

2019 ANNUAL REPORT




The
First Tee®
Los Angeles

FROM THE EXECUTIVE DIRECTOR

LAURIE FELDMAN



Character is learned, cultivated and shaped by our experiences. At First Tee of Los Angeles (FTLA) we build the experiences that build character. In a world where social pressures are always-on, where calm and confidence are hard to access, and where perseverance is a required superpower, our kids are growing up in a world that is demanding more from them, and therefore more from us.

Thanks to your support over the past year, FTLA celebrated 10 years as a First Tee Chapter and was able to offer consistent character development programs for more than 10,000 youth across three delivery channels: throughout the year at 13 public golf courses, in schools and after-school programs.

Throughout these pages you will explore all the reasons why First Tee of Los Angeles is so much more than a junior golf program...

Warmest regards, Laurie Feldman

2019 BOARD OF TRUSTEES

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Jeff Delarme, Board Treasurer

Eileen Ma, Board Secretary

Nicholas Frankl

Steve Goldberg

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OUR NINE CORE VALUES™

Honesty Integrity Sportsmanship
Respect Confidence Responsibility
Perseverance Courtesy Judgment

KEEPING KIDS OUT OF THE ROUGH

My favorite of the Nine Core Values is perseverance. If at first you don't succeed, try and try again. I apply this both on and off the golf course". - Annabelle age 14



LIFE-SKILLS EXPERIENCE™ YEAR-ROUND PROGRAM

1,863 youth received golf instruction, new equipment & discounted prices at 13 public golf courses throughout Los Angeles County.



NATIONAL SCHOOLS PROGRAM™ - IN-SCHOOL

5,516 youth received our in-school national recognized character development curricula.



DRIVE PROGRAM™

1,702 youth received after-school national recognized character development curricula.

985 additional youth

participated in FREE community clinics where we introduce the game of golf along with our Nine Core Values™ and Nine Healthy Habits™ upon request



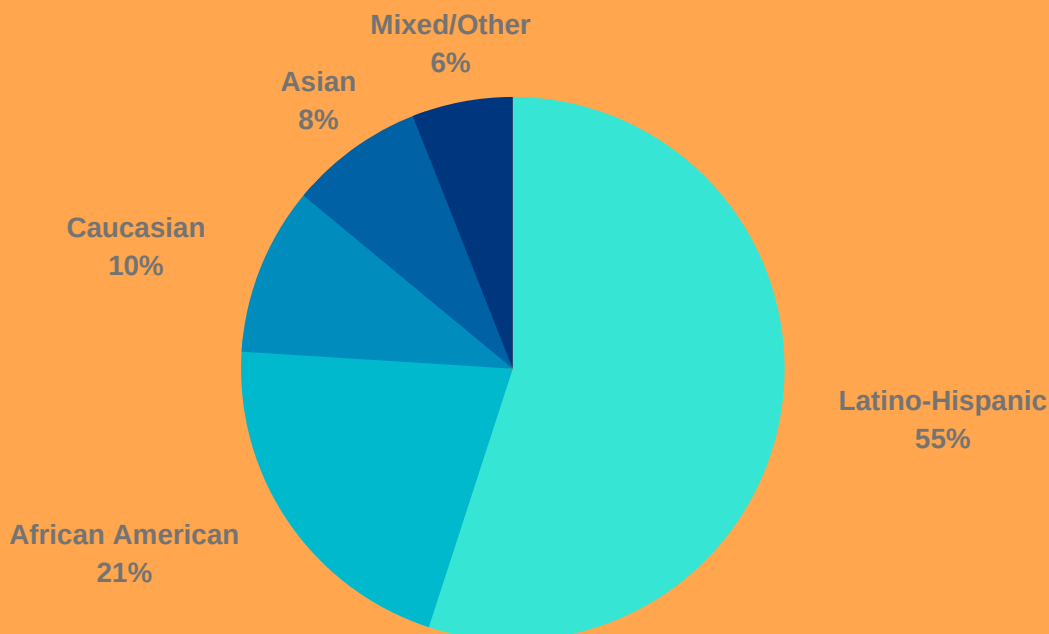
OUR AMAZING COMMUNITY PARTNERSHIPS

**50
UNIQUE
SITES**

**11
COMMUNITY
PARTNERS**

**13 GOLF
COURSES**

Making play equity, diversity and inclusion a priority will drive the innovation and growth of FTLA for future sustainability, scalability and broader social change.



The First Tee of Los Angeles collaborates with well-established, youth-serving agencies because they offer existing infrastructure of youth leaders and facilities to effectively deliver our nationally recognized curricula to more and more youth each year.

2019 YOUTH OUTCOMES

- 100% received full or partial scholarships
- 80% reported increased self-confidence
- 75% reported stronger leadership and decision-making skills
- 95% reported they will lead or continue to lead healthy lifestyles
- 73% reported that golf helped them increase their focus
- 75% reported that our program taught them better greeting skills
- 58% reported showing greater respect for themselves and others
- 54% reported that they had a better appreciation for diversity
- 94% shared ways in which they show respect off the golf course

90% ETHNICALLY DIVERSE

100% of our community outreach efforts focus on increasing the participation of ethnic minorities and females. Play equity, diversity and inclusion are top priorities.



