

2021

Year In
Review



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2021 Scorecard

Life Skills Experience Participants	Non-White Participants	Female Participants	Participants Receiving Financial Assistance	First Tee School Program Participants	Community Program Participants	TOTAL YOUTH SERVED
1,183	438	308	415	69,414	26,434	97,031

Program Volunteers	First Tee Certified Coaches	Total Number of Coaches	First Tee School Program Locations	First Tee Collaborative Community Program Partnerships
59	15	30	125	60

Our vision is to strengthen the character of our community.

Our mission is to impact the lives of young people by providing educational programs that build character, instill life-enhancing values, and promote healthy choices through the game of golf.



It is my pleasure to present First Tee – Greater Richmond’s 2021 Annual Report. The numbers inside speak for themselves, but make no mistake, the numbers are only part of the story.

True to our vision, First Tee –Greater Richmond helped to strengthen the character of our community in 2021. Our programs provided valuable life skills training to greater Richmond-area youth and our public facilities provided safe, high-quality venues for our participants and patrons – all through the great game of golf.

Looking back on 2021, it was a tremendous year for our organization. After the challenges of 2020, we were able to resume in-person camps, clinics and programs, resulting in over 1,100 participants in First Tee – Greater Richmond programs – our highest number of participants in the last 5 years.

After a 17-month restoration and reimagination, we opened Belmont to great fanfare in May. Since opening on Memorial Day weekend, Belmont has seen over 24,000 rounds played across the facility in just seven months. Additionally, the new practice facilities have allowed more people to access Belmont, with the wedge range, chipping and putting greens, and range seeing daily use.

All three of our facilities serve as an entry point to the game and offer some of the best public golf facilities in the area, while also enhancing our community partnerships. Along those lines, we added to and expanded our community partnerships, working with the Henrico Police Athletic League, Henrico Education Foundation, Henrico Recreation and Parks, Kappa League of Petersburg, Target Ministries Group and Richmond City Parks and Recreation.

2021 has been a team effort and I am grateful to my colleagues for living our mission daily. I am inspired by the progress we have made and I’m encouraged about our future. Thank you for investing in the youth of our community and for being such an important part of our efforts.

Brent Schneider
CEO
First Tee – Greater Richmond



When I reflect upon 2021, I keep coming back to a single word: “alignment.”

With the return of in-person camps and programs, the opening of Belmont, and operating three of the best public golf facilities in the area, 2021 was significant for our organization. The alignment of our staff and community partners created a shared sense of purpose that drove our efforts and enabled us to successfully execute our mission of impacting the lives of young people through the game of golf.

Because of your alignment with First Tee – Greater Richmond, we impacted the lives of more than 97,000 young people in the greater Richmond area directly through our camps and life-skills programming as well as our relationships with the public schools and community partners. Through our nine core values, our programs teach the importance of alignment on the course, but more importantly, alignment in life and what it means to be a vibrant member of one’s community.

Many of these kids experienced our programs at one of our three incredible golf facilities, as did many of you. These courses serve as community assets, providing top tier public golf access that was utilized by over 75,000 individuals living in and around greater Richmond in 2021. These rounds translate into programmatic impact as every dollar spent at our facilities is reinvested to drive our mission and impact youth. So, whether you’ve visited Belmont, Elson Redmond, or The Tattersall Youth Development Center to play or practice, know that you are making an impact and thank you for your support.

As you read through the 2021 Year-In-Review, I hope you are inspired not only by all that our organization accomplished last year, but also by how we are positioned to expand and evolve how we will achieve our mission in 2022 and beyond.

To that end, we are excited to unveil a new strategic plan that will guide this organization over the next three years. As we look to the future, and our 25th anniversary next year, we are excited to continue strengthening the character of our community by delivering programs that invite kids to explore golf’s life lessons and underscore that golf is a game for anyone and everyone.

Your commitment to and support of the First Tee–Greater Richmond was the foundation for last year’s success and will be the source of momentum that propels us forward. On behalf of the staff and Board of Directors, I want to express our deep appreciation that you have chosen to invest in our mission.



