



"Building Great Kids and Great Swings"

2005 YEAR IN REVIEW

USING GOLF AS A TOOL TO EDUCATE KIDS
SOCIALLY ACADEMICALLY AND PHYSICALLY

NINE CORE VALUES

**SPORTSMANSHIP
RESPONSIBILITY
JUDGMENT
COURTESY
HONESTY
RESPECT
CONFIDENCE
INTEGRITY
PERSEVERANCE**

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VOLUNTEERS AT THE JUNIOR COURSE AT WELLSHIRE

OUR MESSAGE

The mission of The First Tee of Denver is to use golf as a tool to educate kids academically, socially, and physically. While it is a major goal to introduce inner city and disadvantaged youth to practice and play opportunities in golf, we see a chance to use the unique challenges of the game to work with and through schools to assist in the academic development of the boys and girls in our program. The city of Denver possesses golf facilities throughout the city that, historically, have not been utilized to their full potential by juniors, particularly in areas of the city that are primarily populated by low-income families.

In 2001, Denver's Junior Golf program began working with inner-city schools to build relationships with students and increase their interest in golf. At the same time, Denver schools were facing a state governmental directive to improve student standardized test scores students, particularly in math and reading. As it turned out, the schools that we had targeted were rated unsatisfactory based on CSAP test scores. School administrators reported significant improvement in reading and math scores by students participating in the "Read n' Swing" and "Club building" programs.

We believe that these kids need more than another after school program. They need to see continuing ongoing support from familiar mentors year after year. Having people who care, and a place they can belong to, empowers kids to be responsible and inspires them to set and strive to reach their goals. We are confident that we will see the children in our program become valuable contributing members of our community.

Nearly 70% of our in-school participants are on a free or reduced lunch program. No student is turned away for inability to pay. We strive to provide the facilities and the experiences that will enable Denver kids from every walk of life to partake of a game that teaches values for life, and can be played for a lifetime.

We seek funding from donations, grants, and collect nominal fees for summer programming.



A SNAPSHOT OF 2005

STUDENT IMPROVEMENT

January, 2006 marks the third anniversary of The First Tee of Denver as an operating chapter. The First Tee of Denver has served more than 3,600 Denver youth with our innovative in-school, after school and summer programming. This year we are very excited to have received data from participating schools that links our involvement to improved academic performance. The CSAP data we have received from schools clearly indicates that kids in our programs are improving at a higher and faster rate in reading and math than kids who aren't in the program. The data also shows that as kids increase their time of involvement their rate of improvement increases. School administrators also reported that attendance is up, discipline referrals are down, and attitudes have improved for First Tee of Denver participants. Here's what we learned:

- 80.4% of the participants improved reading scores compared to 70% of non-First Tee students.
- 8th grade students participating in the Club Building and tutoring program improved math scores by 15% while non-participants improved 12%.
- The rate of overall improvement of participants to non-participants was 1.3 times greater.
- Students who participated two or more years are improving at more than twice the rate of the one-year participants.
- 100% of the teachers and administrators surveyed, agreed that students participating in these programs had a positive change in: Communication Skills, Confidence, Responsibility, Attitude, and Attendance.
- Steve Wera, principal at Columbine Elementary, reported attendance increases and discipline referral decreases for participants.
- There is a 60% retention rate for First Tee participants.
- Test results show a 42% increase in the understanding of the math and technical concepts emphasized in the Club Building program.

FIRST TEE OF DENVER PLAYERS' CLUB

In 2005, 120 participants enrolled in The Players' Club. This program gave more experienced players the opportunity to compete in tournament play. The program kicked off with a parings party where kids were assigned to a team. The teams were coached by PGA golf professionals who conducted weekly practices to improve skills. Players competed in weekly tournaments in which they were awarded points based on their standing in each event. Foursomes were accompanied by adult mentors. Life skills were reinforced and positive relationships with the adult mentors were formed. The player and teams with the most points were named champions. The culminating event included the pro-junior challenge where teams played with their coach in a best ball format. Player and parent feedback indicate that the Players' Club was a huge success and we anticipate expansion by 25% in 2006.

CONSTRUCTION EFFORTS

The Junior Golf Course at Wellshire is complete! An additional environmental education component will be a part of the curriculum at this course. Gregg Blew has enthusiastically used new techniques to build the Junior Golf Course with sustainability and conservation in mind. The area has been created to protect its native habitat. It is estimated that Gregg also saved The First Tee of Denver about \$120,000 with the acquisition of volunteer labor and in-kind donations of equipment supplies and consulting expertise.

