



first tee[®]
greater san antonio

IMPACT REPORT 2024

915 E. MULBERRY AVENUE
SAN ANTONIO, TEXAS 78212

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www.firstteesanantonio.org

25 Years...
A lifetime of Impact



first tee[®]
greater san antonio

Our Vision

Transforming Greater San Antonio where **every child** thrives as a **confident leader, empowered by golf and lifelong values.**

Our Mission

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



Message from our CEO



Dear Friends & Supporters,

I want to extend my heartfelt gratitude to each of you for your continued, generous support of First Tee – Greater San Antonio. Reflecting on 2024, we are proud to share some incredible milestones that mark a year of growth, impact, and new opportunity.

It is also an exciting time as we celebrate our 25th Anniversary in 2025. Stay tuned for exciting events and opportunities as we look forward to another year of transforming lives through golf.

A Year in Review

- The San Antonio City Council approved a 30-year lease extension for the First Tee Learning Center, with initiatives underway to upgrade and enhance practice facility amenities and building renovations to improve program and community experience.
- In 2024, over 25,000 youth were served through our life skill, school & community programs.
- Our programs engaged diverse participants, with 89% identifying as minorities and 37% as female.
- We expanded our community outreach with initiatives to introduce our life skills curriculum in SAISD and the Boys & Girls Club Program.

Celebrating 25 Remarkable Years

As we approach our 25th Anniversary, we're thrilled to celebrate 25 years of First Tee – Greater San Antonio and serving over 400,000 youth! This milestone is not just a look back at our enduring legacy—it's a launchpad for the future.

Looking Ahead: Growth & Expansion

In 2025, we're set to expand our programs and enhance our facilities. We've committed to serve 15% more youth that merge on-course skill development with off-course life skills—especially for underserved communities. Our mission remains rooted in fostering character, leadership, inclusivity, and personal growth.

None of these achievements would be possible without your generous and ongoing support. Thank you for believing in golf's power to build character and transform lives! Here's to a year of celebration and growth as we continue our journey into the next chapter of First Tee – Greater San Antonio!

Cheers,

Carrie J. Kimbell
Carrie J. Kimbell
CEO First Tee – Greater San Antonio



2000



First Tee launched at Polo Field Driving Range with 25 participants

2008



Zach Johnson, PGA Tour player, helps commemorate the opening of the new First Tee Learning Center

2011



Wes Penix - first participant to gain ACE certification

2018



Shahbaz Hashimi plays with Tiger Woods at Wells Fargo Championship

2023



Marlo Zamora first chapter participant to be named First Tee Scholar*

*New initiative in 2021

City of San Antonio approves 30-Year lease extension for First Tee - Greater San Antonio

25 Years A lifetime of Impact

25TH ANNIVERSARY

first tee
greater san antonio

2014



The first annual Brady-Nittoli Junior Pro-AM benefitting First Tee - Greater San Antonio

2024

Served over 23,000 youth through various programs



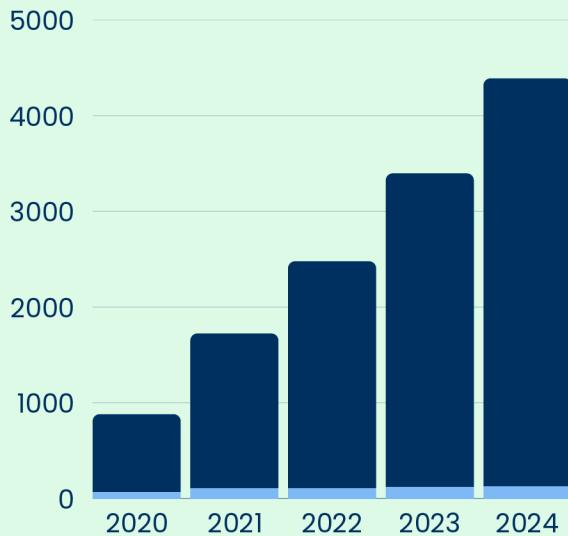
2025

Celebrating the **25th Anniversary** and surpassing serving over 400,000 youth since inception



