

Annual

Report 2024





Young Jay

Carys

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First Tee
National Curriculum

First Tee

Building Game Changers

Dear Friends and Supporters,

As we reflect on an inspiring year at First Tee – Southern Colorado, I am proud to share the many accomplishments and milestones that have made 2024 a year of growth and impact. Our commitment to shaping young lives through character building programs remains unwavering, and thanks to the continued support of our dedicated donors, volunteers, and partners, we have taken significant strides in empowering the next generation of leaders.

In 2024, we continued to build on our mission of empowering young people through the game of golf, using it as a platform to teach essential life skills and core values. Our programs reached over 5,200 kids and teens across Southern Colorado, helping them build confidence, develop leadership abilities, and foster a sense of responsibility. Every day, we see how golf's timeless lessons—respect, integrity, perseverance—are shaping the next generation of leaders in our community. In 2024 we set big goals, but we achieved remarkable milestones!

- We empowered 1,193 future leaders through multi-week programs at green grass facilities, teaching life and golf skills with the support of our dedicated coaches and mentors.
- Achieved a retention rate of 49% for preteens and teens aged 10+, closely approaching our goal of 50% retention through core programming.
- 59% of our participants came from ethnically diverse backgrounds, actively engaging in our programs and enriching the experience for all.
- We grew our female participation across all programs to 47%, helping girls to thrive through the game of golf.

None of this would be possible without the unwavering commitment of our staff, volunteers, and donors. Together, we are making a meaningful difference in the lives of youth across Southern Colorado. Your belief in our mission allows us to continue to provide access to high-quality programs that teach important values both on and off the course.

As we look ahead to 2025, we are excited for the continued expansion of our initiatives. We remain committed to ensuring that every child, regardless of their background or circumstances, has the opportunity to experience the positive impact of golf and life skills development. I invite you to join us in our efforts as we continue to nurture our community's youth, providing them with the tools to succeed in life—both in sports and beyond. Your continued support makes all the difference.

Thank you for being a part of our First Tee family. Together, we are building stronger futures.

Sincerely,



Sandy Johnson
Chief Executive Officer

Our 2024 Impact



5,230

kids and teens



5

program locations



22

partnership locations



20

outreach programs



59% ethnically diverse



47% female

First Tee — Southern Colorado has intentionally been increasing our attention on kids ages 10-14, with the focus on retaining them in the program longer through our roll out of an age-based, refreshed curriculum.



49% teen retention



51% from distressed or
at-risk communities

\$123,895

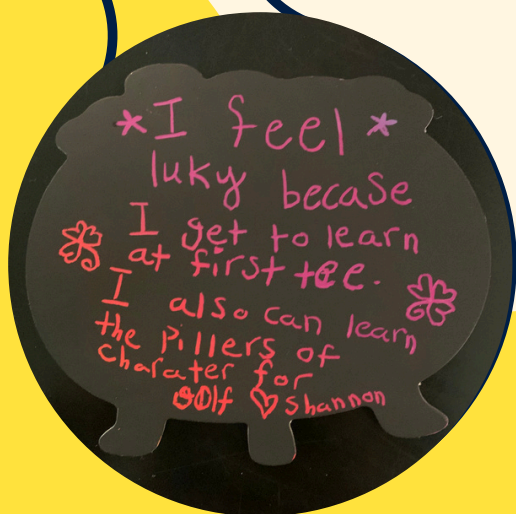
financial resources provided*

83%

benefitted from financial resources



*includes scholarships and golf equipment



About Us

Our programs take place daily at golf facilities, schools, and through community partners across El Paso, Pueblo, Teller, and Fremont Counties. Participants, ages 3-18, grow in life skills and golf, building confidence and resilience on the course, at home, and in school. Every participant has the opportunity to:

- 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
- Make healthy choices and use good judgement
- Get out on a golf course to learn the game of golf and how it relates to life

Strategic Plan

Throughout 2024 we developed a comprehensive strategic plan that will be executed in 2025-2027. Our focus areas are:

