



# 2025 Annual Review

Get To Know Us

[firstteesiliconvalley.org](http://firstteesiliconvalley.org)





FTSV had much to be proud of in 2025 as we celebrated 25 years of positively impacting over 100,000 youth. We've been growing the total number of kids and teens we serve bit by bit over the past few years as we do all that we can to grow our impact.

In 2025, 5,936 Course Participants and School Students, who were 85% Ethnically Diverse and 64% 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 school program at Title I schools throughout our service area – Santa Clara County, Southern San Mateo County, and Hollister – is a top priority. Our school program grew 8% in 2025 vs. 2024 which was a driving factor in growing our course program by 5% in 2025 vs. 2024.

Our central business challenge continues – investing 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 2025 full-time program staff (11), part-time instructors (34), and volunteer coaches (215), we will always be helping our staff improve their positive impact.

A handwritten signature in black ink that reads "George Maxe".

*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 History



**FTSV**  
**has provided affordable**  
**access to OVER 108,000**  
**youth since 2000**  
**through our**  
**course and school**  
**programs**

**2025**

**108,000 youth served**

Celebrated 25 Years of Youth Development in Silicon Valley

**2018**

**66,417 youth served**

Expanded service area south to Hollister & north to Hwy 92

**2014**

**33,944 youth served**

Separated from SJSAs as new 501(c)3

**2012**

**19,737 youth served**

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

**2005**

**373 youth served**

Eagles became First Tee - San Jose

**2000**

**71 youth served**

SJ Sports Authority created Eagles  
at Rancho del Pueblo

**1997**

**National First Tee  
founded**



# Why Youth Development Matters



Our unique approach to youth development **transforms lives** and gives kids a brighter future.

Core values and life skills are the foundation of **strong character**, which leads to success in life. Character is learned, cultivated and shaped by our mentors and experiences, which are our greatest teachers.

Golf provides a **powerful vehicle** to help kids build the strength of character and life skills that they can use both on and off the golf course.

# 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 Kids Face Multiple Challenges



Our kids are facing challenges beyond life's expected growing pains unlike previous generations. They **experience pressures** within their communities, online, and the world.

Many **lack access to safe opportunities** that foster a culture of acceptance and provide mentorship. Our youth feel uncertainty, isolation, confusion, and witness conflict more than ever before.

Many Silicon Valley youth face obstacles due to the immense **divide between rich and poor**. Silicon Valley is one of the wealthiest regions in the world. However, its high cost of living creates enormous challenges to making kids successful in life.

Low-income kids are 3-times as likely to be less physically fit than their classmates

33% of youth don't have a trusted adult outside of family

39% of Silicon Valley kids qualify for free or reduced cost lunch at schools.

Low-income kids are nearly 5-times more likely to drop out of high school

20% of youth experience depression

# We Help Kids Overcome Challenges



We enable kids to build the **strength of character** that empowers them through a lifetime of challenges.

We believe that **ALL** kids deserve the chance to grow in a supportive environment with mentors guiding them. We are dedicated to providing **life skills and golf skills programs** that are accessible, welcoming, and as impactful as they are fun.

We help kids and teens **build life and leadership skills** that empower them in all areas of life, including school, friendships and eventual careers.

# Our 2025 Snapshot

Our youth development program has now positively transformed the lives of **108,000** youth through proven programs on-course, in-school, and after-school since 2000.



**5,936**

Course participants  
and school students



**4:1**

Coach to Participant Ratio due  
to increased volunteerism.  
9,510 total hours served.



**86%**

Course participants and  
school students are  
Ethnically Diverse.

**64%**

Course participants and school  
students are Low Income.



**100%**

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





# Long-Term Mentoring Impact

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 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 and teens apply our life and golf skill curriculum. Our **positive and process-focused coaching** encourages mental growth.

