

Pro Kids | The First Tee of San Diego

2015 Impact Report

Pro Kids bridges the experience gap that is common in underserved communities by providing access to resources and opportunities. Knowing that kids who make a full commitment here reap the greatest benefits, we redoubled our focus in 2015 on “intentionality” – increasing retention, deepening connections, and measuring results. Thanks to your generous support, we positively impacted more than 1,900 youth in 2015.



Sparking Inquiry

We launched Pro Kids Academy last year to help underserved kids develop the core competencies required to successfully navigate the complicated journey to college and career achievement. The Academy's more structured academic program helps kids achieve grade-level proficiency in reading, gain interest in STEM (science, technology, engineering, math) studies, and develop “soft skills” like resilience, professionalism, and self-sufficiency - all with golf at the foundation. Academy hallmarks include:

2 Attendance based: kids enroll for a full year and commit to attending at least two days each week

4 Team approach: kids are assigned to foursomes with a designated Team Leader

1:1 Parental engagement: parents meet one-on-one with Team Leaders and attend monthly Family Nights

'22 Graduation focused: current sixth graders are referred to as the Class of 2022

A typical Academy month includes literacy and math enrichment activities, golf lessons, experiential learning (STEM), field trips, and community service projects.

A member of the Class of 2022, Zubeyr looks forward to Wednesdays when Academy kids learn science and math concepts on the golf course. He grasped the concept of surface friction when attempting to putt on dry ice! Zubeyr dreams of becoming a doctor.



Cultivating Character

We use golf to engage kids in positive behaviors during out of school time (when they are most at risk) and to help them develop the character they need to be successful, both on and off the course.

Kids like David blossom as they master a difficult sport and the values intrinsic to the game.

A shy seventh-grader when he first joined Pro Kids Oceanside, David is now a confident high school freshman and Level 4 golfer who enjoys helping his fellow Pro Kids members.



Last Year

On-course instruction hours logged	6,035
Percentage of members advancing one level in our seven-level golf and life skills certification system	49
Elite members who “leveled up” twice or more!	30
Kids qualifying for Junior World Championships	16

Building Resilience

Underpinning all Pro Kids' programming is an effort to build resilience, or the capacity to recover quickly from difficulties. In 2015, we delivered Situational Student Self-Leadership® (SSSL) training, developed by the Blanchard Institute, which gives kids the confidence and communication skills to take initiative, become more adept at problem solving, and assume responsibility for their own growth. We measure changes in kids' resilience using a customized survey that considers essential leadership qualities such as empowerment, self-control, and peer relationships. Identified needs are focus areas for Pro Kids staff.

Most research shows resilience to be more important than traditional intelligence and academic skills; it's been directly linked to positive relationships and long-term success.

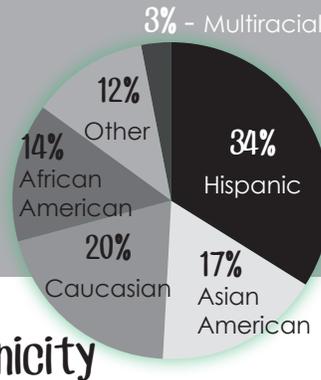
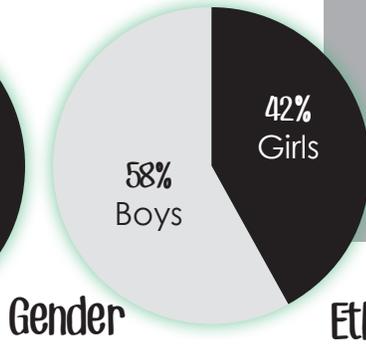
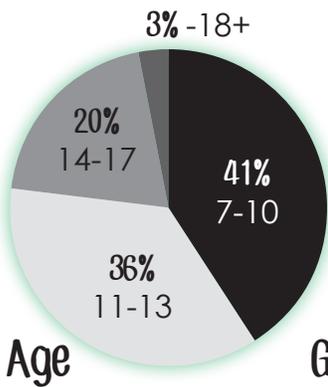
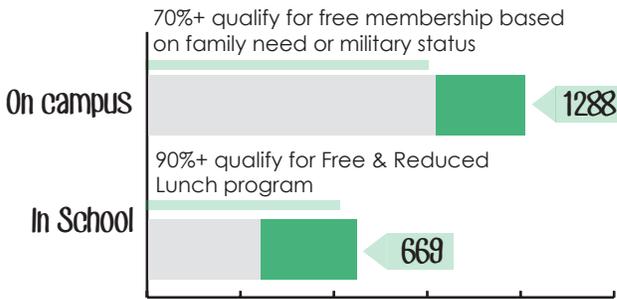
Inspiring Achievement

The culmination of our work is the Pro Kids scholarship program. With nearly \$2 million in awards to date, it reflects our founding vision: "Golf is the hook; education is the payoff."



Harvard, Yale, or University of Pennsylvania? That was the tough decision facing Pro Kids member Christina Park, who accepted a scholarship to UPenn where she will start this fall.

Kids served



147

Thousands of dollars awarded last year

46

Scholars currently attending vocational schools, community colleges, and four-year universities

74%

Scholars qualifying as highest financial need

\$3,206

Average scholarship award in 2015

1

Medical school graduate

Our mission is to challenge underserved youth to excel in life by promoting character development, life skills, and values through education and the game of golf.