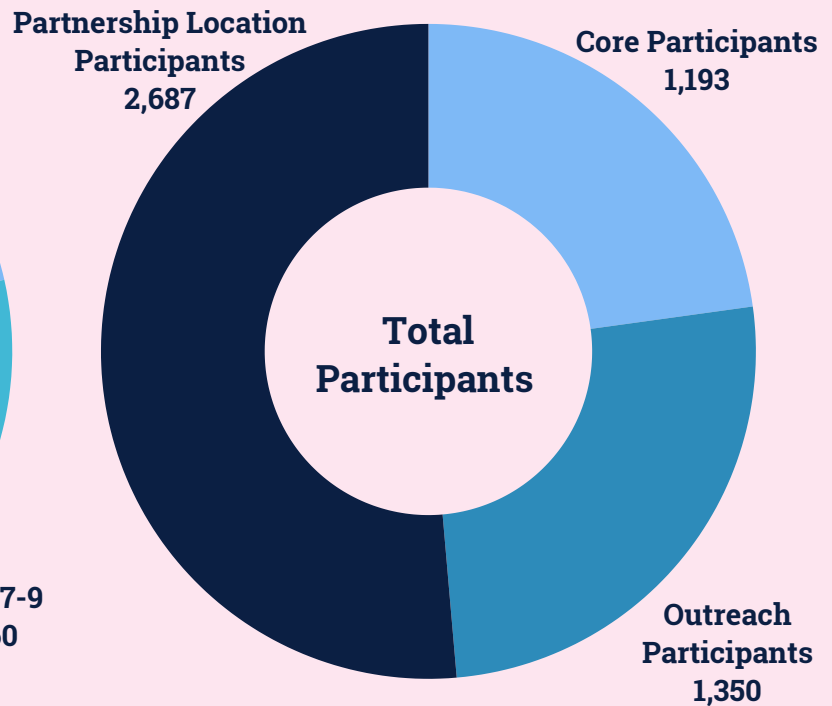
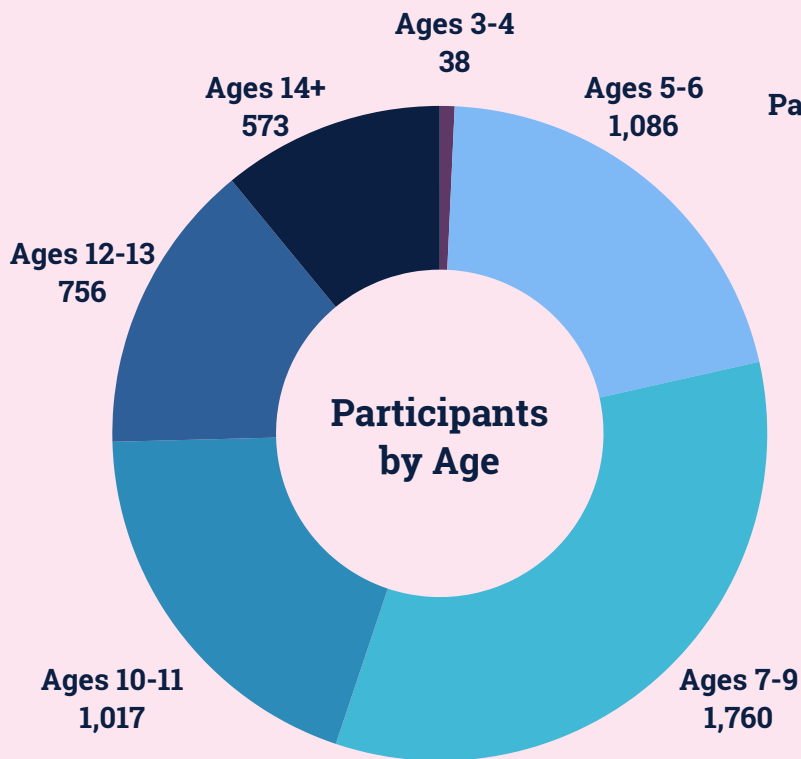
- Provide high quality **programs** with deeper impact
- Maintain strong **board governance** to reinforce our foundation
- Enhance **financials and fundraising** to expand our financial capacity
- Foster a safe and welcoming environment through **The Learning Center**
- Leverage **marketing** to drive enrollment, awareness, and fundraising

With these guideposts in mind, First Tee – Southern Colorado will continue to focus on becoming a sustainable, thriving organization that serves as a community asset. We will develop leaders who mentor youth, empower them to build confidence, and strengthen communities. Our commitment includes fostering a culture of inclusion by serving kids and teens from diverse backgrounds and maintaining a safe, welcoming environment for all involved with our Chapter.

