

 **first tee**TM
premier départ
canada

Annual Review

'22





Building Game Changers

First Tee – Canada introduces youth to golf through inclusive and accessible programming at golf courses, schools, and community centres and provides empowering development opportunities through sport. First Tee offers environments where children feel excited to grow, safe to fail, and equipped for whatever comes their way, on and off the course.

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

Committed to Making a Difference

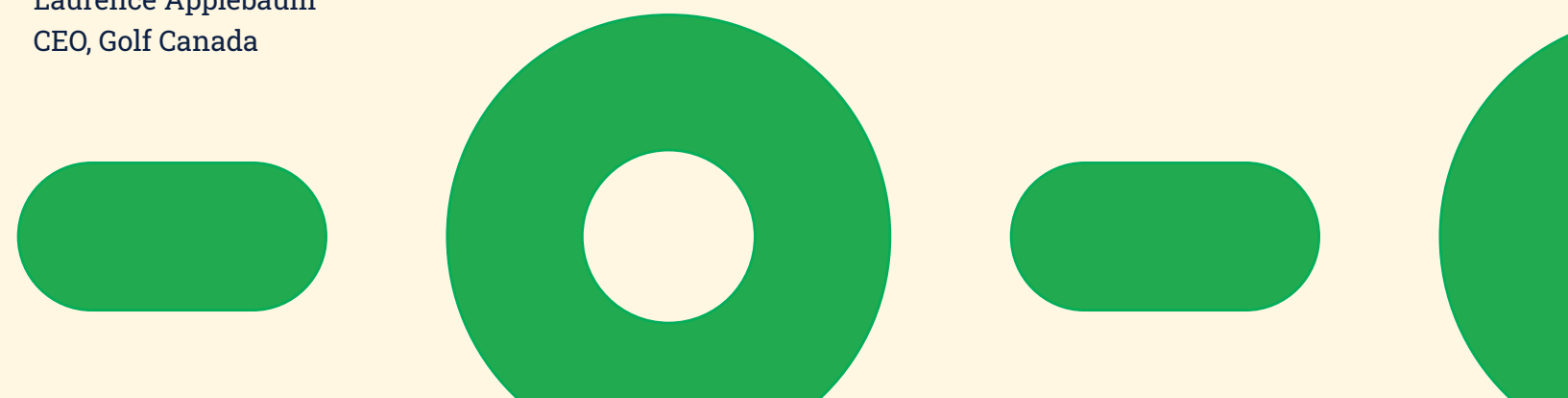
I am extremely proud of First Tee – Canada's growth and the program's meaningful impact on participating children and families in such a short amount of time.

Golf Canada is committed to ensuring that our sport is reflecting the strength of Canada's multicultural diversity. We partnered with First Tee to provide youth with affordable and inclusive access to golf along with life-enhancing experiences through the game. Our First Tee chapter staff in regions across the country are committed to engaging with traditionally marginalized communities and ensuring a program environment that is safe, inclusive, and fun.

Whether it's a touchpoint with an equity-deserving community group, a new volunteer registration for coach training, or the moment a child experiences golf for the first time, we are proud to support youth development through First Tee. The program's success – including nearly \$10M in donations since launching in 2020 – would not be possible without the philanthropic efforts of major gift donors and corporate partners, dedicated coaches and staff across the country, and the incredible fundraising efforts of the Golf Canada Foundation. Thank you for believing in this special program.