## **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

**134** Volunteer Coaches were teens who were mostly from our program as participants

**46** Teens took ACE Classes to help them plan for the future

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

**98%** Felt coaches cared about them

**97%** Had a fun experience and felt the coaches were fun

**96%** Felt included as part of the group

**95%** Coaches helped me with my golf skills

**92%** Coaches helped me with my life skills/lessons



# Teen Impact



- Evan Santoso – [ACE Certified](#)
- Tristian Hipolito – [ACE Certified & Make Your Mark Grant Recipient](#)
- Jennifer Barrientos – [John Deere Drive Your Future Academy](#)
- Alexis Chu - [John Deere Drive Your Future Academy & PURE Insurance Championship](#)
- Brian Yu – [First Tee National Championship & PURE Insurance Championship](#)
- Nicolas Hernandez – [Game Changers Academy & Innovators Forum](#)
- Li An Panfil – [Game Changers Academy & First Tee Scholar](#)
- Walton Li – [PURE Insurance Championship](#)
- Vian Tran – [Youth Leadership Academy](#)
- Vikrant Bhende - [Youth Leadership Summit](#)
- Marissa Wei - [Youth Leadership Academy](#)
- Edwin Sanchez - [Youth Leadership Academy](#)
- Joshua Joo - [Youth Leadership Summit](#)
- Isabella Herrera – [First Tee Scholar](#)
- Sahara Huchim – [Innovators Forum](#)

15

FTSV Teens were selected to attend national golf & leadership opportunities or received grants & scholarships



# Teen Impact



Locally, First Tee – Silicon Valley teens showed up and showed off—demonstrating confidence, leadership, and strong communication skills as they stepped forward as speech makers and worked diligently to earn scholarship recognition. Through the program's focus on character development, goal-setting, and personal growth, these teens exemplified how the life skills learned on and off the golf course empower them to advocate for themselves, rise to new challenges, and pursue their futures with purpose.



- Juan Hernandez spoke at [FTSV 13<sup>th</sup> Annual OPEN](#)
- Jennifer Barrientos spoke at [Ameriprise Financial Client Tournament](#)
- [Victor M. Arrañaga, Jr. Leadership Award](#) - Isabella Herrera
- [Joyce Taylor Eagle Award](#) - Ashely Pang
- [Dennis Kettman Eagle Award](#) - Juan Hernandez
- Julia Villa spoke at the [5<sup>th</sup> Annual Fund the Kids Tournament](#)
- Adam Rosa spoke at the [KRTY Writers Cup](#)
- Varnika Arun spoke at [Boulder Ridge Ladies Golf Tournament](#)
- 34 Teens joined FTSV's [Junior Council](#) advisory youth group





**Li An Panfil**

**Participant & Volunteer  
Since 2013**

— “

“First Tee – Silicon Valley played a big role in developing my perseverance and helped me become a stronger communicator and learn skills that are transferable everywhere in life. It’s a big community feeling, spreading knowledge and helping us to improve and be our best selves.”

# Our Teen Impact



**Walton Li**

**Participant since age 7  
Volunteer Coach for 4 years**

— “

“The coaching staff at FTSV is a community I cannot find anywhere else in my life. The people I work with are some of the most supportive people I have ever met, and enable me to constantly improve myself, not only in golf, but also in my life. Finding myself coaching for an organization that gave me the gift of golf is a full circle moment...”



### Tristan Hipolito

**Participant Since 2017**  
**Volunteer Coach for 4 Years**

— “

I met mentors who were not only able to help me with my golf game, but also give me advice for college and future career paths related to the major I want to pursue. I also gained and practiced skills, such as communication, delegation, being responsible for others, and teamwork.”

# Our Teen Impact



### Jennifer Barrientos

**Participant Since 2018**  
**Volunteer Coach for 4 Years**

— “

In FTSV we learned that responsibility requires setting goals and following through on promises. I will continue to work hard in golf, my education, and my career to make myself, you all, and my family proud. My goal is to go to college as a first-generation student and work hard so I can live a successful life, help my family and have a career that I enjoy.”

# 2025 Courses



**2,510** total registrations versus 2,384 in 2024.

- 86% Ethnically Diverse
- 32% Low Income Families received Financial Aid for total of \$112,000
- 65% Male and 35% Female
- 33% Teens (age 13+) - 76 ACE participant registrations focusing on career exploration, post high school education, professional development, and community service.
- 39 participants took our private lesson series
- 55% at Rancho del Pueblo Golf Course; 24% at Baylands Golf Links; 16% at Gavilan Golf Course and 5% Other - FTSV office and multiple locations

# 2025 School Program



**3,426** students experienced our in-school and after-school program in their setting.

- 35 total partners - San Jose (16), Mid-Peninsula (6) and South County (13)
- 85% Ethnically Diverse
- 64% Low Income students
- 31 of our 35 were Title I Schools
- 49% Female and 51% Male

# 2025 Coaches & Volunteers



Our 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 coaches also commit 2.5 hours a day, once a week for an 8-lesson season and we provided comprehensive quarterly trainings for all coaches.