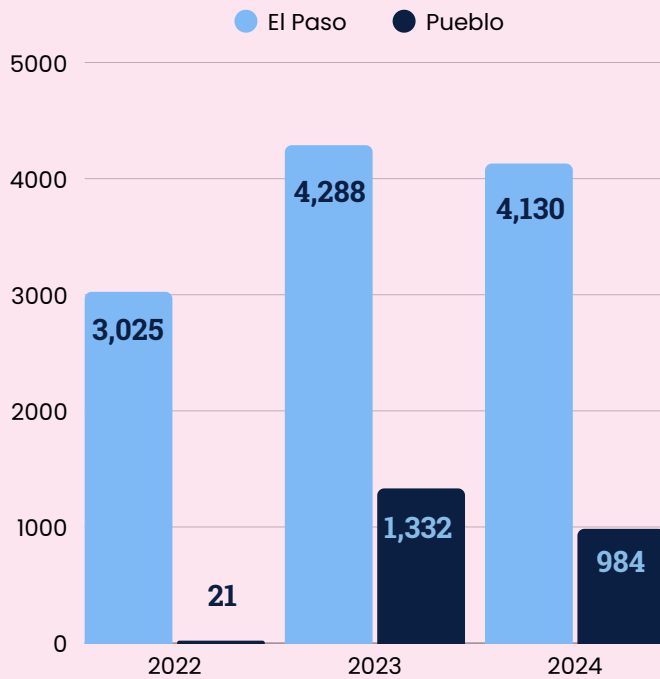
Program Stats



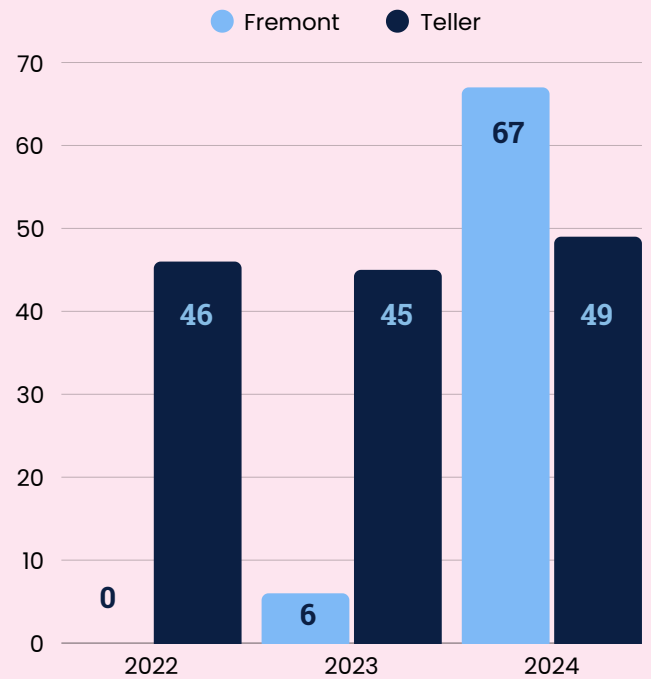
Participants at Shining Mountain Golf Club in Teller County



El Paso and Pueblo Counties have seen sustainable growth in participant numbers over the past three years; our partnership locations expanded our reach in both counties.



Participation in Teller County has remained consistent over the past three years. 2023 marked our inaugural year in Fremont County, and we saw substantial growth in 2024.



Our year-round, multi-week **Core Program** offers a research-backed curriculum that emphasizes core values and life skills. Delivered through age-appropriate programming, it seamlessly integrates a range of golf skills and fundamentals, typically at premier golf facilities.

