



# 2023 Annual Review





FTSV continues to grow stronger and bigger. In 2023, 5,241 Course Participants and School Students, who were 85% Ethnically Diverse and 30% Low Income, experienced our life skills and golf skills program. Our youth development program has now positively transformed the lives of 95,747 youth through proven programs on-course, in-school, and after-school since 2005.

FTSV experienced several positive changes in 2023 with two topping the list. We signed a new 25-year agreement in April for expanded access at Rancho del Pueblo Golf Course. This nearly doubled our program capacity so that we may include many more kids and teen participants and enable them to take even more classes. Also, our school program completely recovered from COVID set-backs and we are now serving more students than ever at Title I schools.

Just like we teach our kids, challenges make us stronger. While 2023 was a year of growth for kids served, fundraising was not easy after coming off our highest revenue year ever (\$1.8M). Economic uncertainties, a competitive non-profit landscape, and an unexpected cancellation of a Q4 fundraising event all contributed to donor reluctance. Nonetheless, FTSV's operations are very stable and will hopefully become even more so as we build an endowment to fund our growing programs for kids.

A handwritten signature in black ink that reads "George Maxe". The signature is written in a cursive, flowing style.

**President & CEO**

## Our Mission

First Tee - Silicon Valley develops youth through golf. We enable kids and teens 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 active learning experiences that build **inner strength, self-confidence, and resilience** that kids can carry to everything they do.

We make our programs **accessible** to youth of different backgrounds and perspectives and affordable to families experiencing financial hardship.

### Building Game Changers



# Our History

**FTSV**  
has provided affordable access to **95,747 youth** since 2005 through our course and school programs

National First Tee founded to bring affordable junior golf to communities & teach life skills through the game.

San Jose Sports Authority (SJSA) created Eagles at Rancho del Pueblo Golf Course

Eagles became First Tee - San Jose as a new First Tee chapter under umbrella of SJSA

Chapter expanded to Gilroy and Palo Alto - Name changed to First Tee - Silicon Valley

Separated from SJSA and became new 501(c)3 non-profit entity

Chapter expanded service area south to Hollister and north to Redwood City South of Hwy 92

Highest performing year in FTSV history

Rebounding from Covid Pandemic



**373 youth served**

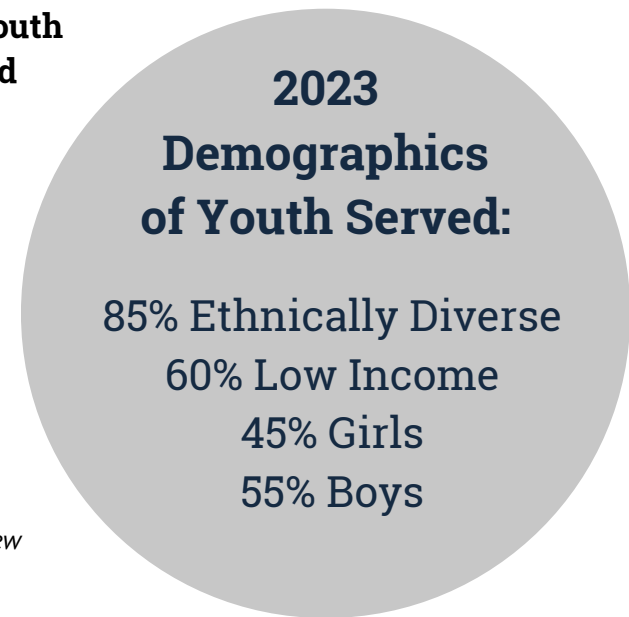
**19,737 youth served**

**33,944 youth served**

**66,417 youth served**

**80,870 youth served**

**95,747 youth served**



\*FTSV 2023 Annual Review

## What We Do

- **Course Program** – We teach all of our life skills and golf skills to each grade group and help participants self-manage their development. 4 seasons of 8-week sessions (1.5 hrs p/w) organized at our 3 partner golf courses.
- **School Program** – We equip teachers and after-school partners to deliver our life skill and golf skill curriculum in their setting. We focus on low-income areas and Title 1 Schools and transition of students to our on-course program.
- **Opportunities** – We give our long-term teens special life and leadership experiences as well as college scholarships to recognize outstanding achievements.