Our Impact

● Programs ● Participants



4,257 LIFE SKILLS PARTICIPANTS

29% increase from 2023

130 PROGRAM SESSIONS

5% increase from 2023

43 FIRST TEE COACHES

30% increase from 2023

PROGRAM BENEFITS:

- FT Golf & Life Skills
- Certified Instructors
- Annual Calendar of Activities and Events
- Affordable Access (\$.25 buckets for 2025)
- Discounted golf and membership fees
- Scholarship Program
- On-Course Experiences

89%
DIVERSE

35%
FEMALE

11
Locations



Why First Tee?

The Character Gap

A new study conducted by First Tee and Harris poll found that **character is a lost value driven by a lack of regular opportunities to cultivate it.**

According to the study, parents said they are looking to extracurricular activities to help build their child's confidence and character.

- 85% of parents say character is a lost value that should be more emphasized in today's society.
- 80% of parents agree that participation in extracurricular activities is more about development than recreation.
- 95% of parents say sports are effective for improving children's mental health and creating opportunities to learn life skills and build character.
- **76% of parents go further to say that golf, specifically, helps children build character and teaches important life skills.**

5 KEY COMMITMENTS

- Pursuing Goals
- Growing through Challenge
- Collaborating with Others
- Building Positive Self-Identity
- Using Good Judgment

Our Programs

3,289
Participants

FIRST TEE LIFE SKILLS PROGRAM

We combine golf with character development to assist children in cultivating inner strength, self-confidence, and resilience. Our trained coaches present junior golf in a safe and supportive setting, equipping kids for friendships, school, college, and future careers.

21,235
Students

FIRST TEE SCHOOL PROGRAM

Many students are discovering golf through the First Tee School Program, which is integrated into physical education classes and field trips in collaboration with local school districts. All 62 SAISD Elementary & Middle Schools, resulting in over 21,000 students in 2024.

1,268
Youth

FIRST TEE COMMUNITY PROGRAM

Over 1,200 young people participated in the First Tee Community Program, designed for youth organizations like the Boys & Girls Club and CASA. The program teaches golf while fostering character development through fun activities.

Moments & Milestones

First Tee - Greater San Antonio proudly awarded the inaugural Y.E.S. Scholarships to Julia Vollmer and Riley Yount to support their pursuit of post-secondary education. Each received a scholarship of \$2,500, highlighting First Tee's dedication to recognizing participants for their exceptional achievements, commitment to the chapter, community engagement, and academic excellence.



Earning the Y.E.S. scholarship has not only helped me financially but has allowed me to stay connected to the organization that helped me grow into the man I am today. First Tee has made a impact on my life and I am grateful to continue my legacy with First Tee as a Y.E.S. scholarship recipient.

RILEY YOUNT

NEW MEXICO STATE UNIVERSITY
PROFESSIONAL GOLF MANAGEMENT
11 YEARS WITH FIRST TEE



YOUTH
EDUCATION
SUPPORT
FUND

Earning the Y.E.S. scholarship was such a testament to the relationship I have built with my First Tee chapter over the last decade. As I enter college, there is a lot of uncertainty and even fear as this new life chapter entails more demands than ever before. Receiving this scholarship allowed me to know that First Tee, even though I am technically an alumni now, will continue to have my back and support me for the years to come. I am forever grateful for this program and the people who have helped build it!



JULIA VOLLMER

ABILENE CHRISTIAN UNIVERSITY
WOMEN'S GOLF TEAM
COMMUNICATIONS
10 YEARS WITH FIRST TEE

Moments & Milestones

CONGRATS TO OUR 2024 NATIONAL OPPORTUNITY SELECTIONS

First Tee National provides educational and leadership opportunities for youth, supported by corporate partners and donors. These initiatives connect young individuals with influential leaders and recognize achievements in golf and life. First Tee – Greater San Antonio recently celebrated three participants selected for five national opportunities.

