

2021 ANNUAL REPORT



first teeTM

southern colorado



A Year of Growth

Dear Friends:

Our chapter is committed to Building Game Changers. We believe every kid deserves the chance to build inner strength before the world demands it, to find the joy that comes with feeling confident in their own skin, and to access experiences and spaces where personal growth happens.

The year 2021 provided our chapter with great opportunities to impact more kids and teens than we had previously impacted before. We had the opportunity to expand our chapter service area to begin serving kids and teens in Pueblo and Fremont Counties. With this expansion we rolled out a new name for our mission, from First Tee – Pikes Peak to First Tee – Southern Colorado. This name is a reflection of the communities we serve and our promise to help empower kids and teens to build their strength of character.

Our goal was to impact 1,006 participants through all of our programs, we not only made that goal but we exceeded it, helping those participants to make positive choices and overcome challenges across all areas of their lives. We were also able to engage with new community partners, which has enabled us to impact more young people in youth and community centers across our community. As we continue to grow and write the next page of our chapter's story, we remain committed to meeting each of our participants on an individual level.

This Annual Report is a look back at our work in 2021 – the stories of lives changed, of the incredible resilience of our young people, and of our volunteers and staff who innovatively propelled the First Tee – Southern Colorado mission forward during our year of growth. First Tee – Southern Colorado coaches and staff have worked tirelessly over this year to empower personal growth, resilience and self-confidence – all through the game of golf.

As we move forward, we are excited to continue to share our story of impact with you. 2022 brings our 10th anniversary as a chapter and I am certain that we will continue to grow and build experiences in the lives that we touch. I am proud of First Tee – Southern Colorado's positive momentum. We are playing a critical role in building the futures of young people, and your support is what makes it possible.

Sincerely,

Sandy Johnson
Executive Director





About Us

Mission

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

Vision

We help young people discover their unique talents and dreams, equip them with life-enhancing values and skills to achieve their goals through mentoring, and inspire them to become leaders who transform their families and community.

Core Values

Honesty | Integrity | Respect | Perseverance | Responsibility |
Confidence | Judgement | Courtesy | Sportsmanship

Programs

Life Skills Experience

The Life Skills Experience allows participants ages 3-18 to progress through the program over time, deepening their understanding of life skills and golf development. Every participant has the opportunity to:

- Learn the game of golf and how it relates to life
- Focus on interpersonal and self-management skills on and off the golf course
- Set goals and put strategies in place to make them a reality
- Learn conflict resolution, resilience and how to plan for the future

School Based

Through our School Based Programs, we partner with local schools and districts to help deliver exposure to golf for all ages.

The program creates an environment where young people experience the lifelong sport of golf while learning basic motor skills, golf skills, social skills, character development and health and wellness.

Community

Our Community Programs are specifically designed for youth development organizations to give kids the chance to learn about golf and develop character through fun golf games. Each activity empowers young people to explore their abilities and develop life-enhancing values along the way.

Mary has volunteered with First Tee – Southern Colorado for 6 years, she started volunteering because she wants kids to see that golf is a sport for a lifetime and she wants young women and girls to see their place in the world of golf. She recently shared a story of one of our participants that had an impact on her.

“He began as a “Tiny Tee,” as the youngest kids were called. Paying attention was a challenge, session after session. Wiggly, distracted, we sought every which way to reach him, constant “eyes on coach!” admonishments seemed to be unheard. A couple of years in, during a summer session, he was noticeably more focused, and was enjoying each session, really trying to do each skill. I knew our lessons had been learned when he confidently stepped to his ball on the green and I heard his address: ‘let’s sink this sucker!’”

Meet Mary

"I want kids of lesser means to have the support they need to grow and gain access to a bigger world. First Tee, with its emphasis on life skills, is a great vehicle for these aims."

-Mary



Meet Kirby

**"First Tee has provided my son an outlet where he can finally be himself."
-Kirby's Dad**

Kirby has ADHD and a huge passion for golf, showing up to every session bursting with energy and enthusiasm. Kirby joined First Tee for our Fall 2021 Program and he hasn't missed a class since. Kirby's dad joined us for our Parent-Child class in October despite having no interest in golf initially, but after finishing the Parent-Child class and seeing Kirby's engagement and growth in our program, he jumped in with both feet, attending our Parent-Child series in January and buying a membership to The Learning Center.