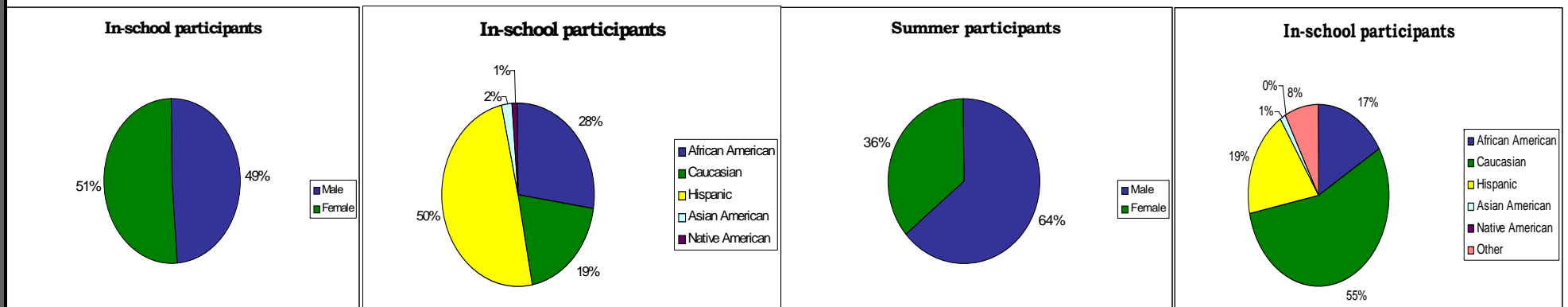
The construction of the Junior Clubhouse at City Park is in its final stages. This space will be valuable for tutoring and mentoring for participants and storage. It will provide a central meeting and gathering place for participants and parents while as well as serving as a safety shelter during periods of threatening or inclement weather.

Construction for Willis Case Junior Clubhouse is contingent on the design and construction schedule of the main clubhouse. We expect to be part of the process to design a similar facility to those available at City Park.

HOLIDAY PARTY

The third annual holiday party brought more than 200 kids, family and community members together to celebrate the accomplishments of the kids and involve the parents with others who gain so much from their experiences with the children throughout the year. Thank you to everyone who made donations of prizes and your valuable time. It wouldn't have been done without everyone's contribution.

PARTICIPANT PROFILE



2005 GOALS AND ACCOMPLISHMENTS

2005 GOALS

- Have fun
- Build a junior clubhouse at Willis Case for a learning and bathroom facility and storage space
- Build a junior course at Wellshire for practice and play opportunities
- Expand programming near Wellshire in southeast Denver
- Increase number of rounds of golf played by First Tee participants
- Finalize junior clubhouse building plans for City Park and Wellshire
- Determine First Tee's role at Aqua Golf
- Increase Revenue
- Develop and Implement a measurable evaluation plan

2005 ACCOMPLISHMENTS

- Built a Junior Clubhouse at City Park as a separate space for Club Building, tutoring and homework, and storage
- Built a three-hole Junior Course at Wellshire
- Worked with 18 different schools to conduct a variety of programming
- Served 1,332 boys and girls involved in First Tee of Denver programs an increase of over 300 from 2004
- Generated \$119,687 from grants
- Increased reserve funds by \$40,000 in 2005
- Hosted the third successful Triple Play tournament
- Completed 2004 and 2005 independent audits.
- Accumulated data connecting The First Tee of Denver to improved CSAP reading and math scores
- Two participants, Axel King and Aaron Woodard were named as First Tee Scholars (Axel has also been named an Evans Scholar)
- Selection of the First Tee of Denver's Director as a representative on the First Tee International Chapter Advisory Committee
- Produced one finalist for The First Tee Open at Pebble Beach earning an impressive top ten finish

2006 GOALS

2006 GOALS

- Have fun
- Expand and maintain effective communication with parents and participants
- Establish programming at Wellshire
- Provide consistent programming at all of our sites
- Retain 60% of our participants
- Increase participation by 10%
- Increase the rate of improvement in reading and math scores for in-school participants
- Expand in-school programming near Wellshire in southeast Denver
- Identify and place students in college preparatory sessions and Eagle programs
- Increase cash reserves by 10%
- Work collaboratively with The First Tee Colorado Chapters and the International to promote First Tee programming and the International Golf Tournament
- Build a stronger working relationship with City of Denver Recreation Centers
- Establish a First Tee of Denver presence at Aqua Golf
- Plan a capital campaign for Wellshire or Willis Case Junior Clubhouse

OUR PROGRAMS

All First Tee of Denver programs include life skills education. Participants learn valuable lessons about the importance of maintaining a positive attitude; how to make decisions by thinking about the possible consequences; how to define and set goals; and how to transfer The First Tee nine core values such as responsibility, honesty, integrity, respect, confidence and sportsmanship from the golf course to everyday life.