**100%
PARTNER
RETENTION**

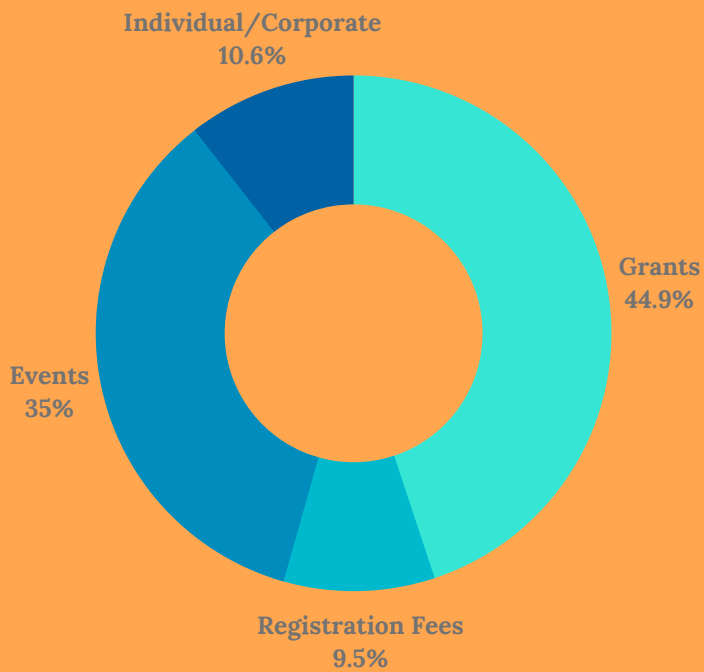
**52%
GIRLS**

**95%
LOW
INCOME**

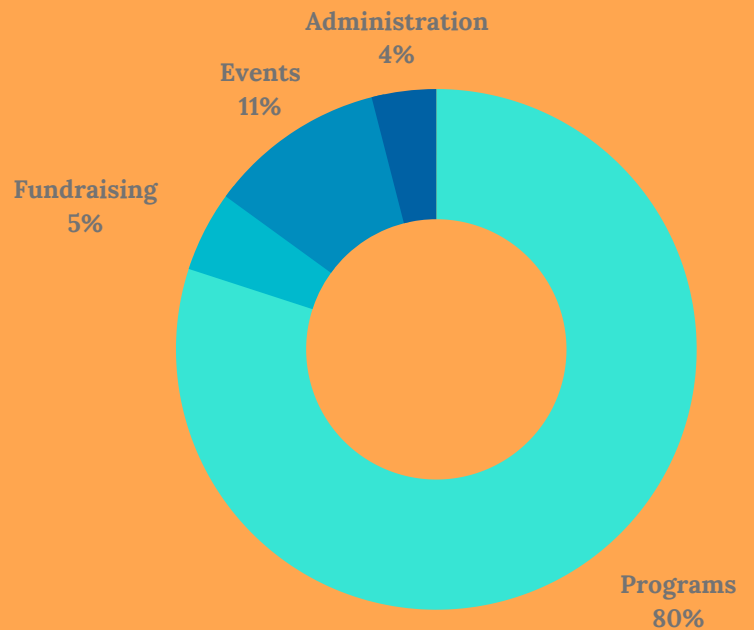
2019 FINANCIALS



REVENUES



EXPENSES





Beyond the Bell, along with **Willy and Eileen Ma** hosted a "Par-tee" – an amazing fundraiser honoring Al Cortes for his leadership and dedication to helping youth of the Los Angeles Unified School District.

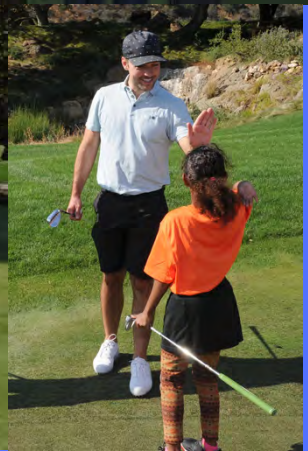
Funds were raised to support our youth development programs.

2019 CHARITY GOLF CLASSIC



12th

**OCTOBER
SAVE THE DATE
SHERWOOD
COUNTRY CLUB**



OUR ACCOMPLISHMENTS

- Officially changed our name to First Tee of Los Angeles
- Created a professional agency video **thanks to Susan Neisloss, Kristen Marion and Big Bite Productions**
- Expanded our relationship with Girls Inc. and piloted a Girl's Teen Initiative helping us increase the number of girls we had participate in our program
- 5 talented youth received **Urban Golf Performance (UGP)** scholarships to help them improve their swings, fitness and psychological edge
- Doubled our endowed scholarship fund
- Hired a full-time Community Outreach and Strategic Partner Manager
- Two of our youth were selected, among 79 world-wide, to represent us at the 2019 Golf Champions Tour in Pebble Beach. They were selected based on their golf skills, academic success, and ability to represent our Nine Core Values™ and Nine Healthy Habits™ - we are very proud of Shani & Skylar

\$633K

INVESTED IN LOS ANGELES YOUTH

CHECK US OUT



visit us at www.firstteelosangeles.org

2019 Donors - Thank You!

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Joshua Snyder
Todd Snyder
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Daniel Steinberg
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Joan Tabb
Alan Taylor
The Play Equity Fund (LA84)
The Rabinovitch Foundation
The Sacchi Foundation
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Meet our Staff and Amazing Coaches



Laurie Feldman, MA
Executive Director



Chris Steele, MA
Program Director



Julie Trace
Community Outreach



Leroy Bates
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 Patrick Corley
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