

25TH  
ANNIVERSARY



**first tee**®

greater san antonio

# IMPACT REPORT 2024

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[www.firstteesanantonio.org](http://www.firstteesanantonio.org)

25 Years...  
A lifetime of Impact

25TH ANNIVERSARY



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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 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



Wes Penix – first participant to gain ACE certification

2011



2018



Shahbaz Hashimi plays with Tiger Woods at Wells Fargo Championship

2014



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

# 25 Years A lifetime of Impact

25TH ANNIVERSARY



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2024

Served over 23,000 youth through various programs



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

2025

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



2023

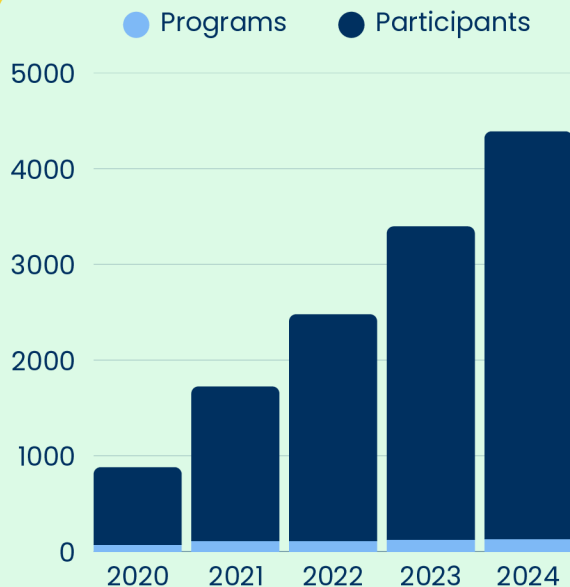


Marlo Zamora first chapter participant to be named First Tee Scholar\*

\*New initiative in 2021



# Our Impact



**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.



YOUTH  
EDUCATION  
SUPPORT  
FUND



*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

*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

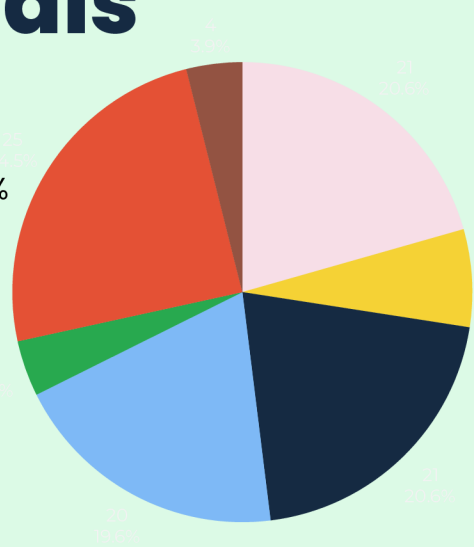


First Tee Game  
Changers  
Academy

# 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%



## 2024 Supporters

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*Your financial support makes our work possible, and we grateful for your gifts of time and service. We make every effort to ensure the accuracy of our donor list; if you notice an error, please do not hesitate to let us know.*

# 2024 Supporters

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Wayne Starnes  
Wildlife Partners  
Will Stripling  
William Cone  
William Kingman  
William Mangu  
William Moll

*Because of you...*  
I have become apart of a  
community that I know will  
always support and be there  
for me!

-RaiLynn 15

*Because of you...*  
I have amazing coaches that  
help guide and support me  
throughout my golf career.

-Sophia 13

*Because of you...*  
I've been able to gain service  
hours, And learned to mentor  
other students

Fox, 16

## Team

**Carrie Kimbell**  
**Kellen Kubasak**  
**Kyle Kirk**  
**Gabby Rangel Moreno**  
**Steve Lennon**  
**MJ Resendis**  
**Maija Tanberg**  
**Nikki Francis**  
**Courtney Marshall**  
**Kim Small**  
**Savino Arocha**

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

## 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

## Coaches

Gary Ahrens  
Chris Boyer  
Phil Carey  
Doug Carlton  
Brian Jacobsen  
Forrest Fletcher  
Russel John  
Matthew Leighty  
Ernesto Macias  
Kelly Schwabe  
Chris Tipton  
Frank Varela



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\*Completed Board Term

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.

## Welcome 2025 Board Members

Curt Conroy  
Bryan Mask  
Nate Murphy  
Sharon Perry