Letter

To whom it may concern,
I am writing to inform you that First Tee has been an awesome experience for my daughter Stacie Davis. I know Stacie would have not had this experience, if it wasn't for the affordability and community outreach of your organization. This was a sport that was foreign to our family. Stacie has helped us understand the game and triggered an interest in learning to play. I feel her skills have improved and she really understands and enjoys the game of golf. Stacie has also grown in other areas as such good conduct/behavior, team player and leadership skill. She has made some wonderful friends and met some awesome coaches. Thank you for giving my daughter and opportunity to experience the game of golf. Stacie can't wait until spring comes to start back up again.



Vanessa Davis

Fundraising



Fundraising planning for 2010 established a target that would fund The First Tee of Greater St. Louis operations budget at slightly over \$300,000, with support projected from corporate contributions, individual donations, participant fees, grants and fundraising events.

Recognizing the continuing corporate and individual economic climate that our fundraising effort experienced in 2009, the fundraising committee recommended that going forward, greater emphasis needed to be placed on individual contributions. Believing that individuals, who play and respect the values of the game of golf, would be willing to support The First Tee program. Efforts were directed to involve the membership of St. Louis District Clubs, golf organizations and golf courses. This program will continue in 2011, based on growing participation from District Country Clubs membership. Individual contributions in 2010 exceeded \$58,000, with many individuals repeating their prior year donations.

Corporate contributions were budgeted at \$100,000 in 2010 and thanks to continuing major support from MasterCard, Emerson, Edward Jones and 24 other St. Louis based businesses, \$96,000 was received in support of the Chapters program. Foundations and grants contributed \$55,000 and a very successful golf tournament at Forest Hills Country Club raised \$58,000 (cleared over \$30,000). Total contributions amounted to \$278,000, 93% of target.

In any charitable organization, fundraising is everyone's responsibility. Thank you to our Board members for their contributions and involvement, the members of the fundraising committee, our continuing corporate support and many individuals who continue to recognize the value of The First Tee program.

Ed Goedeke
Vice President, Development

2010 Golf Fore! Kids Was A Huge Success!



On Monday, June 28, 2010, we held our annual golf tournament fundraiser at Forest Hills Country Club. The tournament was sold-out and all 144 golfers enjoyed a great day. Special thanks to Joe Buck and Jay Delsing for co-hosting the event and to our sponsors: BirdetPrice LLC, 590 The Fan KFNS, Saks Fifth Avenue and Ralcorp. Thanks also to Walters Golf Management and KFNS for donating items for a last minute auction. All together the tournament cleared over \$30,000!

NOMINATING COMMITTEE



2010 was an important year for the Nominating Committee, as we worked to build the overall strength and depth of our board and prepare for transition of key officer positions. We were fortunate to add three new directors early last year, Dave Smith, Larry Thomas and Bob Tomaso. Also, later in the year, Mrs.

Lucy Mitchell was elected to join the board in 2011. These board members bring to The First Tee proven leadership skills, outstanding business acumen and strong ties throughout the community ... and each of them is already making a difference in our organization.

In the last half of the year the committee focused on succession for three board officer positions, including our board chairman, Chuck Cook, and our vice president of fundraising, Ed Goedeke. Chuck and Ed have been board officers since the chapter was founded and it would be hard to overstate what their leadership and passion for youth development have meant

to the organization. Luckily, both Chuck and Ed remain on our board and we will continue to benefit from their wisdom and experience.

In 2011, Bob Tomaso assumes VP of fundraising and Dave Smith becomes VP of administration, a position vacated as I assume board chair responsibilities. In addition, Jim Hull, current chair of the marketing committee, becomes VP of marketing, a new board officer and member of the executive committee. Rounding out our officers and executive committee members in 2011 is Verlean Nicks, vice president of programming, Steve Wendling, Treasurer, and Chuck Cook, immediate past board chair and new chair of the nominating committee.

I am honored to have been elected chairman of our board, and thankful for the strong foundation on which we will build over the coming years.

Todd Purdy
Outgoing VP, Administration

DONORS

THANK YOU FOR YOUR CONTINUOUS SUPPORT.
WE APOLOGIZE FOR ANYONE LEFT OUT IN ERROR.

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Mr. Dennis Zaretsky
Mr. & Mrs. Norman Zink
Mr. & Mrs. Charles Zone
Mr. Paul Zurlinden II
Zykan Family Partnership L P



INVITES YOU TO THIS YEAR'S

Golf Fore! Kids

2011 Golf Tournament



Monday, June 27

Co-hosted by Joe Buck and Jay Delsing

Forest Hills Country Club
36 Forest Club Dr., Chesterfield

To register, please visit our website at
www.thefirstteestlouis.org



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St. Louis, MO 63110