

 **first tee**™
premier départ
canada



Annual Review

'23



First Tee is a youth development program that provides children with life-enhancing experiences through golf. First Tee – Canada offers accessible and inclusive programming at golf courses, schools, and community centres, striving to ensure that the sport of golf reflects the diversity of Canadians.

Golf Canada partnered with First Tee in 2020 to launch First Tee – Canada and provide youth with affordable access to golf along with life-skill development opportunities through the game.

As the National Sports Organization and governing body for golf in Canada, Golf Canada has a fundamental responsibility to protect and promote the health safety and well-being of athletes, staff, coaches and volunteers in its activities.



Paving an accessible pathway for junior golfers from coast to coast

I am so proud that First Tee – Canada is making a difference in the lives of youth in every province across Canada.

Golf participation in our country has reached multi-year highs and as the National Sport Organization, Golf Canada is focused on the long-term future and overall health of our sport. To sustain and grow Canadian golf participation going forward, a larger share of golfers will reflect the strengths of multicultural Canada and groups that have been historically underrepresented in our sport. Through First Tee – Canada, we are providing an accessible and affordable entry point to the game, especially for youth who would have otherwise likely not had the opportunity.

I am humbled by the support we have received since launching First Tee – Canada and incredibly grateful for the generous individual and corporate donors who are enabling increased access to golf for children from all backgrounds. This community of supporters has helped to positively impact nearly 100,000 youth, expand to six chapters, and offer over 70% of First Tee – Canada programming at no cost to participants. To our passionate philanthropic champions, coaches, volunteers, and staff across the country – thank you for believing in this special program.

I am excited about the continued evolution of First Tee – Canada and its significant impact in advancing the future of Canadian golf.

Laurence Applebaum
CEO, Golf Canada



Community Junior Golf

RBC Community Junior Golf is an initiative that accelerates the delivery of First Tee and Youth on Course programming at 34 municipal and accessible public golf courses across Canada.

RBC has proudly impacted more than 20,000 children since 2022.

First Tee programming at RBC Community Junior Golf sites is provided at no cost to participants and program administrators.



Canadian Tire Jumpstart

Jumpstart is supporting the launch of First Tee within 45 traditionally marginalized communities across Canada by 2024.

Canadian Tire Jumpstart's support of First Tee – Canada has put more clubs in the hands of youth from traditionally underrepresented backgrounds, uses golf as a platform to teach important life skills, and invites children to affordably play golf at accessible, inviting golf courses across Canada.

Through Canadian Tire Jumpstart's support, participants are recruited from local community centres and schools offering First Tee to attend nearby golf course programming to further their engagement in the sport. This creates an accessible pathway to junior golf participation, for those who otherwise may not have had the chance to play.



I feel grateful Golf Canada and RBC allow us to do what we do and give children an opportunity to learn about golf and the life lessons it brings.

— Wayne Allen, First Tee – Atlantic Coach

First Tee – British Columbia

12 partnered golf courses
50% increase from 2022

25 partnered schools
40% increase from 2022

14 partnered community centres
40% increase from 2022

15,324 participants
45% increase from 2022

67 chapter-led 'try-golf' events

71% of programming provided at no cost to participants

Over **75%** of participants identified as BIPOC

29 coaches and volunteers



Thank you to the following donors and community supporters:

Dan Matthews
John C. Kerr Family Foundation
Timothy C. Kerr Family Foundation
Eric Martin
TD Bank
Abbotsford Community Foundation
Tim Cormode
SWSCO Sales Ltd.
Elliott Family Foundation
Cordova Bay Golf Club
Wesgroup Properties
Burnaby Mountain Senior Men's Golf Club
Shelly Appleton-Benko
Ken Hallat



Making an Impact: Bowen Island Makes History with Launch of First Tee Facility

The Tim Kerr 'TK' Performance Centre launched in August of 2023, thanks to the leadership and generous funding of Jake Kerr and the Kerr Family alongside Bowen Island Golf Club. This location will provide year-round access to an after-school work and play space that offers First Tee – BC programming.

Programming officially started in November and will continue to grow as participation interest increases.



We take pride in our new facility serving as a hub for First Tee – a place where we invite the community to learn golf and offer a home of learning and empowerment for all youth, including children with disabilities.

— Les Meszaros, General Manager, Bowen Island Golf Course

Scott Stefani, Program Manager
sstefani@golfcanada.ca



First Tee – Alberta

First Tee – Alberta proudly launched in the fall of 2023 and will begin programming in the spring of 2024.

First Tee – Alberta has hired chapter staff, onboarded program locations and began to build a supportive provincial network of donors, volunteers, and coaches.

Staff will continue to prioritize establishing meaningful relationships with community organizations, schools, and golf courses.