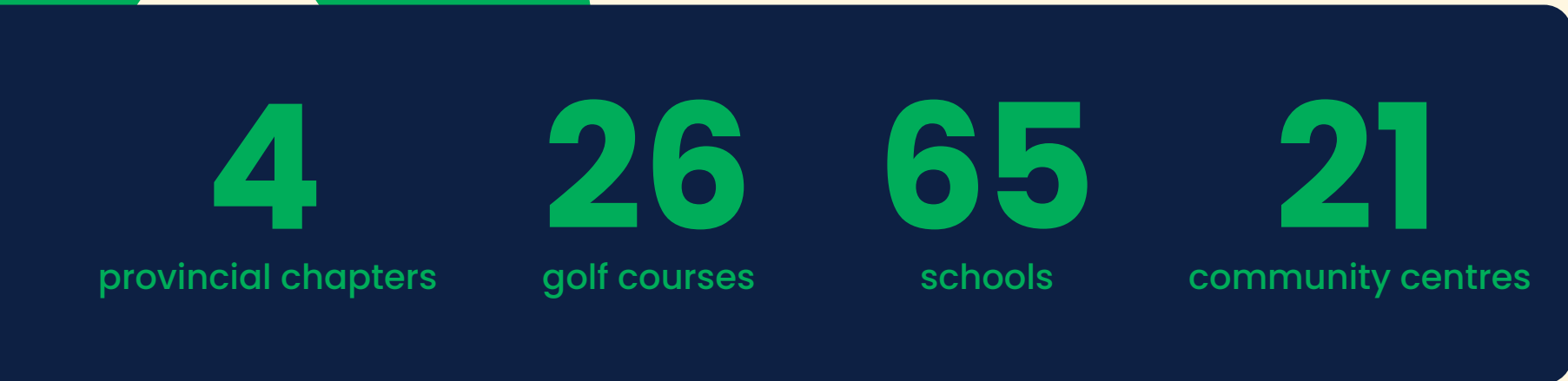
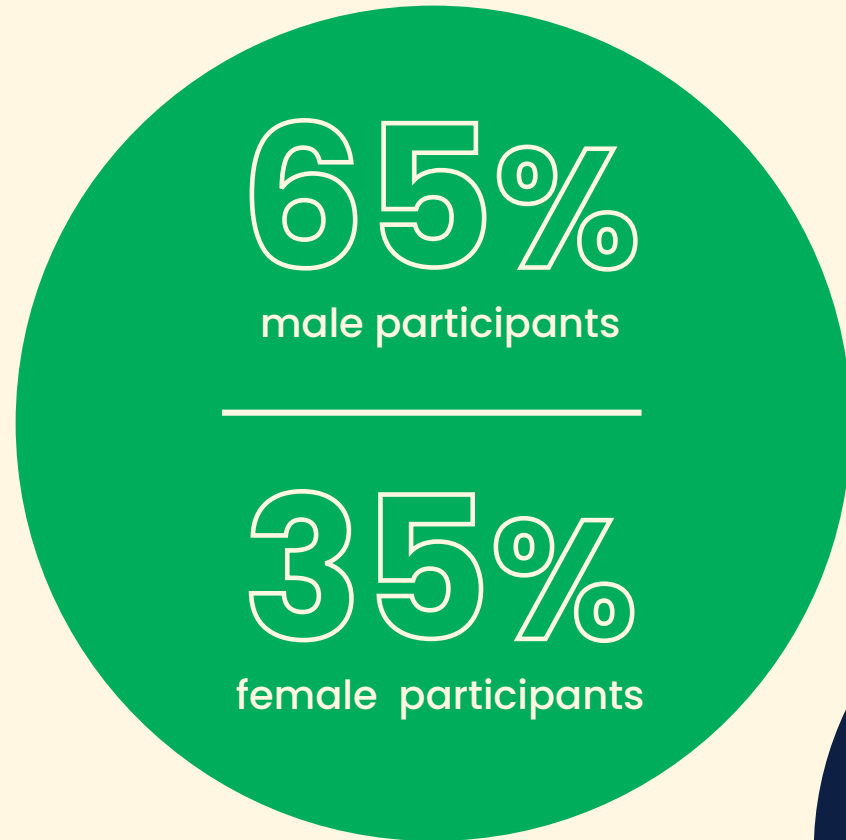
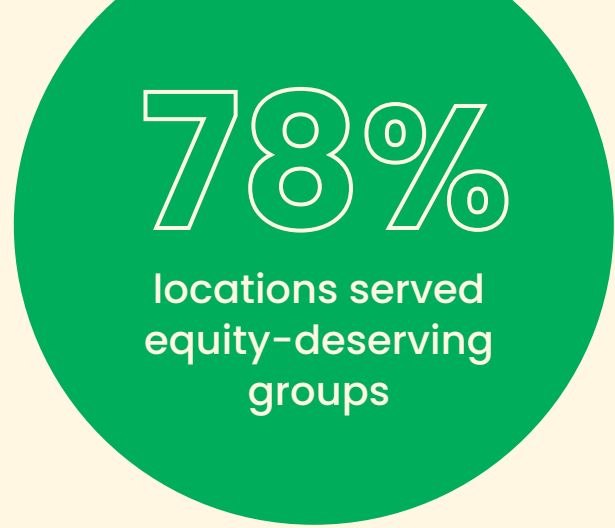
First Tee – Canada is making a difference and with a goal to impact 100,000 Canadian youth by 2024, I cannot wait to see what the future holds for this next generation of golf enthusiasts.

Laurence Applebaum
CEO, Golf Canada



2022 Nationwide Impact

First Tee is delivered in three settings (golf courses, schools, and community centres) with unique curriculum, equipment, and training requirements for each.