LINDSAY LEE

PURE Insurance
Championship at Pebble
Beach paired with
Chad Campbell –
Finished T4



RILEY YOUNT



First Tee National
Championship
Clemson University

PGA Tour SuperStore
Leadership Series
Arthur Blank's
Montana Ranch

JULES MAHAN



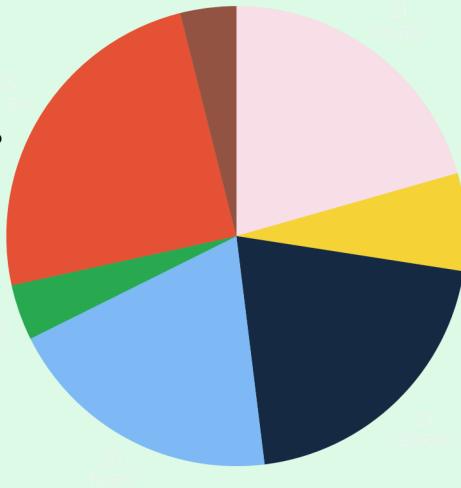
First Tee National
Championship
Clemson University

First Tee Game
Changers
Academy

2024 Financials

Revenue Distribution

- EVENTS - 24%
- POLO FIELD DRIVING RANGE - 20%
- FOUNDATIONS/GRANTS - 21%
- INDIVIDUALS- 20%
- FIRST TEE PROGRAMMING - 7%
- CORPORATIONS - 4%
- AMATEUR GOLF - 4%



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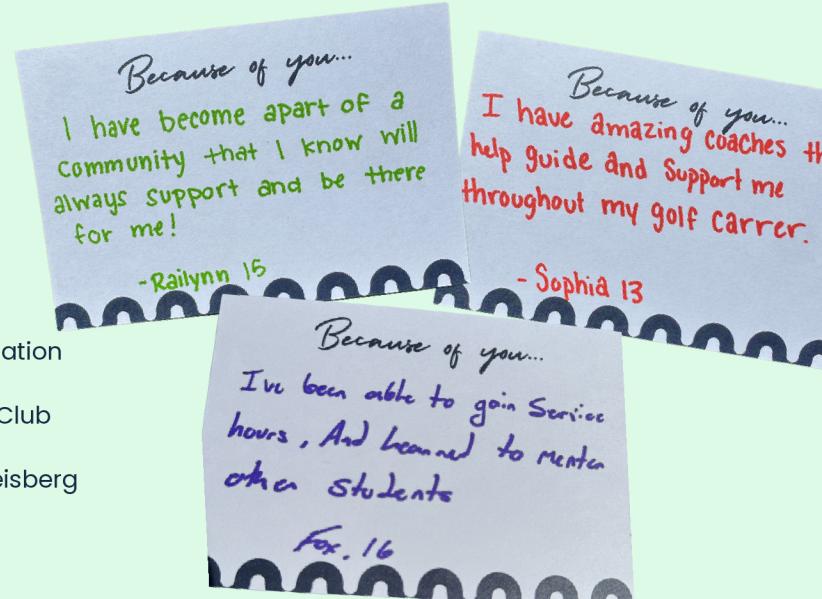
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Steve Lennon
MJ Resendis
Maija Tanberg
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Courtney Marshall
Kim Small
Savino Arocha

Locations

First Tee Learning Center
 Dead Solid Perfect Golf
 Hyatt Hill Country Golf Club
 Landa Park Golf Course
 Mac Wylie Golf Center
 Memorial Park – Uvalde
 Randolph Air Force Base
 Riverside Golf Course
 Starcke Park
 Texas Lutheran University
 Top Golf



Chief Executive Officer
 Chief Development Officer
 Director, Program Operations
 Director, Community Outreach
 Facility Manager
 Senior Program Manager
 Program Specialist
 Executive Assistant
 Marketing Coordinator
 Bookkeeper
 Superintendent

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We express our sincere appreciation to the board members who have completed their board service for their unwavering dedication, enthusiasm, and commitment to First Tee.

*Completed Board Term

Welcome 2025 Board Members

Curt Conroy
 Bryan Mask
 Nate Murphy
 Sharon Perry