First Tee – Alberta has received tremendous support in such a short amount of time. Thank you to the advocates in the province thus far who have helped spread the word and are excited to introduce children from all backgrounds and abilities to golf.

Michael Steele, Program Manager
msteele@golfcanada.ca

Kelsey Chadwick, Development Officer
kchadwick@golfcanada.ca



**Thank you
to the following
donors and community
supporters:**

BDO
Mickelson National Invitational
Shaw Charity Classic

First Tee – Prairies

Since the chapter's launch in 2023, First Tee – Prairies has strived to build relationships with ethnocultural organizations and connect with newcomer groups.

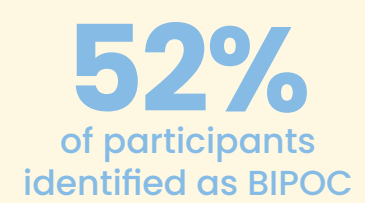
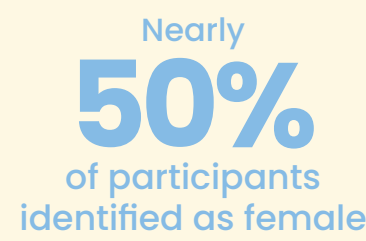
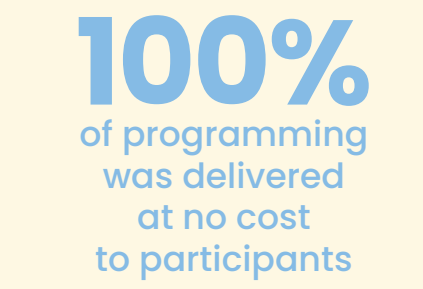
Making an Impact: Introducing Golf to Newcomer Families

A notable partnership from 2023 is the Winnipeg Newcomer Sport Academy, a sport organization offering programs to families as they adjust to their new communities. Most families within the organization arrived from Syria, Eritrea, South Africa, or Ukraine within the past five years, and now call Canada home.

The organization's participants were first introduced to First Tee programming at their summer multisport camp. Many of the participants continued with First Tee – Prairies programming by attending fall sessions at Golf Mentor Teaching Academy. Rain or shine, the participants showed up and were determined to practice their game and sharpen their skills.

Michael Kananoja, Program Manager
mkananoja@golfcanada.ca

Ashley Deck, Development Officer
adeck@golfcanada.ca



I really enjoyed playing golf. I learned to always keep a triangle position. I want to keep learning and having fun!

— Yanna



Thank you to the Aune Family Foundation for their gift to help launch First Tee – Prairies and provide opportunities to more youth like Yanna.

First Tee – Ontario

22 partnered golf courses

120% increase from 2022

22 partnered schools

266% increase from 2022

20 partnered community centres

150% increase from 2022

8,201

participants

155% increase from 2022

99%

of programming provided at no cost to participants

45

coaches and volunteers

Over **40%**

of participants identified as BIPOC



First Tee – Ontario had another successful year of growth and establishing relationships with community groups across the province.

Thank you to the following donors and community supporters:

Acheson Family Foundation
Beverly Golf & Country Club
Bob Beauchemin
Boulderz Climbing Gym
Bruce Winter
Canadian Women & Sport
CHUBB Insurance
The Charity Hub
The Club at Lora Bay
Copeland Family
Donnie Jarrell

Hamilton Golf & Country Club
Humber College
Ian Kidson
Gragtmans Family Foundation
Grey Fowler
Jeff Parr
Kerry O'Neil
Lora Bay Golf Club
Mad River Golf Club
Mark Curry
Mark Zecchino

Nicholas Landry
Sarnia Golf & Curling Club
Taboo Muskoka Resort & Golf
Thorpe Family Foundation
Toronto Golf Club Men's Invitational
Robert & Jilla Williams Foundation
Ron Lloyd
StrackaLine
Will Edwards

Making an Impact: Girl Power!

First Tee – Ontario is working to increase female participation in golf and hosted many all-girls program sessions throughout the year. In collaboration with BGC (Boys Girls Club) Hamilton-Halton, the team hosted an all-girls clinic led by female coaches.



This was the majority of the children's first time participating in any golf program. This opens them up to a realm of sports that they haven't previously been engaged to. Even better is seeing a coach that looks like them. It's another layer to reinforce that golf is a sport for them.

— BGC Hamilton, Halton Program Coordinator

Amaya Athill, Program Manager
aathill@golfcanada.ca

Jason Hraynyk, Development Manager
jhraynyk@golfcanada.ca

first tee[™]
ontario

First Tee – Premier départ Québec

10 partnered golf courses

41 partnered schools

7 partnered community centres

58% increase from 2022

13,355 participants

25 coaches and volunteers

156% increase from 2022



First Tee – Premier départ Québec had a tremendous year of growth onboarding new program locations and introducing more children to golf.