The launch of First Tee in Canada would not have been possible without the following philanthropic leaders:

Blane Fowler
Chris Humeniuk
Dan Matthews
Hélène & Paul Desmarais Jr.
Ian Gragtmans
Jean Monty
Rémi Racine



National Events

St. George's Golf and Country Club welcomed the 2022 RBC Canadian Open and debuted First Tee – Canada as the charitable beneficiary, which raised a total of over \$52,000 through the Golf Canada Foundation 50/50. Hundreds of families stopped by the First Tee Game Changers Pavilion which offered golf simulator lessons taught by a First Tee – Canada coach, a putting green, and more family-fun activities. Next to the Game Changers Pavilion was the championship putting green where children got up close to their favourite pros and had their First Tee autograph cards signed.

First Tee hosted the BGC Albion and BGC Peel for a behind-the-scenes tour of the RBC Canadian Open grounds and introduced children to the various career pathways that exist in golf such as the media centre, volunteer centre, and agronomy, environmental and sustainability teams.

The CP Women's Open was hosted at the Ottawa Hunt and Golf Club, where First Tee – Ontario activated and raised over \$39,500 in 50/50 ticket sales in support of First Tee – Ontario programming. During Wednesday's Championship Pro-Am round, local junior golfers walked alongside LPGA Tour professionals, and some even took the pros' first putts.



41

participants

- The inaugural First Tee – Canada location
- Held on reservation land
- Offers golf as a healthy and positive outlet for youth



90%

identified as BIPOC

32%

identified as female



For Every Flower That Blooms:

First Tee – BC and Musqueam Golf and Learning Academy

Excerpt from Impact Story:

On traditional Musqueam First Nation territory alongside the Fraser River lies The Musqueam Golf and Learning Academy. This tree-lined golf course and driving range [in/near Vancouver, B.C.] is home to First Tee – British Columbia.

The name Musqueam relates back to the flowering plant, məθkwəy̓, which grows in the Fraser River estuary. Like flowers, children grow and develop in different ways, in a healthy, safe, enriching environment. By virtue of the land, the collaborative efforts of First Tee – BC, Musqueam Golf and Learning Academy, and the game of golf, for every flower that blooms, a child will too.

These kids have been using golf as an outlet, (and) feel a sense of inclusion and safety at the golf course. They never knew how much fun golf was and that it [can] help as a healthy escape from [a sometimes] not so healthy world. (To) get out of the house, and still be together as siblings, they found refuge here. They fell for the game... Through First Tee, we are supporting their development and providing for them as a community.

– Kumi Kimura, General Manager
Musqueam Golf and Learning Academy

First Tee – British Columbia

In 2022, First Tee – British Columbia was active across eight golf courses, 18 schools, and 10 community centres, engaging over 10,000 children. Programming took place across 12 unique communities in Greater Vancouver, Vancouver Island, and the Okanagan regions. Participation levels were amongst the highest in the country with 71 percent of program spaces filled.

First Tee – British Columbia continued to strengthen its relationships with the Indigenous populations across the province, including the Musqueam, Squamish, Tsleil-Waututh, and Tk'emlúps te Secwepemc First Nations communities. Outreach to additional equity-deserving groups was achieved through connections made at the Greater Vancouver Food Bank, KidSport, the Canucks Autism Network, the Greater Vancouver Parks Board, and the District of Saanich Recreation Department.

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8

golf course
locations

18

school locations

10

community centre
locations

75%

of participants
identified as BIPOC

10,593

total participants

3,208

participants experienced
a provincial chapter-led
event or activity



\$2,500+ Supporters

- Boychuk Knoblauch (Wood Gundy)
- Burnaby Mountain Senior Men's League
- David Fontanilla
- Gurf League
- Jay Synder
- Ken Woods
- Mayhem League
- Peter Birks
- Raymond James
- Shelly Appleton-Benko
- TD Bank
- Vancouver Golf Tour
- WesGroup

First Tee – Ontario

First Tee – Ontario developed deeper relationships with partner institutions in 2022, including 10 golf courses, six schools, and eight community centres across the province. With the support of RBC Community Junior Golf, which provides free access to First Tee lessons at public and municipally owned courses, the majority of First Tee – Ontario participants accessed First Tee at no cost this year. In addition to addressing a barrier of affordability, First Tee – Ontario combatted an additional obstacle, transportation, and offered transportation services from community centres to local golf course locations.