CLUB BUILDING PROGRAM

First Tee professionals work with the kids to build their own personalized golf clubs. When the sparks fly as a club shaft is being cut, the kids forget that they are learning essential math skills.

Building clubs gives the kids a precise pattern where they can graph expected ball flight distances associated with club head weight and loft. Furthermore, the children take measurements for the proper length to custom fit the club to their own height. Club making gives the kids a sense of ownership for something they have created and something new, (not another hand-me-down). The curriculum emphasizes math, reading and science skills while the kids find appreciation and motivation to learn a new sport.

READ 'N' SWING PROGRAM

The Read and Swing Program is a simple concept that gets results. Students are invited to the main clubhouse, at the golf course where they read with staff and volunteers. After quality reading time, and good behavior, they are rewarded by participating in a golf activity. They may play on the junior course, have a small tournament, or practice with PGA professionals.

Literacy is important to overall academic achievement. With good reading skills come higher graduation rates and better opportunities to assume a meaningful role in society. The Read 'N' Swing Program is held outside the standard classroom setting, intended to raise expectations and awareness. Moreover, the children can see an immediate reward for their reading efforts. The children are learning about relationships, while creating strong bonds with their mentors.

SUMMER PROGRAMMING

This is the most popular First Tee of Denver program. It gives children the opportunity to participate in something positive while school is out. The First Tee created a curriculum where kids can test and move to the next level. Children may play on the junior courses at City Park, Willis Case and Wellshire Golf Courses, without a tee time or the pressures adult golfers might have on the speed of play. Many of the kids enrolled in The First Tee of Denver summer sessions stay all day, out of trouble, developing skills, relationships and self-esteem. Parents are invited to participate in Parent-Junior Night where they may get instruction and play opportunities with their kids.

IN SCHOOL PHYSICAL EDUCATION PROGRAMMING

Because of the positive word of mouth schools are giving The First Tee of Denver and its programs, P.E. teachers have invited the staff to work with their students on golf skills and life skills. This programming gives students exposure during their school day to different adult mentors and different sport skill sets. Engaging fun games have been created for tight gymnasium spaces to help students learn golf skills they may eventually take to the golf course.

FANTASY GOLF

New this year, The First Tee has developed a fun program where students can improve math scores, internet navigation techniques and data gathering, while learning the rules of golf.

Using data from the PGA tour website, students gather statistical information and use it to solve math problems dealing with decimals, fractions and percentages. Students are ranked on how well their players did, and how accurately they figured the statistical math problems. A weekly contest provides incentive to maintain interest among the participants.

KEY STAFF

Dave Kolquist

Executive Director

Dave was named to the post of Junior Golf Director in April of 2001 following a 32-year career as a schoolteacher and coach. Dave received his B.A. from the University of Colorado and his M.A. from the University of Northern Colorado. During his tenure as a chemistry teacher at Lakewood High School he was named Outstanding Teacher on five separate occasions. He was responsible for developing innovative teaching techniques in high school chemistry. He served as Lakewood's Golf Coach for five years and was fortunate to coach two state qualifying teams. He also served as Lakewood's Girls' Basketball Coach for twenty-one seasons. His teams won the only three league championships in that sport in the school's history.

Paul Crossland

Program Director

Paul has worked in the golf industry since 1986. He has instructed juniors since 1988, possessing special talent for relating to kids and eliciting their best effort from them. He is an honors graduate of Casper College in Casper Wyoming. His experience as a professional golfer has been most valuable in building The First Tee of Denver's instructional curriculum.

His efforts were instrumental in two First Tee of Denver members being chosen as finalists in the national qualifying for The First Tee Open. He mentored these two people through an extensive qualifying regimen; ensuring that papers were written, deadlines met, and travel arrangements made. His efforts were rewarded when one of his eagle golfers was chosen to play in The First Tee Open at Pebble Beach. The reward was further enriched when his player won the tournament with his professional partner. Paul was there, caddying for his player every step of the way. In addition, Paul is our life skills coach and guided our two First Tee scholars through the rigorous selection process.

Paula Purifoy
Director of Outreach

Paula is responsible for public relations, promotions and marketing, and fundraising for The First Tee of Denver. She has done a terrific job establishing important contacts for The First Tee of Denver and making people aware of its programs and the kids it serves.