Thank you to the following donors and community supporters:

Agence Volta Sports

Edward Fletcher

François Olivier

Golf Québec

Groupe Rochon Sports

The Libermont Foundation

NAPA Pièces d'auto

Paul Desmarais Jr.

Quinn Sports Management

Rémi Racine

Ski Bromont

Sports Experts

The Aune Family

The Henri Family Foundation

The Highwater Foundation

The Oka & Grégoire Foundation

The Toro Company

Yvan Dupont

Jeremy Proteau, Program Manager
jproteau@golfcanada.ca

Rilla Kingston, Development Officer
rkingston@golfcanada.ca

 **first tee**[™]
premier départ
québec

Making an Impact: Giving Back Through Golf

Comité Jeunesse NDG has been a driving force in delivering impactful First Tee programming for youth in the Notre-Dame-de-Grace (NDG) borough of Montreal. In 2023, the organization offered the First Tee Community Program within dynamic summer camps and 'Try Golf' days catered to youth aged six to 12. The team ensured a meaningful presence across various community centres, parks, and schools within NDG.

For Coach and Director of Animation, Simeon Pompey, "The most impactful part of First Tee programming is the transferable life skills that are learned, [which are] very important for communities where golf is not seen as something that is accessible." With a strategic focus on reaching local youth from the same marginalized communities he grew up with in Montreal's West End, Pompey has been a dedicated proponent and practitioner of First Tee (US) since its inception in 1997. For his exceptional service and dissemination of First Tee across Comité Jeunesse's programming, Pompey was awarded the Lorie Kane Community Spirit Award from the Golf Canada Foundation.

First Tee – Atlantic

In its second year of operation, First Tee –Atlantic continued to make a difference in communities across all four provinces.

Thank you to the following donors and community supporters:

Ashburn Golf Club & the 109th Canadian Women’s Amateur Championship
Credit Union Financial Management
Engineering by Houghton
Lindsay Construction
Mattatall Signs Ltd.
Pine Needles Golf & Country Club
Program 34 & The Jake Allen Golf Classic
Riverside Country Club
The Church Brewing Company
The Hewitt Foundation
Toro Company

11,424
participants

199% increase
from 2022

31
partnered
schools

106% increase
from 2022

10

partnered
golf courses

400% increase
from 2022

13

partnered
community centres

550% increase
from 2022

52%

of participants
identified as female



Making an Impact: You Belong Here

In partnership with the Autism Society of Newfoundland and Labrador, Coach Wayne Allen offered six weeks of First Tee programming for youth with autism at Blomidon Golf Club in Corner Brook, Newfoundland.



Thank you for making a space for these kiddos to come together and belong to something. They are often left out of mainstream sports. Theo proudly talked about being part of a “golf club” and is already asking when it will start again.

— Parent of participant

Colin Gillis, Program Manager
cgillis@golfcanada.ca

Steve Healy, Development Officer
shealy@golfcanada.ca

 **first tee**[™]
premier départ
atlantic | atlantique

Ways to Get Involved

Make a Difference with First Tee – Canada

There are plenty of ways for individuals, businesses, and golf clubs to get involved with First Tee – Canada. Some of the best ways to engage with the program and grow the game include:

- 1 Donating to your local chapter to continue the growth of First Tee in your province
- 2 Becoming a coach
- 3 Helping onboard a program location at a golf course, school or community centre
- 4 Having your course become a league member of the National Golf League
- 5 Participating in Green Fees to Grow the Game
 - Add \$1 to public or guest green fees at point of sale to support First Tee in your area
- 6 Spread the word!



Thank You

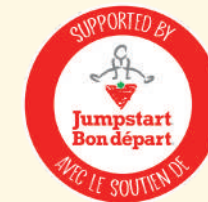
First Tee – Canada is funded through corporate and individual donors that understand and align with the program's mission to provide life-enhancing opportunities to children through golf. This generous network of support has and will continue to be integral to the success of First Tee across the country.

Thank you to our supporters, small and big, near and far, who helped First Tee – Canada accomplish more milestones in 2023.

Together, we are Building Game Changers.



Community Junior Golf



R&A

BDO

in support of



Canada

S | BET

Thank you to the Provincial Golf Associations for their continued support as First Tee grows in their regions.





 **first tee**™
premier départ
canada

Adam Hunter

Director, Grow the Game
ahunter@golfcanada.ca

Sean Reczulski

Director, Development First Tee - Canada
sreczulski@golfcanada.ca

Golf Canada

Suite 1 – 1333 Dorval Drive
Oakville, ON L6M 4X7
firstteecanada.ca