



2009 Program Review

The First Tee of San Jose completed its fourth year of successful life skills programming in August 2009. The organization continues to be recognized as a model chapter as measured by its impact on youth, retention of participants and volunteers, and strategic, community relationships. The financial support of individuals and organizations is vital to our continued success.

Key Measures

Certifying Participants

Program enrollment will reach 500 unique participants in 2009. Programs were offered during three 9-week, seasonal sessions – spring, summer and fall – and one 4-week winter session. Participant longevity in the program is increasing by all accounts.

The participant base is maturing as students progress through the four levels of life skills programming by completing life skills and golf skills certification at each level. The ideal is for participants to remain in the program for eight years. Participants took an average 1.6 classes in 2009 vs. 1.5 classes in 2008. Approximately 40% of participants from 2008 enrolled in classes during 2009. The registration fee was \$50 per session or no charge for those in financial need. Below is a profile of our certifying participants from PLAYer, Par, Birdie, and Eagle sessions:

<i>Age Group</i>		<i>Ethnicity</i>	
28%	2 nd – 3 rd grade students	22%	Hispanic
30%	4 th – 5 th grade students	39%	Asian-American
29%	6 th – 8 th grade students	20%	Caucasian
13%	9 th – 12 th grade students	3%	Pacific Islander
		2%	Multi-Racial
		3%	African-American
		11%	No response/other
<i>Gender</i>			
60%	Male		
40%	Female		

Outreach Participants

Outreach will reach 1,200 participants in 2009. (Ethnic backgrounds: 70% Hispanic, 17% Asian-American, 5% African American, 1% Pacific Islander, 1% Multi-Racial and 6% Other) Outreach is held at local elementary and middle schools, community events and in collaboration with other youth service providers. Reaching Hispanic youth was a major emphasis of the chapter's outreach efforts in 2009. Contributions from foundations and individuals enable the chapter to partner with youth organizations to reach target youth.

Significant Milestones

- **500** Certifying Participants & **1,200** Outreach Participants
- The First Tee national office recognized the chapter by awarding it the **2009 Ace Award** for organizational excellence. The national office also recognized two participants for their individual excellence by inviting Ryan Rankin to participate in **The First Tee Open** at Pebble Beach and Michael Sisco to attend the **Leadership Academy** held at University of Oregon. The NCGA Foundation selected Eddie Nguyen to be one of four Northern California youth to represent NCGA and The First Tee of San Jose in Scotland at **St. Andrew's**.
- New relationships with ACE Charter and Rocketship Charter schools were important to expanding the chapter's reach to lower income youth in San Jose. Such partnerships increase the impact of the funding that the chapter allocates towards outreach to youth in the community. Relationships with other youth service providers include: After-School All-Stars, Brooktree Elementary School, Lee Mathson Middle School, MACSA (Mexican American Youth Service Agency), Rocketship charter schools, ACE Charter school, and participation in National Night Out.
- The chapter began discussions with the Alum Rock Union Elementary School District about implementing **The First Tee National School Program** (NSP) in their 25 elementary schools in 2010. The NSP trains physical educators to introduce children to the game of golf and The First Tee Nine Core Values during their regular physical education classes.
- A pilot class at Palo Alto Golf Course in the fall was very successful. The chapter will increase its programming there to three classes in spring 2010 with plans to continue building the program until it is at least at par with Rancho del Pueblo Golf Course in San Jose.
- The chapter continues to maintain a robust **volunteer** program. Several improvements were made to volunteer recruitment and retention this year. For example, each programming season begins with a 2-hour mandatory training session for all volunteer coaches. In 2009, ninety volunteers assisted with classes, outreach and administrative duties for over 4,000 hours. This represents an 80% increase since 2008 (50).
- A twelve-member **board** volunteered time to ensure The First Tee of San Jose's strength as an organization. New board guidelines by the end of the year will assist the chapter's dedicated board members in their efforts to maintain a high standard of excellence.
- Molly Redfearn completed her second full year as a full-time **Program Manager** for the chapter. She expanded the part-time instructor staff from five (2008) to eight (2009) including four PGA or LPGA teaching professionals. Molly is an LPGA Apprentice.
- George Maxe, **Executive Director**, completed his first full year and made significant improvements to the organization's internal systems. George holds a BA in Psychology from UC Berkeley and an MS in Management from the MIT Sloan School of Management.
- The First Tee of San Jose **Invitational**, held at CordeValle, was once again the most significant fundraiser of the year, netting close to \$82,000. Many tournament guests were so pleased with their CordeValle experience that they immediately indicated their intention to attend in 2010.