Our chapter-led **Outreach Programs** introduce golf to youth of all ages, focusing on motor skills, social development, character building, and health and wellness. Designed for schools and youth-serving organizations, the program combines engaging golf games with fundamental skill development, while also promoting positive character traits.

Our **Partnership Locations** integrate First Tee – Southern Colorado's program into schools in at-risk communities, establishing long-term partnerships. We provide training and equipment at no cost, allowing schools to implement the program at their convenience. Participating schools must offer the program to every student at least once per year.





Volunteers and coaches at the BMW Championship

Coaches Make the Difference

From mentoring kids to ensuring their safety at First Tee – Southern Colorado program locations, we know our coaches are the most important part of the equation when it comes to our success.

In 2024, we focused on the retention of our coaches, ensuring that our young people receive consistent mentorship and guidance, building strong, lasting relationships.



“The First Tee program has been a transformative experience for me as an instructor. Engaging kids in golf lessons and life skills coaching, I have noticed confidence, integrity, and perseverance in their character. I always strive to make a lasting impact that creates growth for kids both on and off the course. There is no better way to embrace life skills than through the game of golf and the First Tee excels at this level.”

**– Jeff Perkins
First Tee Coach**

The Heartbeat of our Impact



65

active coaches and volunteers



4

full time staff members



Coaches are key to the success of First Tee – Southern Colorado, serving as mentors and role models. They teach more than golf, fostering values like respect, integrity, and perseverance that help kids grow on and off the course.

By providing guidance and support, coaches instill confidence, responsibility, and honesty in our young participants, empowering them for life. Their dedication is at the heart of First Tee – Southern Colorado's mission to shape the next generation through golf.

Sign up to volunteer at
firstteesoco.org/coach-volunteer



“Coaching with First Tee is not only fun, but it is a rewarding experience. I get the chance to work with amazing kids from all backgrounds and walks of life. Teaching them skills they can use both in golf and life is what makes coaching with First Tee so fulfilling each day. The opportunity to talk to them about anything and watch them grow throughout each camp and lesson is an experience that I will cherish forever. I hope to make as positive of an impact on the kids and the program as they do on me.”

