



## 2014 in Review

### Measures of Success

- Class Participation – 1,100 youth took about 2,000 classes at one of our golf locations (up 10%)
- Outreach Participation – 7,200 youth experienced our DRIVE outreach program (up 35%)
- Affordability – underwrote over 50% of actual class costs not covered by class fees with donations
- Assistance – waived the \$100 class fees for over 25% of our participants who are in need (up 25%)
- Diversity – over 80% of class and 90% of outreach participants are from non-Caucasian families
- Good Grades – Over 85% of our participants reported receiving all A's and B's in 2013-2014

### Additional Accomplishments

- Alviso – began offering classes at Pin High Golf Center in partnership with Boys & Girls Clubs
- 501c3 – successfully transitioned away from San Jose Sports Authority and became a new entity
- Accounting – implemented new QuickBooks system to better manage the business financially
- Donor Management – implemented Salesforce to improve donor acquisition and retention
- Staffing – expanded a highly motivated program staff to work with youth and volunteers
- Ace – achieved the highest performance rating possible from the national office (top 5%)

### 2015 Goals

- Class Participation – 1,500 youth will take about 2,600 classes at one of our golf locations (up 36%)
- Outreach Participation – 9,000 youth will experience our DRIVE outreach program (up 25%)
- Student Athletes – begin a new partnership with Bramlett College Golf Prep to financially assist our low-income, underserved youth who show exceptional golf skill and academics
- Assistance – waive the \$100 class fees for over 30% of participants who are in need (up 20%)
- Rancho del Pueblo – expand capacity to include more course access and clubhouse improvements

### 2015 Need = \$500k

- \$390k will enable us to keep our class fees affordable for an expected 1,500 youth.
- \$78k will help us assist about 450 families by waiving the full \$100 fee for classes.
- \$12k will equip 75 low-income youth with a new set of junior golf clubs.
- \$10k will purchase 4 outreach DRIVE packages for 4 schools and help us reach 2,000 students.
- \$10k will enable up to 10 low-income youth to fully explore their exceptional golf potential.
- \$100k to \$250k more may be needed for capital improvements to Rancho del Pueblo Golf Course.