Paula is a graduate of Metropolitan State College in Speech Communications. She left her position as a television producer where she specialized in public information programming. Paula's incredible people skills make her a wonderful asset as an advocate for our program and a mentor for our kids. Her energy and enthusiasm are magnets for kids. She is dedicated to helping kids realize their full potential. Her positive support of kids in the program contributes greatly to the success and growth of The First Tee of Denver. Her exceptional communication skills enable us to effectively enlist the support of people who share our commitment.

Samir Abdul-Mateen
Program Director

Samir joined The First Tee of Denver as a full time employee in December 2004. He is a recent graduate of Florida A&M and completed an internship in Golf Management in California following his graduation. Samir worked with The First Tee of Denver in its summer program in 2004. In addition to his excellent people skills, his development as a club maker and mentor to kids made him an effective and popular instructor with the kids in our program. As a long time resident of the community he now serves Samir is able to serve as a successful role model for the boys and girls in The First Tee program. He has become a major factor for the success of our in-school programs. His enthusiasm, creativity, and high expectations make him a very valuable asset to The First Tee of Denver team

Dan "Coach" Reeves
Professional Club Builder and Junior Mentor and Instructor

Dan is one of The First Tee of Denver's most valuable assets. His contributions make our programs unique among junior golf programs anywhere. As a professional club builder he has developed a loyal following that has grown consistently in his three years with Denver's Junior Golf Program, now The First Tee of Denver. He teaches club making to juniors in our school programs, enabling them to make their own clubs, while applying math and reading principles learned in school. This integral part of our program is the only one of its kind. Dan helped develop the original curriculum and has been the featured instructor of it since its inception. He has built all of the rental clubs for Denver Golf Courses and has become an expert at fitting and customizing clubs for retail customers. Dan has been featured on The Golf Channel and in Golf Journal for his work with kids. His ability to bond with kids makes him extremely popular with them. The knowledge of his craft is willingly shared with the kids and they thoroughly enjoy working with him.

2005 OPERATION FUND

Revenues

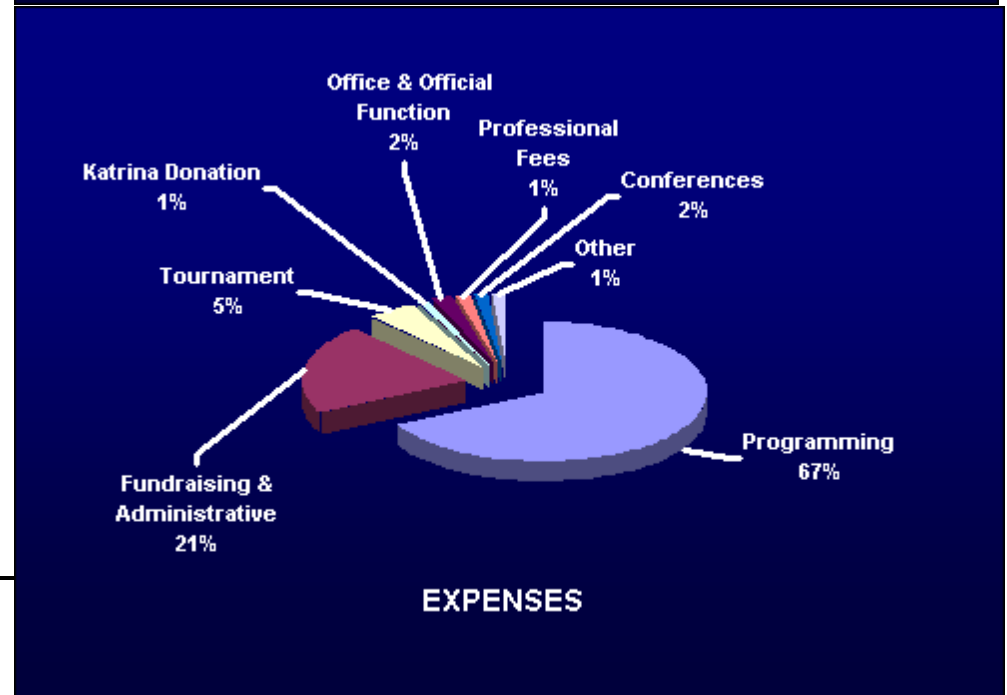
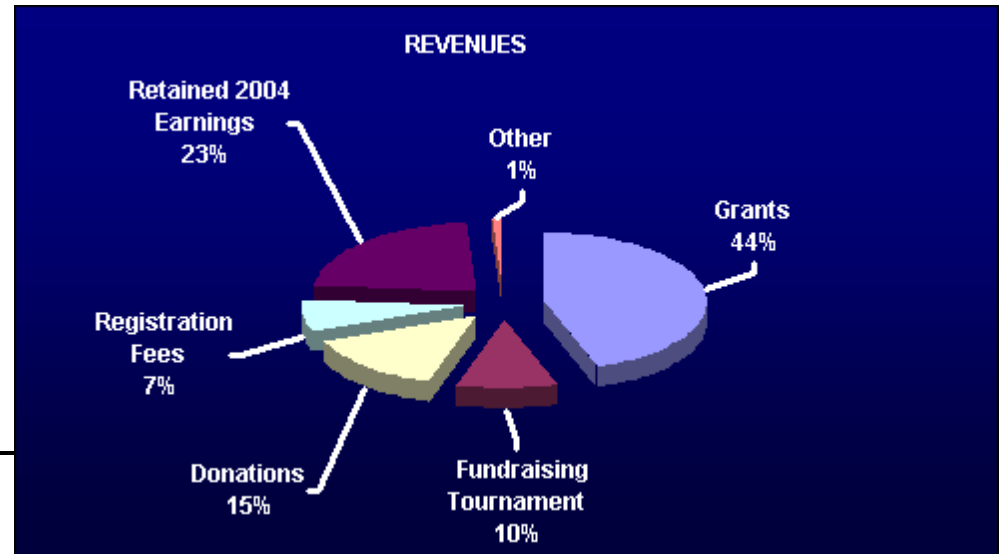
Grants	\$ 119,687.00
Fundraising Tournament	\$ 27,118.00
Donations	\$ 38,976.00
Registration Fees	\$ 18,706.00
2004 Retained Earnings	\$ 60,790.00
Other	\$ 2,802.00

