



Wisconsin income gap widening faster than nation as a whole

The Capital Times, March 2014

Less Talk, More Action

We need a plan with measurable goals to make progress in fixing our achievement gap

Madison Magazine, May 2013

Wisconsin has the Greatest Distance to Travel in the Nation to Decrease Racial Disparities

Report from the Annie E. Casey Foundation



The First Tee

Learning Center

at Vitense Golf and

916 South Whitney Way

Madison, WI 53717



The First Tee announces plans for an afterschool learning center on Madison's southwest side

The news of opportunity gaps in our schools depresses even the optimists among us. We know the achievement gap is a prevalent issue, but what can we do?

No one doubts the positive effects of afterschool programming. According to Madison school superintendent Jennifer Cheatham afterschool programs are critical to the success of local students:



"We depend on (afterschool programs) to make sure that our students have additional opportunities to learn academically, to develop leadership skills, to develop social and emotional skills, and experience enrichment opportunities."

The problem then becomes: How do we get the kids in need to the programming?

The First Tee of South Central Wisconsin announces The First Tee Learning Center at Vitense Golf and Country Club. The Learning Center will provide afterschool academic tutoring, golf instruction and healthy snacks, all designed to help participants gain the skills for success in the classroom and beyond.



The Learning Center will...

- Serve up to 400 youth annually from the neighborhood.
- Provide 4,000 hours of academic tutoring and golf programming.
- Provide free transportation between schools and The Learning Center.
- Staff professionals and volunteers to serve as instructors and mentors.
- Help with homework.
- Encourage physical activity.
- Provide a healthy afterschool snack.



"So many of the things that are important to The First Tee are important in life. And it's all about growing up...to give a lot of young people the opportunity to try to have this experience. You can't get into a lot of trouble on the golf course."

Andy North, Two-Time U.S. Open Champion



why an afterschool learning center

What are the benefits of an afterschool program?



More time in afterschool programs results in...

- Gains in self-efficacy.
- Improved academic performance.
- Increased attendance.
- Reductions in aggressive behaviors.
- Reduced use of drugs and alcohol.

Youth who enjoy their afterschool programs show...

- Improvement in the classroom.
- Better work habits.
- Stronger task persistence.
- Pro-social behavior with peers.

Year-Round Programming • Ages 6-18 • 400 Children Annually • Academic Tutoring
Learning Enrichment • Recreation • Healthy Snacks • Mentoring • Golf Instruction



why The First Tee

Success and experience. The First Tee demonstrates here in Madison and around the world how you can teach important life skills through a game. More than a golf program, The First Tee is a youth development program that teaches young people skills that they carry with them regardless of whether they continue to play golf. We've tried it and it works. Now it's time to expand our scope and mission.

We're excited to partner with other youth groups including the East Madison Community Center, Madison School and Community Recreation (MSCR), the Boys and Girls Club, Madison Metropolitan School District and others to make the Learning Center an afterschool home for our kids.



"When they (The First Tee golfers) walked up to me and shook my hand and looked me straight in the eye I was really hooked. I just think it's so important for kids to present these kinds of characteristics. And any organization that can help instill this is really close to my heart. I'm involved with The First Tee because I love their mission. I love what they're doing."

Sherri Steinhauer, Member of the LPGA Tour





why **Golf**



The First Tee teaches life skills through the game of golf. Our Nine Core Values include: respect, honesty, perseverance, responsibility, integrity, sportsmanship, confidence, courtesy and judgment.

- We teach respect for one's playing partner.
- We teach honesty by writing down the correct score.
- We teach integrity by playing the game by the rules.

We see it happen all the time in our summer programming on the golf course. We see it happen in our physical fitness programming during the school year. It works.