## Our Impact Snapshot

Our youth development program has now positively transformed the lives of **95,747** youth through proven programs on-course, in-school, and after-school since 2005.

**60%**

Course participants and school students are Low Income.



**5,241**

Course participants and school students yielding



**85%**

Course participants and school students are Ethnically Diverse.



**100%**

long-term course participants graduate high school and then attend college.



**4:1**

Coach to Participant Ratio due to increased volunteerism. 7,991 total hours served.

## Our Impact Summary

Our kids experience a supportive, safe, and positive environment where **mentor relationships** form and they feel empowered and included. **Activity-based experiences** make learning fun where kids apply our life and golf skill curriculum. Our **positive and process-focused coaching** encourages mental growth.

By seamlessly integrating our life skills curriculum with the game of golf, we teach kids to:

**Show Respect - Collaborate with Others - Build Positive Self-Identity**  
**Make Good Choices - Pursue Goals - Overcome Challenges**

**100%** of long-term course participants graduate high school

**100%** of long-term course participants attend college

**90%** of all course participants reported receiving all A's and B's in school

### **Course Participants reported the following:**

97% Coaches were fun and cared

96% Had a fun experience

95% Felt included as part of the group

94% Coaches helped me with my golf skills

89% Coaches helped me with my life skills/lessons



## 2023 Course Program

1,208 unique participants took an average of 2 classes at our golf locations yielding 2,226 total registrations

- 85% Ethnically Diverse
- 30% Low Income Families received Financial Aid for total of \$112,000
- 59% Male and 41% Female
- 20% Teens (age 13+) including 22 Junior Council participants focusing on career exploration, post high school education, and community service.
- 61% at Rancho del Pueblo Golf Course; 20% at Baylands Golf Links; 12% at Gavilan Golf Course and 7% Other - FTSV office and multiple locations





# 2023 School Program

3,015 students experienced our in-school and after-school program in their setting.

- 27 total partners - San Jose (15), Mid-Peninsula (7) and South County (5)
- 85% Ethnically Diverse
- 75% Low Income students
- 24 of our 27 were Title I Schools
- 49% Female and 51% Male



## 2023 Outreach Events



- April 4, 2023 - ARUSD Resource Fair
- May 20, 2024 - ARUSD Parent University
- August 8, 2023 - National Night Out
- September 12, 2023 - MAZE Day Resource Fair Redwood City
- September 18, 2023 - ARUSD Back2School Night
- September 20, 2023 - Hubbard Elementary
- October 27, 2023 - Cesar Chavez FRC Resource Fair
- October 29, 2023 - DJ Meyer Resource Fair

## Our Opportunities

FTSV is so proud of our Teens who were selected for various **leadership and golf opportunities** where many received special recognition through scholarships.

This impressive roster of teens were cultivated and shaped by our mentors. We believe core values and life skills are the foundation of strong character, which leads to success in life and a brighter future.

- Ashley Pang & Isabella Herrera - **John Deere Drive Your Future Academy** for girls
- Camille Thai, Norah Yang & Franky Sumcad - **First Tee National Championship**
- Raashika Biswari & Alexandra Varo - **First Tee Game Changers Academy Honoring Joe Louis Barrow**
- Camille Thai, Norah Yang & Josh Jang - **2023 PURE Insurance Championship Impacting the First Tee**
- Dylan Chan - **First Tee Youth Leadership Academy**
- Elise NJ & Li An Panfil - **First Tee Youth Leadership Summit**
- Li An Panfil - **First Tee College Scholarship Program**
- Katelyn Chan - **First Tee Make Your Mark** on the Community \$4,000 Scholarship
- Jonathan Tessmann - **FTSV Joyce Taylor Eagle Award** and \$5,000 College Scholarship
- Salma Rivera - **FTSV Dennis Kettmann Memorial** \$5,000 College Scholarship
- Shivam Maji & Katelyn Chan - **First Tee ACE certification**
- 9 Seniors announced their **College Admissions**
- 22 Teens joined FTSV's new **Teen Council** advisory youth group

