



2024 Annual Review

Get To Know Us

firstteesiliconvalley.org





FTSV has much to celebrate in 2025 after 25 years of positively impacting over 100,000 youth. We've been growing nearly 10% each of these past few years, so we want to build on that momentum for our next 25 years of helping many more kids and teens.

In 2024, 5,642 Course Participants and School Students, who were 85% Ethnically Diverse and 57% Low-Income, experienced our life skills and golf skills program. All of our youth development programs (on-course, in-school, and after-school) experienced growth during the year.

Expanding our course program at Rancho del Pueblo Golf Course continues to be a top priority. About 8% more kids and teen participants took classes in 2024 vs. 2023. Our school program also grew as we served students in more Title 1 schools than ever before. Our central business challenge is to adequately invest in our capacity to serve the growing number of youth in our programs while increasing the quality of what we do. As a mentoring organization, our people are key to that quality. While we are extremely proud of our 2024 full-time program staff (6), part-time instructors (34), and volunteer coaches (203), we will always be helping our staff improve their positive impact.

Our strong 2024 is ushering FTSV into what we expect to be another year of growth as we celebrate all that we have accomplished since 2000.

George Maxe

FTSV 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 25-Year History

FTSV
has provided affordable access to over 100,000 youth since 2000 through our course and school programs

National First Tee founded

1997

SJ Sports Authority created Eagles at Rancho del Pueblo

2000

71 youth served

Eagles became First Tee - San Jose

2005

373 youth served

Expanded to Gilroy & Palo Alto
Changed name to First Tee - Silicon Valley

2012

19,737 youth served

Separated from SJSA as new 501(c)3

2014

33,944 youth served

Expanded service area south to Hollister & north to Hwy 92

2018

66,417 youth served

3rd consecutive year of 10% growth

2024

100,000 youth served

2024 Demographics

- 85% Ethnically Diverse
- 57% Low Income
- 45% Girls
- 55% Boys

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 2024 Snapshot

Our youth development program has now positively transformed the lives of **100,000** youth through proven programs on-course, in-school, and after-school since 2000.

57%

Course participants and school students are Low Income.



5,642

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. 9,836 total hours served.

Long-Term Mentoring Impact

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

Our Intentional Focus on the Recruitment, Retention and Progression of Our Participants has a Big Impact!

100% of our long-term kids and teens graduate high school

100% of our long-term teens attend college

100% learn life skills that make them good citizens!

75% of our long-term high school participants give back as junior mentors

Our Course Participants reported the following:

97% Coaches were fun and cared

96% Had a fun experience

95% Felt included as part of the group

95% Coaches helped me with my golf skills

93% Coaches helped me with my life skills/lessons

**FTSV 2024 Quarterly Surveys*



2024 National FT “Coach of the Year” Awarded to FTSV’s Manny Gallardo

This award recognizes a coach who **demonstrates & embraces our Coach Building Blocks** that combine golf with the character-building life-skills curriculum. Manny has demonstrated this commitment for a dozen years at FTSV.

Manny’s Contributions

- Working on resource videos for participants
- Coordinating golf club donations for participants on financial aid
- Training other coaches on First Tee’s building blocks
- Coordinating Girls Golf and pre-season events
- Coaches seven classes each season



2024 Courses

2,393 total registrations versus 2,226 in 2023.

- 87% Ethnically Diverse
- 34% Low Income Families received Financial Aid for total of \$112,000
- 62% Male and 38% Female
- 30% Teens (age 13+) 62 ACE participant registrations focusing on career exploration, post high school education, and community service.
- 29 participants took our new private lesson series
- 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

3,249 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



2024 Outreach Events

Throughout the year, FTSV Coordinators take to the streets to promote our program to the masses. 2024 Outreach Events included tabling at the schools, attending local Resource Fairs and Community events.