- 4:1 Coach to Participant Ratio due to increased volunteerism
- 9,510 Total Hours Served saving FTSV over \$190,200 in labor costs
- 215 Total Volunteers – 85 New & 131 Returning, 81 Adults & 134 Juniors
- 134 Junior Coaches were teens who were mostly from our program
- 8 Board Directors & 14 Board Ambassadors
- 39 Paid Instructors

# 2025 FTSV Fundraising Events



**Family Fest** - March 8th

[Read the Recap](#)

**OPEN at Cinnabar Hills Golf Club** - June 6th

[Read the Recap](#)

**Invitational at CordeValle** - July 20th-21st

[Read the Recap](#)

# 2025 Third Party Fundraising Events



**Ameriprise Associate & Client Tournament** – June 10th

[Read the Recap](#)

**Fund the Kids Presented by Jacobs** – September 27th

[Read the Recap](#)

**Boulder Ridge Ladies Golf Club** – September 26th

[Read the Recap](#)

**KRTY.com Writers Cup** – October 1st

[Read the Recap](#)

**US AM Tour 50/50 Raffle** – Various dates

[Read the Recap](#)



# 25th Anniversary OPEN HOUSE



FTSV celebrated its 25th Anniversary with a vibrant community-wide Open House at Rancho del Pueblo Golf Course in East San Jose. The event and festivities marked 25 years of positive impact through golf, mentorship, and character development.

Families, alumni, and community members came together to acknowledge three **25-year milestones**:

- First Tee – Silicon Valley serving 100,000 kids and teens
- Founding Board Chair Victor M. Arrañaga, Jr.'s years of dedicated service
- Rancho del Pueblo opening as East San Jose's community golf course.

# 2025 Outreach Events



Throughout the year, FTSV Coordinators take to the streets to promote our program to the masses. 2025 Outreach Events included tabling at the schools, attending local Resource Fairs or Community events and coordinating school field trips to our courses for a 1-hour class.

## School Field Trips

San Antonio Elementary - 71 students  
Russo-McEntee Academy - 12 students  
Painter at Sheppard - 35 students  
Linda Vista - 41 students  
Las Lomitas - 242 students

## Festivals, Resource Fairs & Back to School

O.S. Hubbard - SOMOS Mayfair Hubbards Wellness Center  
Boys & Girls Club - Presentation at Boys & Girls Club  
Sunnyvale's Wellness Community Center - Winter Wellness Fair  
Mayfair Community Center - Outreach Event  
Renaissance Clyde L. Fischer - Resource Fair  
Renaissance Mathson - Resource Fair  
Dorsa - Open House  
Henry Ford School - REACH Showcase  
Adelante Selby Spanish Immersion - REACH Showcase  
Lyndale - Open House  
Aptitud Academy at Goss - Resource Fair  
Mayfair Community Center - National Night Out  
Cornerstone Academy - Resource Fair

## 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 705 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.



[Read the Recap](#)