Patricia Merrill
Chair
First Tee – Greater Richmond Board of Directors

Youth Programs

2021 saw the **return of in-person Life Skills Experience programs** at our facilities, new and enhanced partnerships, and the addition of camps and programs at Belmont!

At Belmont nearly **500 participants** joined us for summer and fall camps and programs, and in total, nearly **1,200 area youth were impacted** across our three facilities throughout the year!



Participant Highlights



First Tee – Greater Richmond ace participant

D'yan Robinson

was selected for two national First Tee pro-

grams, going to the First Tee **Game**

Changers Academy

Honoring Joe Louis Barrow, Jr. in Philadelphia in July before heading to the First Tee

Innovators Fo-

“

First Tee has given me so many opportunities over the last 12 years ... from just playing golf to the Innovators Forum to the Junior Advisory Board, and I'm so grateful for those.

”

rum in San Jose in October!

Robinson will head to Christopher Newport University this fall, where she signed a National Letter of Intent to play for the women's golf program.

In May, **Nicole Chang** became the first partici-

pant in our organization's history to **receive her**

ACE Certification, the pinnacle of the

First Tee! In order to receive certification, participants must complete four major projects in the areas of Community Service, Career, Educational Opportunities and Golf – which are then submitted and reviewed by a national committee.

Meg Lavinder earned national attention

with an ace during the Dominion Energy Charity Classic pro-am, coming just a few months after she nearly dunked the opening tee shot at Belmont!

A junior at Mechanicsville High School, Lavinder qualified for the Virginia State High School Golf Championship in 2021!



Belmont reopened to the public in May 2021,

marking the culmination of an 18-month re-imagining and renovation of A.W. Tillinghast's 1917 design.



The reopening ceremony featured comments from Henrico County Board of Supervisors, Davis Love III and ceremonial tee shots from First Tee - Greater Richmond participants.

The reimagined facility is where **the history of American golf meets its future** - Belmont features a 12-

hole championship course that sees 10 original green complexes restored; Little Bell, a 6-hole par 3 course that boasts Tillinghast template holes; The Ringer, an 18-hole putting course that is the largest in the state.

Belmont now has a full practice facility, **allowing for First Tee programs and camps and for members of the community to practice year round.**



First Tee - Greater Richmond was nominated as one of PR Daily's Social Media & Digital Awards "Media Relations Campaign" finalists.



Belmont is fulfilling its vision of being **An Entry Point to the Game for All**, hosting events in conjunction with national organizations like The Golfers Journal and Fore The Ladies, while working locally with the Weinstein JCC, Massey Alliance, Virginia State Golf Association, PGA HOPE, VCU, Virginia Union, Henrico County and

local high schools.

Belmont's leagues – Tilly's 12, Sunday Swings & Social, Senior Ladies, and Recovery League – are drawing newcomers and experienced golfers, young and old, men and women – to the game.

Over **24,000**

rounds played at
Belmont in just seven months &

488

youth program participants

Over **20,000 baskets** hit at
the Elson Redmond Memorial Driving Range &

352

youth program participants

Over **30,000 rounds**
played at The Tattersall Youth
Development Center &

343

youth program participants





Our PGA Professionals continues to be leaders in the golf community,

ensuring that our three public golf facilities - Belmont, The Elson Redmond Memorial Driving Range, and The Tattersall Youth Development Center - remain entry points to the game for all.





We partner with more than 60 organizations to maximize our impact, and we were proud to launch programs in

partnership with the **Henrico Police Athletic League** in addition to resuming relationships with **Chesterfield County Parks & Rec.**, **Henrico County Recreation & Parks**, **Richmond Parks & Rec**, among others, in 2021.



Additionally, over 20 companies joined us at The Country Club of Virginia for the annual Dominion Energy Charity Classic Community Invitational in conjunction with the PGA TOUR last

April, helping us **raise over \$135,000** in our largest single-day fundraiser of the year.





2021 saw us reinforce our partnerships by moving into the

Kids First Collaborative in Manchester, a shared officespace with Communities In Schools - Richmond, Boys & Girls Club of Metro Richmond, and Higher Achievement - Richmond. The new space allows us to meet and work with like-minded partners on a daily basis.