At the Schools

L.U.C.H.A Elementary
Renaissance Academy @ Fisher
San Antonio Elementary
Adelante II Dual Immersion School

Back to School Nights

Piedmont Middle School
Hubbard Media Arts School
Aptitude Academy at Goss

Festivals & Resource Fairs

Caesar Chavez Community Center - Harvest Festival
Renaissance Academy @ Mathson - Community Resource Fair
Rocketship Public School + LUNA's - Community Resource Fair
Russo / McEntee Academy - Harvest Festival

San Jose Parks & Recreation Events

Viva La Calle - Monterey Rd (May)
National Night Out (August)
@ Mayfair Community Center
@ PAL Stadium - San Jose (King Rd.)

Parent University

Alum Rock School District (ARUSD) and First Tee - Silicon Valley partnered to deliver this community resource event. The event was hosted at Rancho del Pueblo Golf Course with over 550 students and families from across the ARUSD community coming out to join the festivities. FTSV set up games and activities all around the golf course, and each venue was packed with families learning how to play golf and experiencing our typical games.

[Click to read THE RECAP](#)



Teen Impact

Our Teen Impact shows why we are a **Top FT Chapter** and how our mentors are helping our kids become high-quality teens and adults.

We are so proud of our Teens who were selected for various
2024 Leadership and Golf Opportunities!

- Natalie Kiatsupaibul and Sophia Tang were selected to attend the [John Deere Drive Your Future Academy](#) for girls
- Norah Yang and Eduardo Tapper competed in the [First Tee National Championship](#) with [Norah winning the girls division.](#)
- Isabella Herrera and Marrisa Wei were selected to attend the [First Tee Game Changers Academy Honoring Joe Louis Barrow](#)
- Joey Jang represented FTSV at the [2023 PURE Insurance Championship Impacting the First Tee](#)
- Dakota Chang and Ashely Pang was selected to attend the [First Tee Youth Leadership Academy](#)
- Natalie Chen and Alexandra Varo were selected to attend the [First Tee Youth Leadership Summit](#)
- Alexandra Varo received the [FTSV Joyce Taylor Eagle Award](#) and \$5,000 College Scholarship
- Tristan Hipolito received [FTSV Dennis Kettmann Memorial](#) \$5,000 College Scholarship
- Amy Tran received the [Youth on Course Scholarship](#)
- Eliane Juang achieved [First Tee ACE certification](#) and awarded [Make Your Mark Grant](#)
- Tristan Hipolito was selected to represent peers at the [First Tee Participant Advisory Council](#)
- Dakota Cheng was selected to participate in the [First Tee Innovators Forum](#)
- 13 Applicants were selected, 27 submitted applications
- 34 Teens joined FTSV's new [Junior Council](#) advisory youth group.

Our Impact

Meet Alexandra Varo

First Tee – Silicon Valley participant and Coach Alexandra Varo was selected for the 2024 **Joyce M. Taylor Eagle Award and a \$5,000 college scholarship**. She was selected for this program because of her stand-out participation during the **First Tee Leadership Summit**, as well as her academic excellence, volunteer work, and First Tee values.

Alexandra says, “I enjoy volunteering as well as participating in First Tee because it provides an environment where I am able to learn more about myself, learn important life lessons through golf, and gain confidence”. [Watch Alexandra’s Impact Video](#)



Meet Tristan Hipolito

Tristan has been a participant in our program since 2017. As a participant, he continuously goes above and beyond. He speaks up and contributes to Life Skill discussions, and works exceptionally hard on improving his golf game. He recently represented FTSV in the **National Participant Advisory Council** in Florida where he was one of eight selected from around the country. Tristan is also a member of our **Junior Council** where he leads a fundraising subcommittee. Tristan, was awarded the **2024 Dennis Kettman Memorial \$5,000 Scholarship**.

Tristan was recently invited to be the guest speaker at our [Open fundraiser](#). In his speech he described how First Tee – Silicon Valley helped him develop into a proactive individual and caring communicator, and how FTSV provided opportunities to apply these leadership skills in real life.



Our Impact

Meet Norah Yang

Norah is a leader and role model in her classes as a FTSV participant and as a volunteer coach. She has been active as a participant since 2015 and began volunteering as a FTSV coach in 2022. Recently, Norah competed in the **First Tee National Championships** and WON! Based on her play, she also earned a spot in the PGA TOUR's [Pathways to Progression](#) program, which aims to support talented golfers from backgrounds that are traditionally underrepresented in the sport.