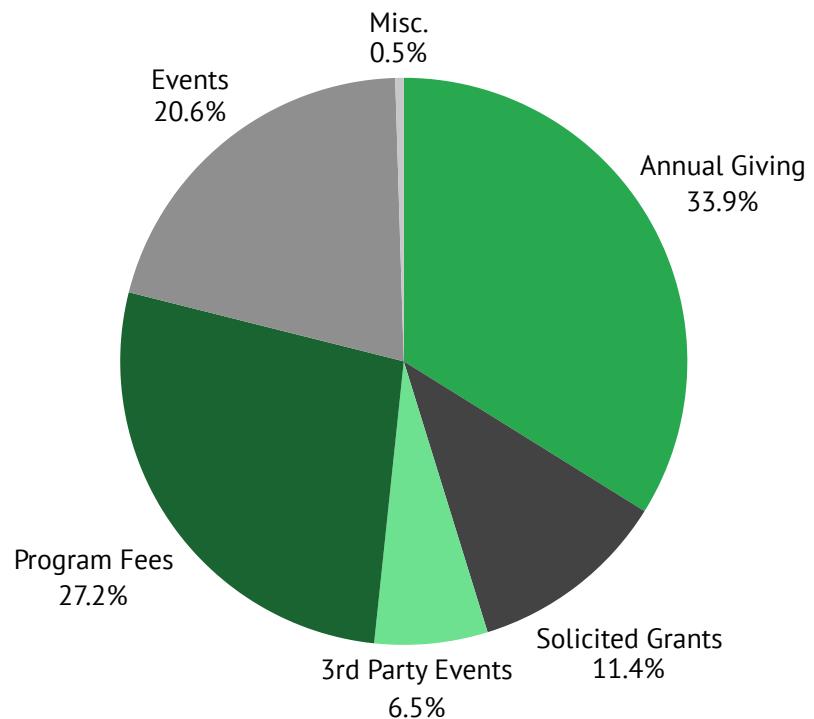
# 2025 Financial Snapshot



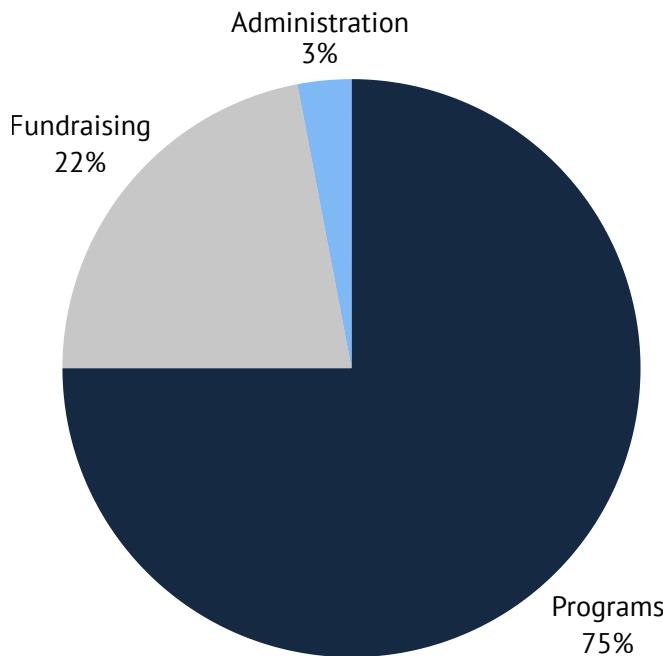
First Tee - Silicon raised **\$1.740M** and our Operating Expenses were **\$1.740M** in 2025

FTSV experienced another strong year of revenue generation raising \$1.740M covering all of our expenses. We continue to strive for 10% growth keeping pace with our strategic plan expansion. We are thankful for our annual supporters, event sponsors, grantors, third party events that named us as a beneficiary, and all our participant families for their involvement. We are optimistic about continuing to raise funds to endow our programs and build facilities that will secure our future growth and sustainability for at least our next 25 years.

## \$1.740M Revenue Distribution



## \$1.740M Operating Expense Distribution



# Thank you to our Top 2025 Donors!

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



Altria



Kurt Klein • Warmenhoven Family Fnd. • Alan S. Taylor Scholarship Fund • Kathy Ann Kwan Fund  
SoCal Edison • Gallagher • CordeValle Youth Golf Fnd. • Gavilan Golf Course



# 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 – Retired



**Sarah Beelaard**  
PwC



**Steve Almassy**  
Ernst & Young LLP  
Retired



**Steve Guerrero, Jr.**  
MCT



**Andrea Brenholz**  
ATR International



**Lucas Watson**  
Archer Venture Capital



**Maximilian von Poelnitz**  
Ajinomoto CVC



**Shawn Fox**  
Apple



# Contact Us!

**George Maxe**  
President & CEO

(408) 288-2937  
[george@ftsv.org](mailto:george@ftsv.org)

**Chris Moreno-Hunt**  
Program Director

(408) 508-4884  
[chris@ftsv.org](mailto:chris@ftsv.org)

**[firstteesiliconvalley.org](http://firstteesiliconvalley.org)**