– **Lauren Gervais**
First Tee Coach

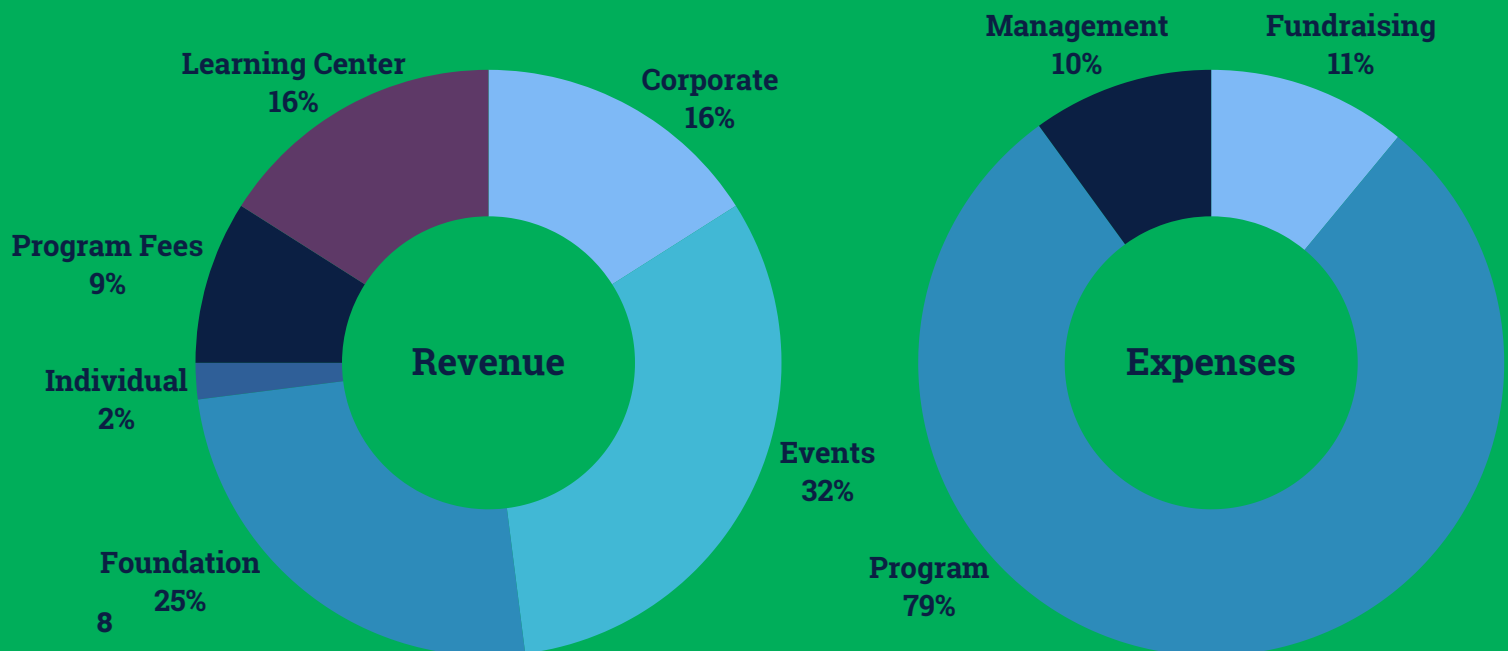


Legacy Awards Dinner honoring Theophilus Gregory

Financial Stability

We are incredibly grateful to the individuals, organizations, and partners whose ongoing support helps drive First Tee – Southern Colorado's mission to empower and inspire youth in our community.

As a locally funded chapter, 100% of donations go directly to our programs, making a lasting impact on the lives of kids and teens across Southern Colorado.



Liam Downs
14 years old



"The Legacy Golf Tournament allowed me to showcase what First Tee values and represents by challenging the golfers to see who could have the farthest drive. I was placed on a hole and had fun competing against the tournament participants. I even outdrove a handful of them!"

This was a great opportunity for me to practice both my social skills and golf skills at the same time and build my confidence. It was a great learning experience, and I hope I have another opportunity to redeem myself against the participants this year!"

Andy Bustamante Baca
12 years old



"The First Tee Golf Classic in Pueblo was such a fun and valuable experience! I learned a lot, especially about golf rules and etiquette, as well as how to be responsible on the course. Before talking at the tournament, I felt a little nervous, but once I was in the moment, my confidence grew."

I gave myself a pep talk and reminded myself that I could do it—and I did! I also felt really comfortable and supported by my First Tee family, which made the experience even better."



Board members and staff at the National Network Summit

Staff

Sandy Johnson
Chief Executive Officer

Cerise Fender
Business Development Manager

Emily Ortmeier
Director of Golf and Education

Nick Dreczka
Program Coordinator



"Being a Board Member for First Tee — Southern Colorado was both rewarding and fulfilling. The opportunity to be a mentor for these kids and young adults during a critical time in their life is something I will always cherish. I found that I got as much inspiration from the program as the kids did. I served on this remarkable board for 12 years and can truly say it was one of the most enriching experiences of my life."

– Wesley Barnett,
Board of Directors
Immediate Past Chair

Board of Directors

Eric Liebold **Chair**

Chief Petroleum

Bonnie Goff **Vice Chair**

Underline

Jessica James **Secretary**

The Humane Society of the Pikes Peak Region

Wesley Barnett **Immediate Past Chair**

Thorne

Kelly Banet

Air Force Academy Foundation

Joe Cole

Fox 21-KXRM

Jared Diaz

PB&T Bank

HayDen Kane

City of Colorado Springs

Todd Laxson

The Country Club of Colorado

Jay Mayne

Avolve Software Company

Jeff Stedman

Picture Show Entertainment

Wendel Torres

Reliant Construction



Staff at First Tee Golf Classic



Board members at Legacy Golf Tournament



Summer staff at Valley Hi Golf Course



Building Game Changers

Mission:

To impact the lives of young people by providing educational programs that build character and instill life-enhancing values through the game of golf.

Thank You!

The support of our Program Partners is essential to advancing First Tee — Southern Colorado's mission of empowering youth. Our success wouldn't be possible without the dedication of these golf courses, who play a vital role in making our programs a reality.





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