Norah says, "I have met so many amazing players from all the other chapters and had so many great experiences. Getting here and winning would not have been possible without First Tee – Silicon Valley and all the skills they have taught me." [Watch Norah's Impact Video](#)

Meet Isabella Herrera

Isabella Herrera was selected to attend the **First Tee Game Changers Academy**. A five-day learning and empowerment academy. She participated in important conversations about self-awareness, inclusivity, and community building. For Isabella, the most memorable activity was playing golf with Victoria Arlen. Victoria is a four-time paralympic medalist and an ESPN sportscaster.

Isabella says her take-away was, "My self-identity isn't something casual I brush past, it's something I should fully embrace ... The more pride I have and the more connection I have to myself I will strengthen my self-identity. Putting myself out there when I play golf is what makes me special. Golf is traditionally a white male sport, so being able to not only represent girls but also Latinas when I am playing hopefully can help inspire others to do the same, not just in golf but in sports in general. Representation matters!" [Watch Isabella's Impact Video](#)



Our Impact

Meet Dakota Chang

Dakota has been an engaged participant for roughly 10 years, and continues to become more involved as time goes on. She takes classes every season and spends the entirety of her Saturday volunteering for FTSV at Rancho del Pueblo Golf Course. Through her actions she demonstrates what it means to give back and to be there for others. Dakota represented FTSV at both **The Leadership Academy** and the **First Tee Innovators Forum**.

Dakota reflects on her experiences; “A lot of good leaders don’t get caught up on failures. Instead, they take it as a lesson and learn from it, asking ‘What could I have done differently to improve the results.’ This kind of mindset allows for more diversity and for constant improvement through reflection.”

Meet Eliane Juang

For her **Ace Career Project**, Eliane created a detailed spreadsheet with a list of internships, their requirements, and their corresponding due dates. As a result of her thorough planning, she was accepted for a research position in the field of Machine-Learning Drug-Discovery at the Aspiring Scholars Directed Research Program. Eliane was also one of 8 **First Tee Ace-Certified** participants selected nation-wide for the \$5,000 **Make Your Mark Grant** based on her work in the community.

“FTSV has helped me gain a lot of valuable life skills,” says Eliane. “These skills include building goal ladders, forming a go-to team, preparing for interviews, and writing self-reflection journals that help me identify what aspects of my goal I need to focus on. I am able to set goals with a positive mindset and be more motivated to step out of my comfort zone to try new things. From my Ace classes, I have learned the importance of taking initiative and going above and beyond.”



2024 Volunteerism

Our volunteer coaches provide a safe, positive and engaging experience for our participants. They assist in delivering our life skill and golf curriculum through golf games. Our volunteer coaches also commit 2.5 hours a day, once a week for an 8-lesson season.

- 4:1 Coach to Participant Ratio due to increased volunteerism
- 9,836 Total Hours Served saving FTSV over \$200,000 in labor costs
- 203 Total Volunteers – 86 New & 137 Returning, 72 Adults & 131 Juniors
- 131 Junior Coaches were teens who were mostly from our program
- 7 Board Directors & 14 Board Ambassadors
- Total Volunteer Hours Served 9,836



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.