## Meet Our Participants

### Li An Panfil

First Tee – Silicon Valley participant and Junior Coach Li An Panfil was selected for the **First Tee College Scholarship Program**. Li An was selected for this program because of her stand-out participation during the **First Tee Leadership Summit**, as well as her long track record of hard work within our chapter.

Li An says, “First Tee has played a big role in developing my perseverance. The goal ladder has really helped me. It has become a natural part of when I plan things, I don’t even have to specifically think about it.”



### Salma Rivera

Golf was never on her radar but her mom learned about First Tee – Silicon Valley through a family friend. Her mom really liked the life skills are taught and Salma felt included and enjoyed the community that she developed. Salma was able to participate for 6 years due to our financial aid program. Salma is a first generation Latina to graduate high school and attend college in her family due to the character-building skills cultivated by FTSV. Salma received the **FTSV Dennis Kettmann Memorial \$5,000 College Scholarship**.

Salma says, “First Tee has helped me build a positive self-identity. They taught me that even though it might be scary, I should pursue opportunities, be myself, and take on new challenges. When I’m in the First Tee - Silicon Valley, I always feel safe and supported. They were there for me then and I want to be there for my peers.”



## Meet Our Participants

### Jonathan Tessman

Jonathan has been in our program since the Spring of 2012 when we began holding classes at Gavilan College Golf Course in Gilroy. He reached the highest First Tee level, ACE, in 2020 and is still very involved as a Volunteer Coach. He received the **Joyce Taylor Eagle Award and \$5,000 College Scholarship** at the 2023 Invitational. Jonathan is ambitious, focused, and curious to learn.

Jonathan says, "First Tee has meant opportunities to meet many great people, cultivate good values, and play my favorite sport. Without the First Tee, I would have never played golf. I will always be grateful for the positive influence the First Tee has had on my life."

### Dylan Chang

Dylan Chang is a Junior at Carlmont High School in Belmont. He has been in the program for over 8 years, achieving all of our past levels, and participating in every season. Recently, he was awarded the **Gold Presidential Volunteer Service Award** for the amount of volunteer hours served at FTSV. Dylan Chang was 1 of 48 participants selected from across the country to the **First Tee Leadership Academy** in partnership with PGA TOUR Superstore.

Dylan says, "FTSV has always been a home to me. I have the luxury of meeting many wonderful people who I can consider as part of my second family. Beyond family, FTSV has always been an amazing growing environment where I can absorb and use the experiences of those around me to help develop the best version of myself that I can be."



## Meet Our Participants

### Katelyn Chan

Katelyn Chan was awarded the **Make Your Mark** Grant. To qualify for this grant, a minimum of 24 hours must be devoted to a project that applies knowledge gained at First Tee and bridges service to the greater community. She credited FTSV's performance and process goal lessons for helping her create and follow through on an action plan to be successful.

"Many people in high school brag about how much they can procrastinate," said Katelyn, "but at First Tee – Silicon Valley we learn the importance of setting due dates, creating plans, and taking initiative. It is great to grow up and spend a big chunk on my life with First Tee, and be around such a supportive group of people who push me to be the best version of myself."

### Isabella Herrera

High school girls from First Tee chapters across the country attended the **First Tee Drive Your Future Academy** presented by John Deere, hosted at the Lake Merced Golf Club in San Francisco. Isabella was selected from First Tee-Silicon Valley to attend. The group attended a group volunteer trip to the Pomeroy Rehabilitation Center where they set up SNAG games with tennis balls and Velcro, and taught the others how to play the golf games.