First Tee has become a place where golf isn't just a game, but where Kirby feels comfortable to be himself and a way for them to strengthen their father-son relationship and grow together. Kirby's energy and passion pours into everyone around him and having the opportunity to give him the safe place where he feels he can be himself is so rewarding.



Transforming Lives...

We exist to enable kids to build the **strength of character** that empowers them through a lifetime of new challenges. By seamlessly integrating the game of golf with a life skills curriculum, we create learning experiences that **build inner strength, self-confidence, and resilience** that kids carry to everything they do.

With the belief that all kids deserve the chance to grow in a supportive environment with mentors guiding them, we are dedicated to building programs that are accessible, welcoming, and as impactful as they are fun.

1,092

Number of kids and teens who took part in our Life Skills Experience Programs

853

Students impacted through our School Based Programs

159

Total number of kids and teens reached through our Community Programs

Throughout 2021 our chapter focused on three main Key Performance Indicators:

- 90% of black/Hispanic participants in our programs will improve in academics and/or behavior through the life skills and core values we teach.
- Increase Life Skills Experience programs with youth serving organizations that serve a majority population of Black/Hispanic youth.
- Through First Tee's STEMLinks program, 75% of Black/Hispanic participants will be introduced to STEM.

...Through our Mission

Character is what you bring to everything you do.



Core Values in Play: Our nine core values represent some of the many inherently positive values connected with the game of golf. Kids and teens are introduced to these core values which are incorporated throughout our programs.

43%

of participants improved in **Confidence**

21%

of participants improved in **Perseverance**

19%

of our participants improved in **Sportsmanship**

Behavioral Expectations: First Tee helps kids and teens become **Game Changers**. A game changer is someone who pursues goals, collaborates with others, builds a positive self-identity, and uses good judgement.

Educational Expectations: Character development leads to better academic outcomes. Our programs and coaches help equip participants with the tools they need to feel more confident and succeed in the classroom.

92%

of our participants have **improved in their behavior** after going through our life skills and core values

98%

our participants have **improved in academics** or maintained their grades after going through our program



For kids, we are a mentor who helps them write their personal growth story

At First Tee — Southern Colorado, we guide kids and teens to grow up stronger in everything they set out to do.

Every single one of us plays a role in this.

We help kids discover what's inside of them, guide them to strengthen it, and mentor them to put it into action in everything they do.

We come together every day as a united team to make this happen.