Most important qualities sought in recent college graduates	The First Tee Nine Core Values
Honesty	Honesty
Integrity	Integrity & Judgment
Teamwork Skills	Sportsmanship
Strong Work Ethic	Perseverance
Motivation	Confidence
Interpersonal Skills	Respect
Communication Skills	Courtesy
Initiative	Responsibility

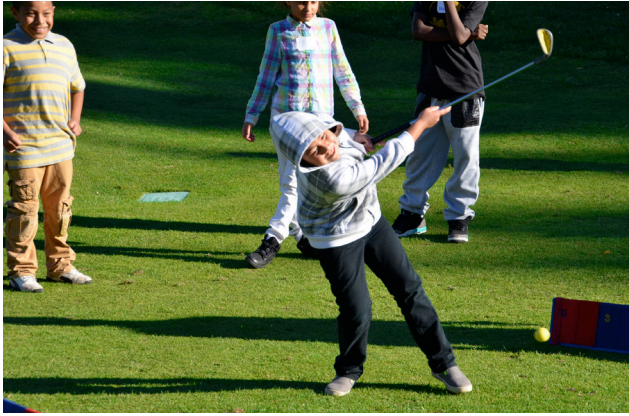
Survey of employers conducted in 2003. From "Class and Schools", Richard Rothstein; p.151



"The First Tee is so prevalent in our game that we want to help out as much as we can. It's for kids. With recent developments it's good to get activities for kids to do after school, during the summertime and what a perfect place to learn about life's lessons than in the game of golf."

Steve Stricker, PGA Tour Professional





why Vitense Golfland

Vitense Golfland remains a landmark on Madison's southwest side. Its location on Whitney Way and Schroeder roads is within a mile and a half of 2,500 school children.

In this area:

- 3 in 5 students receive free or reduced-priced lunch at school (compared to 50% district-wide)
- 63% are children of color.
- Two of the schools have particularly high rates of student poverty. Cherokee Middle (60.9%) and Falk Elementary (78.1%).
- Four schools in close proximity have lower academic accountability rating compared to the district rating.

We know afterschool programming works. But many children in Madison do not have a safe, enriching afterschool environment. Many students either hang out at the mall or play video games unsupervised at home.

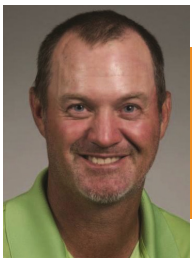
A middle-income child:

- Will spend 3,060 more hours by 6th grade in afterschool and extra curricular programs than a child in poverty.
- Will spend 1,080 more hours by 6th grade in a summer program than a child in poverty.
- Has likely spent 245 more hours by 6th grade visiting zoos, museums or other enriching activities during the summer than a child in poverty.
- Is eight times more likely to attend camp or another summer out-of-school time opportunity than a child in poverty.

While middle-income children read, create, persist and problem-solve at home and through afterschool and summer experiences, families stressed by poverty are less likely to be able to ensure those opportunities for their children.

Source: Madison Out-Of-School Time

The First Tee Learning Center expects to change this scenario.



"I just completely believe in what The First Tee does. It's everything about benefiting the youth in the community. It's helping the kids get to college. And then the next thing you know, they're in college and they're doing well and they're giving back."

Jerry Kelly, PGA Tour Professional



The First Tee Learning Center



how you can help

Over the next several months The First Tee will meet with community leaders to enlist their support. We plan to speak with educators, parents, business leaders and others in the Madison area who also believe we can do something about the opportunity gaps that keep too many young people from reaching their dreams.

We are poised to make The First Tee Learning Center part of what we do and part of a larger community effort to close the achievement gap.

The First Tee of South Central Wisconsin begins an aggressive fund raising campaign to support The Learning Center at Vitense Golfland.



Help us make a difference.

To learn more please contact:

Joe Loehnis

Executive Director

joe.loehnis@gmail.com | 920-858-6292

Don Davidson

Chairman and Campaign Chair

dondavidson@gmail.com | 608-469-1463

William Bissett

Vice Chairman

wbissett@dncinc.com | 716-361-1419

Sherri Steinhauer

Honorary Director & Member of LPGA

ssgo64@aol.com