According to Isabella, "Seeing all these nice people learning how to play golf despite the challenges they face was a really heartwarming moment". Working with the people in the Pomeroy Center is an experience that she says will stick with her for a long time, along with the friendships she formed while she was there.



## 2023 Volunteerism

Our volunteer coaches provide a safe, positive and engaging experience for our participants. Our mentors are the backbone of our program and make an impact on our kids. They assist in delivering our life skill and golf curriculum through golf games.

- 4:1 Coach to Participant Ratio due to increased volunteerism
- 73 Total Adult Volunteers
- 87 Teen Junior Coaches from our program
- 7 Board Directors
- 14 Board Ambassadors



## Our Board of Directors

Volunteer, engage, advocate, advise, recruit, donate and fundraise to support and expand our mission throughout Silicon Valley. They represent the diverse interests, needs and concerns of the constituency we serve and want to make a difference.



**Victor M. Arrañaga Jr.**  
HP, Inc



**Sarah Beelaard**  
PwC

**Steve Almassy**  
Ernst & Young LLP  
Retired



**Steve Guerrero, Jr.**  
Anaplan



**Andrea Brenholz**  
ATR International



**Lucas Watson**  
Archer Venture Capital



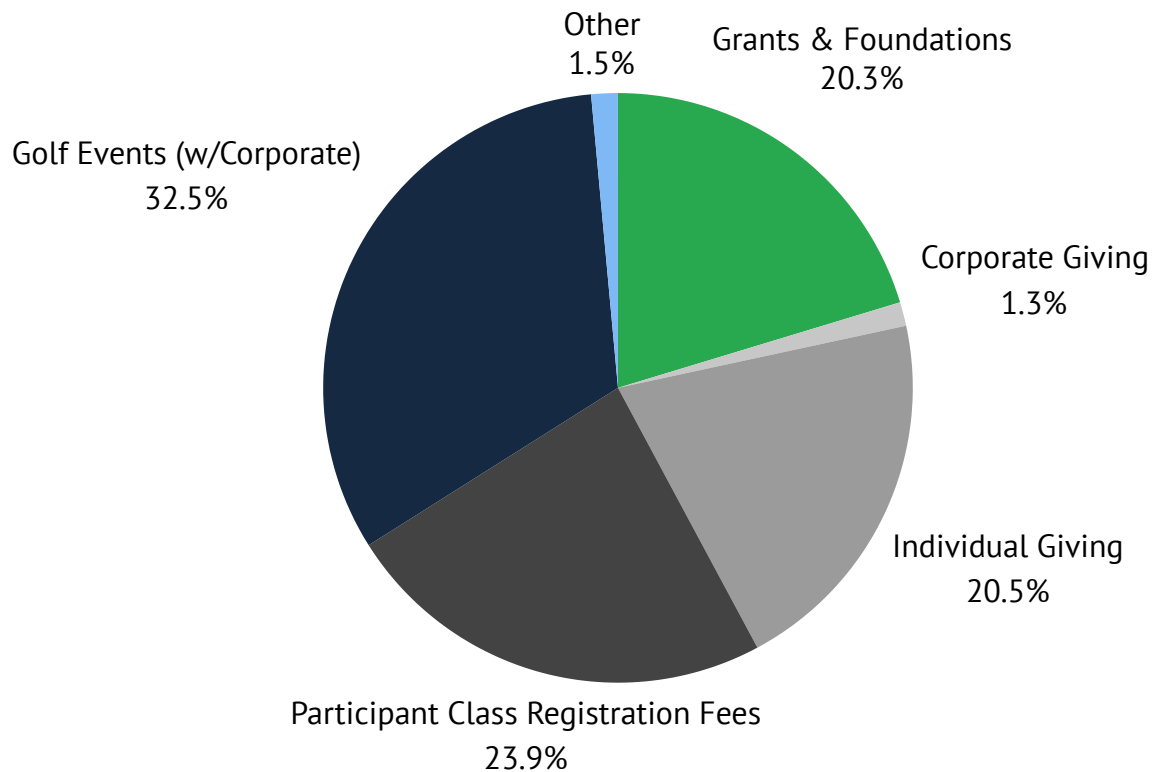
# 2023 Financial Snapshot

**First Tee - Silicon raised \$1,544,000 and our Operating Expenses were \$1,625,000 in 2023.**

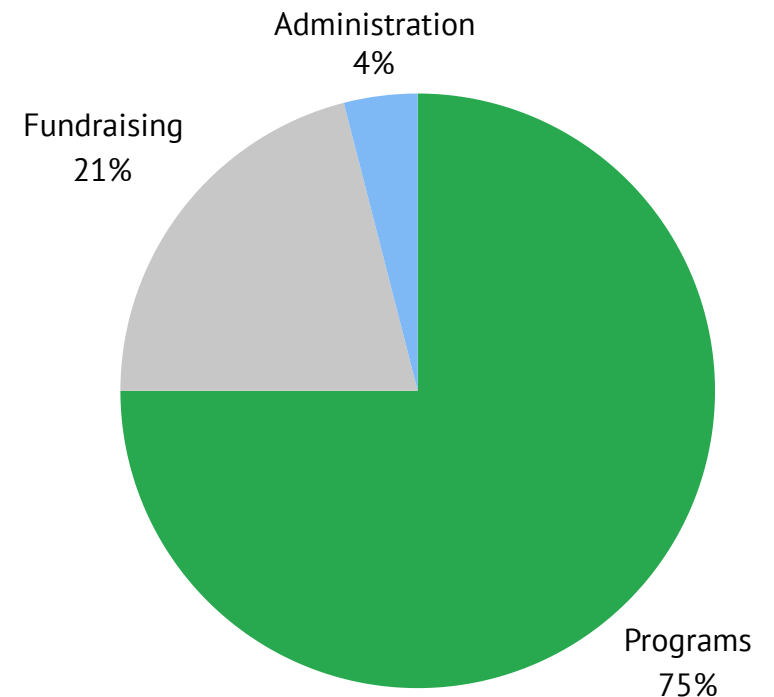