FAIRWAYS
AND
GREENS
CLUB



First Tee – Greater Richmond is incredibly grateful to our donor community.

A deep and heartfelt thank you to our many donors, whose generous support makes it possible for our program participants to grow via our evidence-based youth development programs.

Your support of First Tee over these last 25 years has simply blown us away and we are so grateful for your continued commitment to our youth participants and staff!



Ace (\$50,000+)

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The Chase & Stephanie
Coleman Foundation
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PGA Tour First Tee
Foundation Inc.
Roddy & Fred Tattersall
Ann & Stuart Watson

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The Commonwealth Foundation
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Double Eagle (\$10,000-\$19,999)

Camp & Tappan August
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Eagle (\$5,000-\$9,999)

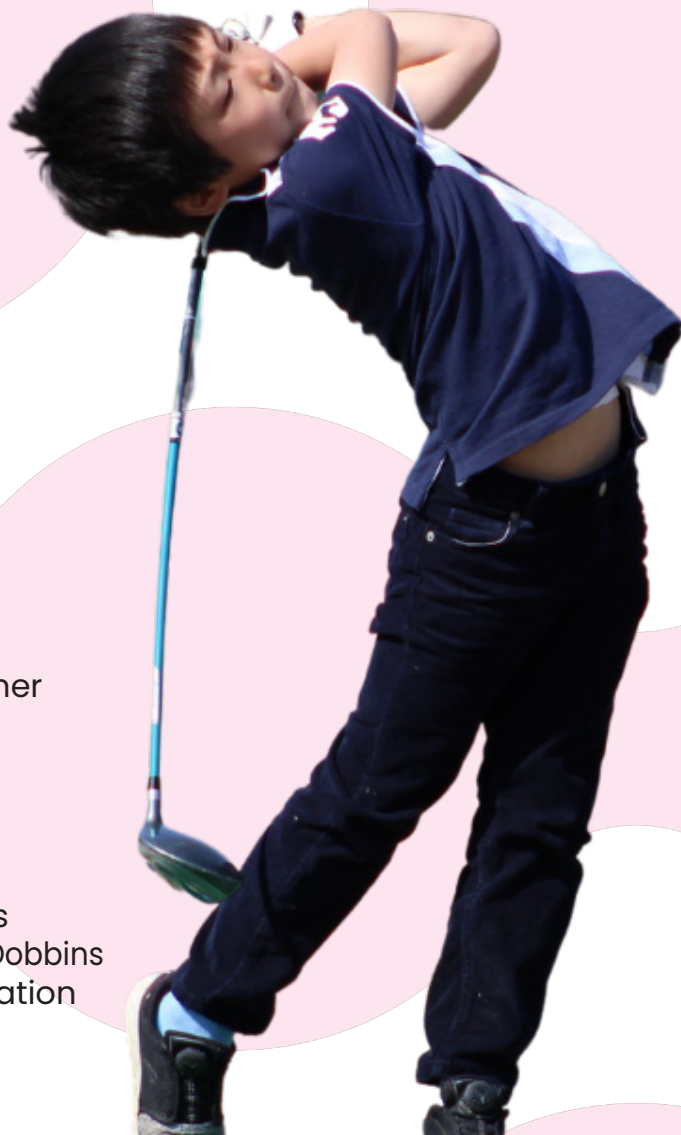
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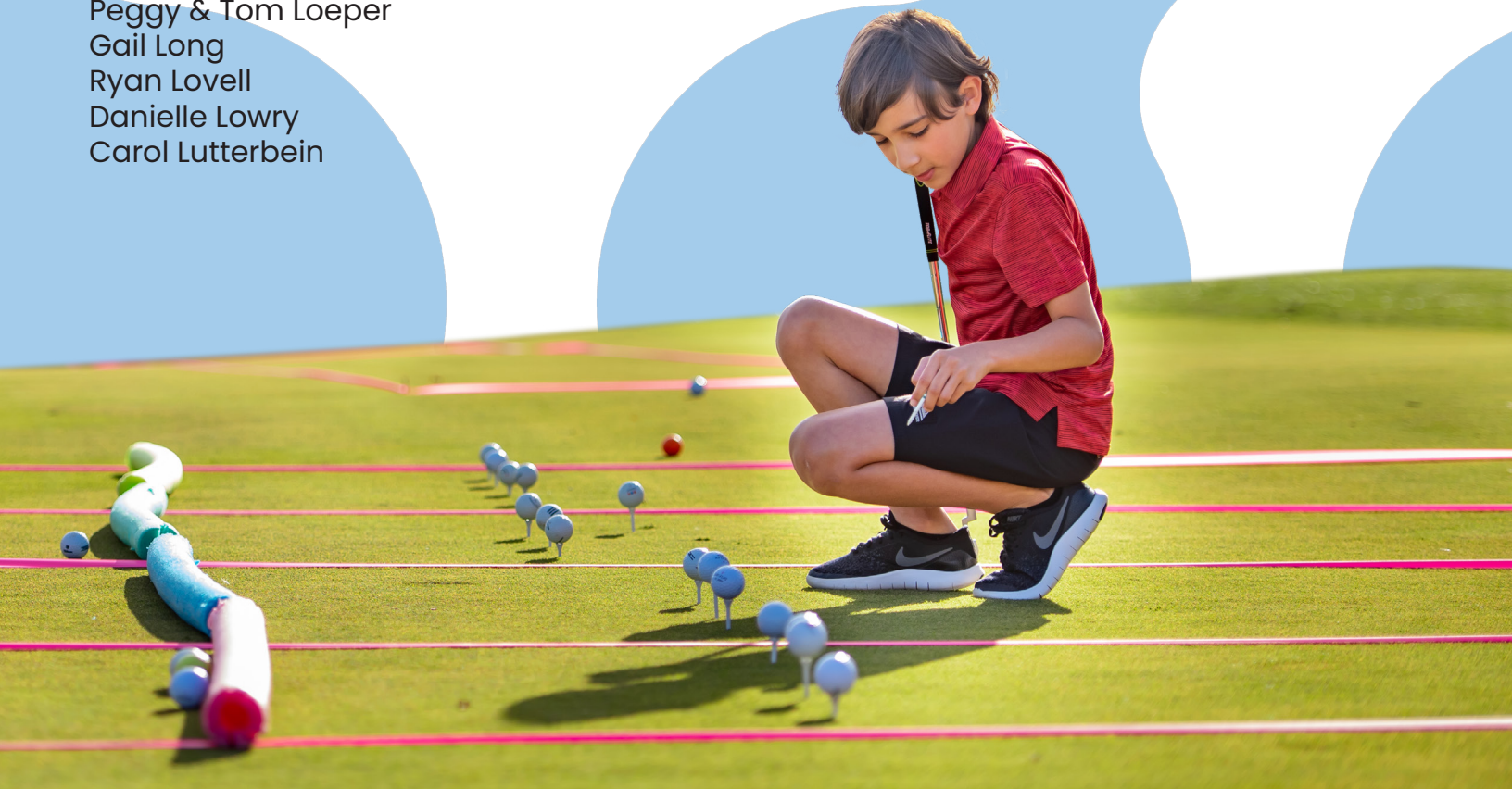
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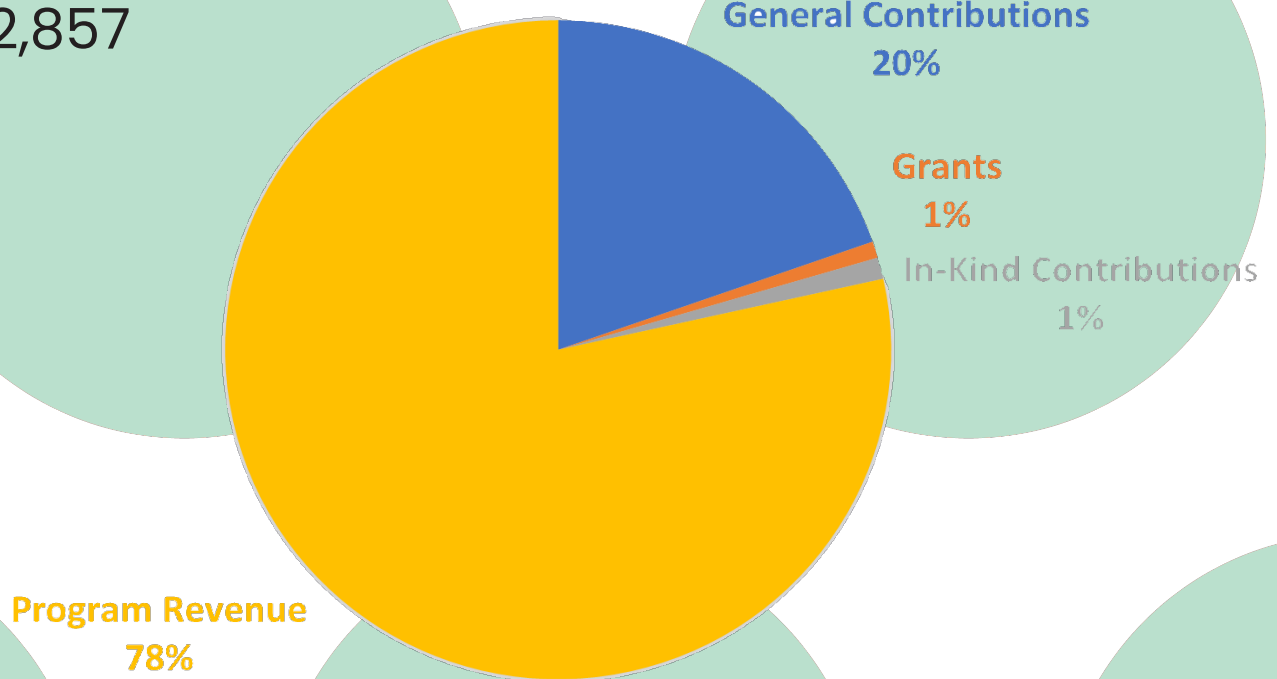
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BY THE NUMBERS