Total **\$268,079.00**

Expenses

Programming	\$ 147,568.00
Fundraising & Administrative	\$ 45,275.00
Tournament	\$ 10,462.00
Katrina Donation	\$ 2,550.00
Office & Official Function	\$ 3,958.00
Professional Fees	\$ 3,160.00
Conferences	\$ 3,337.00
Other	\$ 2,778.00

Total **\$219,088.00**



FUNDING SUPPORT

2005 Grant Awards

USGA
World Golf Foundation
DPS Foundation
EL Pomar
First Data Western Union
Kenneth King Foundation
Denver Oilmen's Club
Breckenridge Junior Golf
Girls In Golf
Wells Fargo
Burt Foundation

Pending Grant Proposals

Daniels Fund
Environmental Protection Agency
Mabel Hughes Charitable Trust
Anschutz Family Foundation
Boettcher Foundation

FUNDING STRATEGIES

- **City and County of Denver Golf Enterprise Fund** – Denver Golf has a commitment to juniors. They contribute \$.25 of every green fee to the Denver junior golf program.
- **DPS Foundation** – The First Tee of Denver has established a direct link with the physical education administrator for planned scheduled programming with schools throughout the City. The foundation has supported the First Tee's involvement in schools with grants totaling over \$30,000 to date.
- **Kaye's Club Membership** – A fundraising effort that generates gifts as a direct result of every birdie Jonathan Kaye makes in PGA tour events.

- **International Golf Tournament/International Charities** – The First Tee of Denver is a beneficiary of a portion of the resources generated from “The International”.
- **Annual Fundraising Golf Tournament** – The First Tee of Denver has successfully hosted three tournaments that have generated a total of \$90,000.
- **Tom Wishon Golf Technologies** – This Company continues to donate and provide golf components at greatly reduced cost enabling the First Tee of Denver staff to provide equipment to build quality golf clubs.
- **First Tee Board Members** – One hundred percent of the Board Members financially support the First Tee of Denver and actively solicit funds on its behalf.
- **Fees** – The First Tee of Denver collects a nominal fee for summer programming. However, they never turn any child away for inability to pay.
- **Donations** – As the program participant numbers grow, enthusiasm and support from the community grows. Donations have nearly tripled this last year.
- **Direct Mail Campaign** – For the First time, The First Tee of Denver will implement a direct mail campaign as a database of solid supporters has been compiled.
- **Post news Season to Share and Denver Employees’ Combined Campaign** – The First Tee will participate in these two annual community fundraising efforts. The DECC is a convenient system of charitable giving through payroll deductions for City of Denver Employees.
- **EBay Auctions** – Surplus golf equipment and material donations have become the treasure of others as EBay auction items.

