AWS re:Invent

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ABW209

Youth development and outreach through technology and golf

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first tee

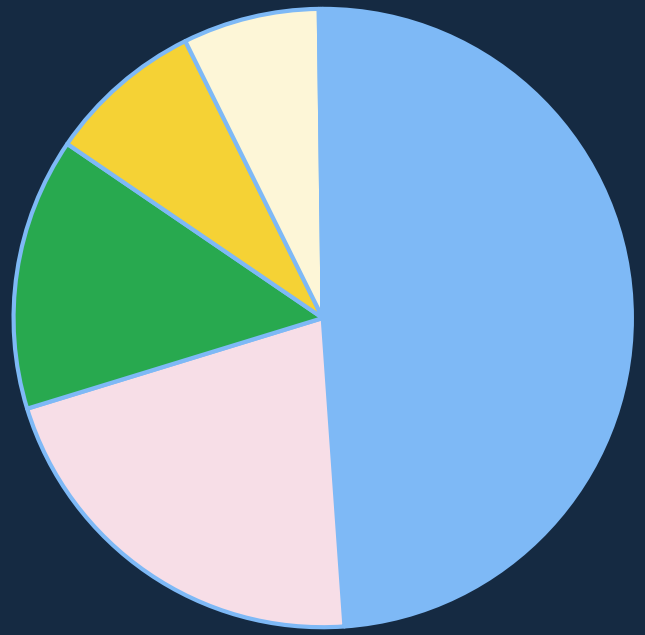
Mission: To impact the lives of young people by providing educational programs that build character and instill life-enhancing values through the game of golf.





3.7 Million Youth

impacted in 2020



- Caucasian 48%
- Latino/Hispanic 21%
- African-American 14%
- Asian 8%
- Multi-Racial 7%
- Native American .1%
- Pacific Islander .1%

62% Male

38% Female

25% Teens

By the Numbers

150
chapters

11,000+
schools

1,600+
youth-serving locations

6
international chapters



At First Tee, we help kids show up **stronger** in everything they do.

Building Game Changers is at the heart of what we do.

A game changer is someone who:

- Is prepared for **college** and **career**
- Seeks **leadership** and **opportunity**
- Appreciates **diversity**
- **Gives back** to their community



I can change the game and change the world by simply being the best version of myself.

I am a Game Changer.

- Pursuing goals
- Growing through challenge
- Collaborating with others
- Building positive self-identity
- Using good judgment

Our Focus



Expanded Programs & Growth

Technology Innovations

Curriculum Enhancements

DE&I Initiatives

College Scholarship Program

Technology Innovations



Areas of investment:

- Mobile app
- Registration portal
- Data strategy
- Driving adoption

Diversity, Equity & Inclusion



Since 1997, DE&I efforts have been part of the fabric of First Tee.

- 52% Non–Caucasian
- 38% female

In addition, 59% of the First Tee 11,000+ schools are Title One.

First Tee College Scholarship Program

We believe in encouraging youth to pursue their dreams and further their education.

Recipients receive:

- Scholarship of up to $20,000
- One-on-one mentorship
- Professional development workshops
- Assistance with internships and employment



First Tee Scholar Q&A



Malisone Chanthapanya

First Tee – Fort Worth

Texas Wesleyan University

First Tee & AWS – Aligned Values



Integrity
Insist on the Highest Standards



Courtesy
Earn Trust



Judgment
Are Right, A Lot



Responsibility
Success and Scale Bring Broad Responsibility



Respect
Earn Trust



Perseverance
Have a Backbone; Disagree and Commit



Honesty
Earn Trust



Confidence
Think Big



Sportsmanship
Ownership

Join Us!

The world is demanding more from our kids, and therefore **more from us**.

Thank you for your consideration of support.
Together, we are **Building Game Changers**.

www.firsttee.org

first tee

building game changers

Thank you!

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