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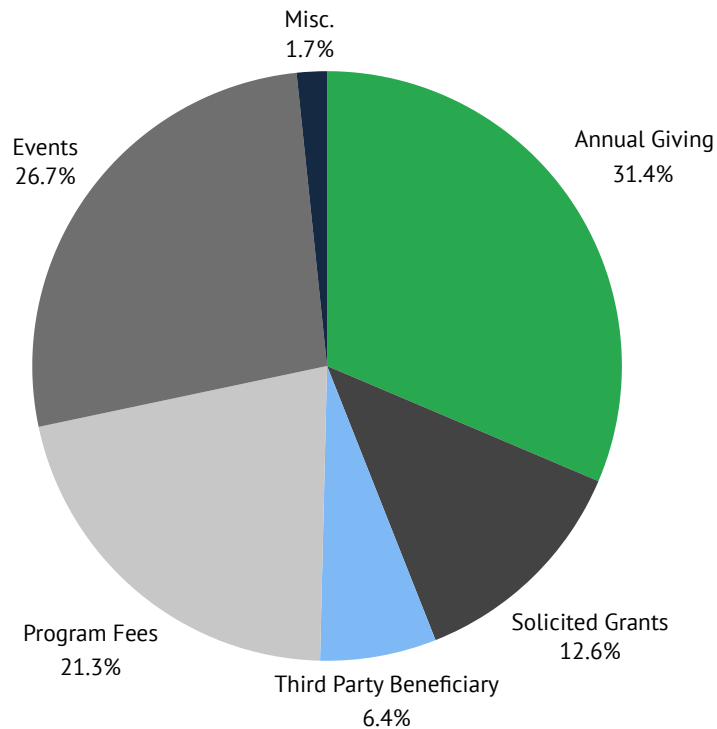
2024 Financial Snapshot

First Tee - Silicon raised \$1.83M and our Operating Expenses were \$1.63M in 2024.

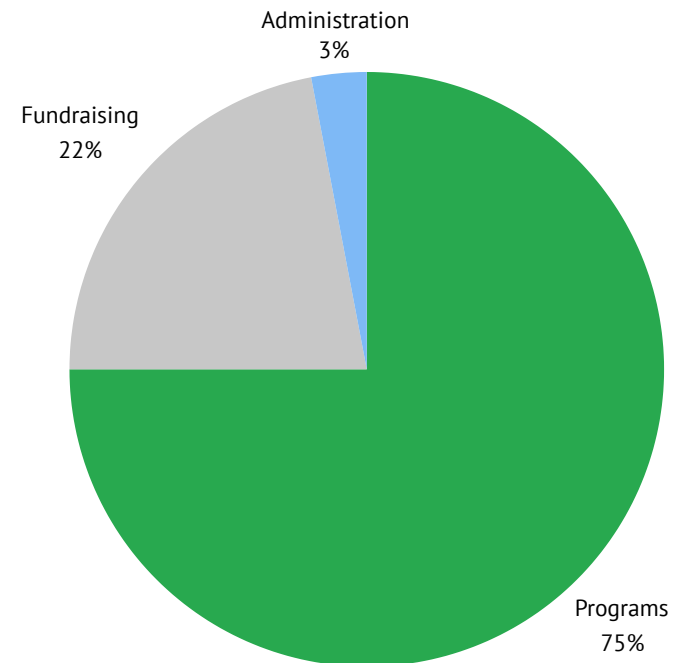
2024 was our highest revenue year finishing strong with generous year-end major gifts to fuel our strategic plan of 10% growth. Additionally, we are thankful for our event sponsors as well as the many organizations that named us as their charity beneficiary.

The distribution of donors was 80% Individual and 20% Corporate.

\$1.83M Revenue Distribution



\$1.63M Operating Expense Distribution



2024 FTSV Fundraising Events

Family Fest – March 3rd

[Read the Recap](#) 

Open at Cinnabar Hills Golf Club – June 7th

[Read the Recap](#) 

Invitational at CordeValle – July 16th–17th

[Read the Recap](#) 



2024 Third Party Fundraising Events

Ameriprise Associate & Client Tournament - June 7th

[Read the Recap](#) 

Fund the Kids Presented by Jacobs - September 21st

[Read the Recap](#) 

Boulder Ridge Ladies Golf Club - September 27th

[Read the Recap](#) 

KRTY.com Writers Cup - October 7th

[Read the Recap](#) 

US AM Tour 50/50 Raffle - Various dates

[Read the Recap](#) 

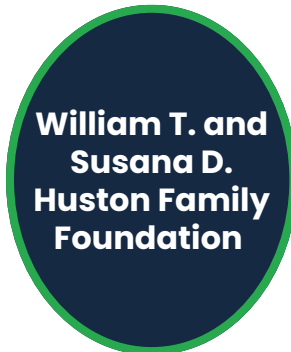


Thank you to our Top 2024 Donors!

Thanks to the generosity of these companies, foundations, families and individuals!



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