2021 Revenues & Support

\$3,082,857



2021 Expenses \$4,067,419

Fundraising
6%

Management &
General Support
16%

Program Services
78%



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Director of Golf, The Tattersall Youth Development Center
Senior Director of Agronomy
Superintendent, The Tattersall Youth Development Center
Assistant Superintendent, Elson Redmond
Director of Turf Equipment

BECOME INVOLVED



DONATE: First Tee - Greater Richmond annually impacts the lives of more than 97,000 youth via its evidence-based youth programs. We rely on donations from people like you to ensure youth have access to these programs.



COACH: You don't have to be a golf pro or even a good golfer. With the First Tee Coach Program, we provide the training you need. Our program focuses on empowering participants through decision-making and exploring options. This helps foster positive relationships between coaches and young people.



PLAY: We operate three facilities across the greater Richmond area - Belmont, The Elson Redmond Memorial Driving Range, and The Tattersall Youth Development Center. Whether you play a full round

- hit a basket, buy merchandise or equipment, every dollar spent at our facilities goes back to supporting our mission.



JOIN THE LEGACY SOCIETY: These community visionaries enrich the lives of future generations and provide essential support for the future of our programs. We are honored by those who have created a golf story that lasts beyond their lifetime.



FIND US ON SOCIAL: Use the power of social media to spread the word about First Tee - Greater Richmond and your support of our organization. Our friends engage with us on Facebook, Twitter, Instagram and YouTube at @FirstTeeRVA!



JOIN US: We host multiple fundraising events every year - the Dominion Energy Charity Classic Community Invitational, and the Longest Day of Golf. Gather your team, sign up, and join us as we raise funds to support our mission!



**95 Life Skills
Classes**



3 Facilities



**125 Area Schools
in First Tee
School Program**

#BuildingGameChangers



**75,000+ Rounds
& Baskets**



**97,000 Youth
Impacted**



**1,200 Program
& Camp
Participants**



**95 Coaches &
Volunteers**



**60 Community
Partners**

FirstTeeRVA.org