**45% of our fundraising came from Corporate or Individual Contributions ranging from \$360 to \$250,000+.**

**55% of our fundraising came from Event Sponsorships ranging from \$1,000 to \$20,000.**

**\$1.524M Revenue**



**\$1.625M Expense**



## 2023 Fundraising Events

**TopGolf** - March 20th

[Read the Recap](#) 

**Open at Cinnabar Hills Golf Club** - June 9th

[Read the Recap](#) 

**Invitational at CordeValle** - July 16th-18th

[Read the Recap](#) 

**Classic at Baylands Golf Links** - October 9th

[Read the Recap](#) 



# Thank you to our Top 2023 Donors!

Thanks to the generosity of these companies, foundations, families and individuals, FTSV received **\$800,000** in donations!



PGA TOUR First Tee Foundation, Inc. • The Todd and Doris Ahlsten Foundation • Moreno & Associates, Inc. CordeValle Youth Golf Foundation, Inc. • EmmaLily Vineyards • Microsoft – Steve Petersen • William T. and Susana D. Huston Family Foundation • Geoff Yeager • Arthur J. Gallagher & Co. • Chevron • Intuit Kathy Ann Kwan and Alan Eustace • Alan S. Taylor Scholarship Fund • Tom Merit Hancock Family Foundation



**George Maxe**  
President & CEO

408-288-2937  
george@ftsv.org

**Judy Dixon Deaton**  
Development Director

408-508-4881  
judy@ftsv.org

**Chris Moreno Hunt**  
Program Director

408-508-4884  
chris@ftsv.org

**firstteesiliconvalley.org**