Ontario was a hub of high-profile events including the RBC Canadian Open, the CP Women's Open, and the 2022 Canada Games. First Tee – Ontario leveraged its access to the RBC Canadian Open to engage with local community centres and invited youth groups to participate in event activations. The 2022 Canada Summer Games was hosted at a First Tee – Ontario on-course site, Legends on the Niagara. First Tee – Ontario was present and hosted golf clinics, collaborated with Special Olympics Ontario, and provided opportunities for children to walk alongside an athlete for a hole.

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\$2,500+ Supporters

- Bruce Winter
- Canadian Senior Golf Association (CSGA)
- Durham Artificial Grass
- Edwina Acheson
- Howard Atkinson
- Indigenous Sport and Wellness Ontario (ISWO)
- John Branton
- Jones Entertainment Group
- Hub International Limited
- Humber College
- Lora Bay Golf Club
- Mark Zecchino
- Nancy Bertrand
- Oakdale Golf Club
- Susan Vail
- Taboo Muskoka
- The Charity Hub
- Toronto Golf Club
- Will Edwards

First Tee – Premier départ Québec

First Tee – Premier départ Québec proudly launched programming at six golf courses, 26 schools, and one community centre, engaging over 5,000 children across the province. The year's signature event, First Tee – Québec Cup, was held at Royal Montreal Golf Club and through a generous network of supporters raised nearly \$145,000.

First Tee – Premier départ Québec continues to grow its partnership with Centre Sportif CDN, which manages multiple community centres in the Montréal area serving traditionally marginalized groups. In addition, First Tee – Premier départ Québec has established relationships with Indigenous communities in Québec including the Mohawk Council of Kahnawake, Mashteuiatsh Reserve Cree, and the Nation of Waskaganish.

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5,223
total participants

26
school locations



6
golf course locations

1
community centre location



\$2,500+ Supporters

- Barry F. Lorenzetti
- Brad Sigouin
- Chantal Morin
- Claridge Inc.
- David Agnew
- Henri Family Foundation
- Jose Jacinto
- La Fondation Libermont
- Micro-ondes Apollo Ltee
- Michel Landry
- Quinn Sports Management Inc.
- Ted Fletcher
- Tom Quinn

First Tee – Atlantic

First Tee – Atlantic launched in January 2022 and worked towards activating programming in all four Atlantic provinces. In partnership with Golf New Brunswick, Nova Scotia Golf Association, Prince Edward Island Golf Association, and Golf Newfoundland Labrador, First Tee – Atlantic onboarded two golf courses, 15 schools, and two community centres.

Notable partnerships for 2022 include the Halifax Regional Centre for Education (HRCE) EXCEL Program, which will help deliver First Tee – Atlantic to over 4,000 students at 69 sites through the school district's boundaries. Funding for this initiative was secured through a grant from HRCE EXCEL, which allowed First Tee – Atlantic to hire two, part-time Coaches to deliver the sessions. Other notable partnerships include a collaborative effort with the the Confederacy of Mainland Mi'kmaq Nova Scotia, Big Brothers Big Sisters of Greater Halifax, and recreation service providers in Nova Scotia and Prince Edward Island.

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2
golf course
locations

15
school locations

3,825
total participants



2
community
centre locations

first tee™
premier départ
atlantic | atlantique

Nearly
50%
of participants
identified as female

Looking Ahead

100,000 children engaged in First Tee by 2024

Launch of First Tee – Prairies in January 2023



Launch of First Tee – Alberta



Mike Weir Announced as First Tee – Canada Ambassador in February 2023

2023 RBC Canadian Open and CP Women’s Open First Tee activations

Increased corporate and stakeholder support, including continued growth of RBC Community Junior Golf

The new home for Canadian golf in 2025

Development of a First Tee – Canada National Headquarters including a 30,000 square foot community putting course to introduce youth to golf, while providing the town of Caledon with a publicly accessible recreation facility.

The continued focus for First Tee – Canada is to build out “community hubs” that create inclusive and accessible pathways of participation between community centres, schools, and golf courses. First Tee – Canada is dedicated to connecting with community organizations that engage with and provide support for traditionally marginalized groups including BIPOC communities, girls, newcomers, and individuals with disabilities.

Thank You

First Tee – Canada is funded through corporate and individual donors that understand and align with the program’s mission to positively impact the lives of children through golf. This generous network of supporters has been and will continue to be integral to the success of First Tee – Canada.

Thank you to all the supporters, partners, donors, coaches, and volunteers across the country who helped First Tee – Canada meet amazing milestones in 2022. Together, we are **Building Game Changers**.

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

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

The R&A has been a major supporter since the program’s national inception in 2020.



Community Junior Golf



in support of



Thank you to the Provincial Golf Associations for their continued support and collaboration as First Tee launches and grows across Canada.





 **first tee**TM
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canada

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