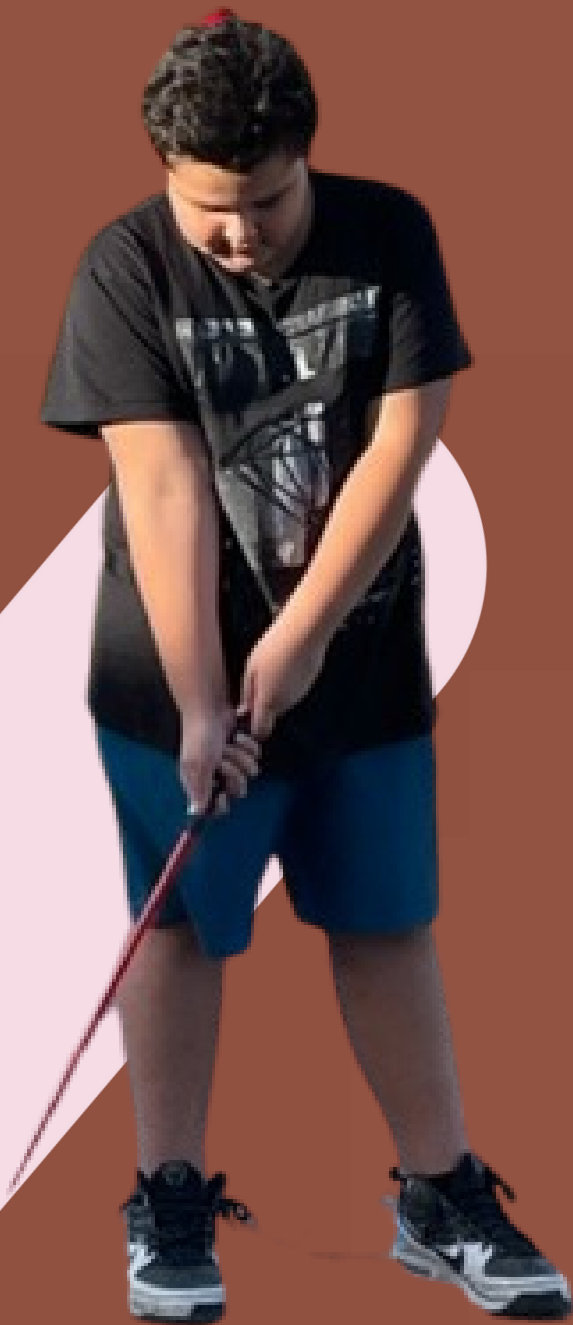


**45 Chapter
Volunteers**



**1,500 hours
of time
volunteered**

Furthering Our Mission



At the end of 2021, we were able to expand our service area to include Pueblo and Fremont Counties, and changed our name to First Tee – Southern Colorado. Our expansion officially kicked off with a partnership with The Boys & Girls Club of Pueblo County. We conducted programs at four of their clubs:

- Eastside Clubhouse
- Irving Clubhouse
- Minnequa Clubhouse
- Sprague Clubhouse

Moving into 2022, we are excited about our future growth in these counties, which will include partnerships with golf courses in each county and new School Based and Community Program locations.

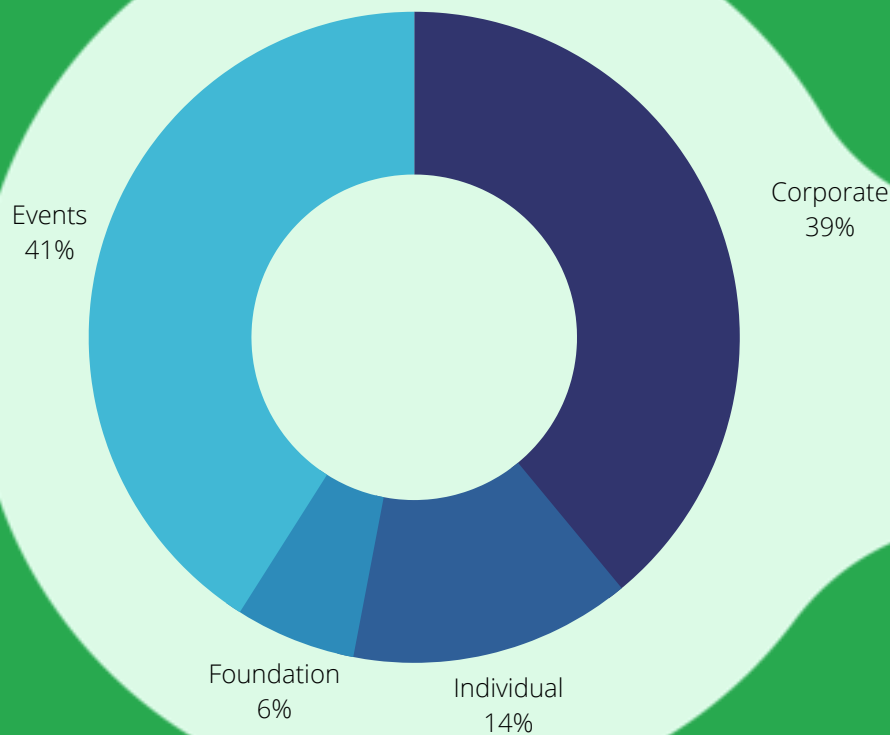


BOYS & GIRLS CLUBS
OF PUEBLO COUNTY



In 2021, we continued efforts to strengthen our financial position to ensure the quality and growth of our programming operations. We are careful stewards of the support we receive, keeping a sharp eye on our expenses and seeking operating efficiencies wherever possible. We were able to grow our reach of participants by 33% from 2020 to 2021. We managed to achieve this growth with only 20% increase in our budget.

Donations by Type of Investor



We are grateful to individuals, grant funders, corporate partners, and other support that enables us to reach an increasing number of children in the community.



Building Game Changers



Meet Our Team

Staff

Sandy Johnson | Executive Director

Emily Smith | Director of Golf and Education

Lauren Graziano | Community Impact Coordinator

2021 Board of Directors

Jeff Stedman - Chairman | Picture Show Entertainment

Luke Travins - Vice Chairman | New Concepts Enterprises, Inc.

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