



2024 Impact Report

See the difference you are
making through golf!



President's Message

As we reflect on an incredible 2024 at First Tee – Southeast Wisconsin, I am reminded of the powerful impact golf has on shaping young lives. Through our programs, we are not just teaching the game we all love—we are helping kids build confidence, resilience, and character that extends far beyond the course.



This year, I am proud to share that more than 35,000 students and participants engaged with First Tee – Southeast Wisconsin programming, a testament to our growing reach and the strength of our mission. Thanks to your unwavering support, we expanded our programs into new schools and locations, introducing even more young people to the game, and creating meaningful experiences that will stay with them for years to come.

None of this would be possible without our dedicated coaches, volunteers, physical education teachers, and you—our valued supporters! Your generosity and belief in our work fuels everything we do, ensuring that we can continue changing the game for young people across our community.

Thank you from the bottom of my heart for being an essential part of First Tee – Southeast Wisconsin. We are excited for what is ahead and look forward to another year of growth, impact, and opportunity!

See you on the course!

Dan Peterson is Managing Director at Valuation Research Corporation (VRC) and Board President of Wisconsin Educational Youth Development Foundation, Inc., which operates First Tee – Southeast Wisconsin.

Coach's Corner

"The mission of making golf accessible to all, especially the way we do it, creates a great opportunity for kids to experience a sport that has done so much for me."

Joey Lange, Volunteer Coach

"First Tee – Southeast Wisconsin is so important to MPS golf. Our golfers are now able to receive supplies and lessons for free. I am so excited to think about what the future holds. I hope we can continue to grow the game for what is otherwise not something that many of our MPS students have access to."

Dave Miller, Head Coach at Golda Meir HS



On-Course Programs

Through our on-course programs, we do more than teach the game of golf—we empower kids with lifelong skills. By blending golf with character development, we create experiences that build confidence, resilience, and inner strength, helping young participants succeed both on and off the course.



91%

of parents say, "I believe sports coaching should inspire my child to excel both on and off the course."

85%

of parents say their children have a greater interest in playing golf after participating in a First Tee — Southeast Wisconsin program.



2024 Program Locations

Brown Deer Park GC

PGA TOUR Superstore

Currie Park GC

Noyes Park GC

Dretzka Park GC

Rolling Meadows GC

Lake Park GC

Washington Park GC

What do you like best about the First Tee program?

"The coaches were awesome and it is amazing that we were given clubs to keep!"

Eileen Bergan, First Tee Parent

Noyes Park Golf Course

Through our partnership with Milwaukee County Parks, we welcomed all kids to play for free at Noyes Park Golf Course and hosted special events with the Milwaukee Public Schools City Conference boys and girls golf teams, Big Brothers Big Sisters of Metro Milwaukee, and more.

3,535

Most rounds played since 2015

"The fact that juniors play for free is extremely attractive to me as a single dad with 3 daughters, aged 11-and-under, who are all interested in learning how to play golf."

Kyle Lesniowski, Junior Golf Parent



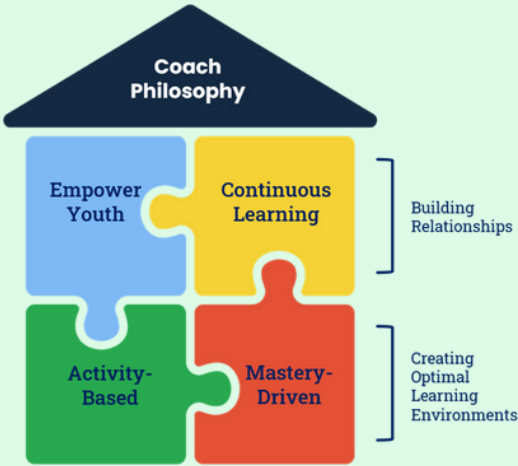
Coaches & Volunteers

Our coaches and volunteers are the core of our organization. They not only allow for enhanced assistance and increased individual attention, but provide positive role models for the youth in our community. Our instruction is about more than just improving golf swings, it is about cultivating character building experiences that empower kids through a lifetime of new challenges and allow for continuous personal growth. Through research-proven methods of positive youth development, our youth feel more safe, included, and empowered.

At First Tee, we understand that when young people are exposed to the inherent values of the game of golf, surrounded by caring First Tee Coaches, and taught life skills through the First Tee Program, the probability increases that they will acquire and demonstrate First Tee’s Commitment to Being a Game Changer.

Our 5 Key Commitments

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

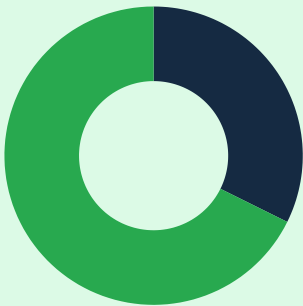


Scorecard

720
On-Course Participants

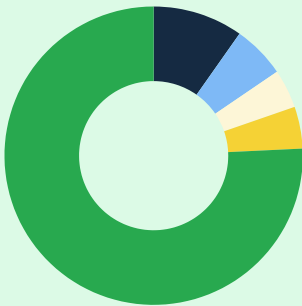
7,073
Hours of On-Course Programming

Gender



Male	68%
Female	32%

Ethnicity



White or Caucasian	74%
Black or African-American	11%
Multi-Racial	6%
Asian	5%
Latino or Hispanic	4%

School Program

The First Tee School Program provides schools and their physical education teachers with equipment, curriculum, and training so that they can introduce their young people to a lifelong sport while also teaching them basic motor skills and the inherent values that can be learned from the game. The curriculum is designed to engage students in daily lesson activities that emphasize making healthy choices in life and improving social-emotional learning skills.

34,863

**Students reached through
active school partners**



New Active School Program Partners in 2024

Barton Elementary - Elm Dale Elementary - Engleburg Elementary - Lakeview Elementary - Manitoba Elementary - Milwaukee Parkside School for the Arts - Nativity Jesuit Academy - Orchard Lane Elementary - Roosevelt Creative Arts Middle School - Trowbridge Street School of Great Lakes Studies - Gilbert Stuart Elementary

"The kids LOVE this unit. I am so thankful and blessed to be able to bring this lifetime activity to my students."

Jackie Tenpas, Rock River Intermediate School

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Staff

David Cohn
Chief Executive Officer

Tom Gerke, PGA
Program Director

Wyatt O'Loughlin
Operations Coordinator

Financials

Each chapter within the First Tee network is funded locally, and 100% of all monetary contributions go towards funding First Tee – Southeast Wisconsin programs. Every dollar helps ensure that the lives of kids and teens are positively affected within Southeast Wisconsin.

Funding Sources	
Outings & Events	42%
Individual Giving	22%
Corporate Contributions	16%
Foundations & Grants	13%
Participant Fees	7%

Expenses	
Programming	36%
Administrative	20%
Fundraising	24%
Operations	20%

Ways to Give

Financial Contributions

We offer our programs at a subsidized rate to ensure that every child has access to the life skills taught at a First Tee program.

Equipment Donations

We pride ourselves on being able to provide the proper equipment to all of our many program participants.

Monthly Giving

Your commitment of a monthly gift will help build the financial stability we need to confidently anticipate our future.

Legacy Gifts

Planned gifts of any size are a lasting way to make a difference for our young people.

Stocks & Securities

Gifts of stock and securities are a particularly efficient and effective way to support our work.

Signature Events

Your participation helps drive us forward.

- Online Auction - May, 2025
- Tee to Green Golf Classic Pro-Am - July 7, 2025
- Golf Marathons - Fall, 2025



Scan to learn more
& make a gift online



Volunteer

Without caring mentors, positive youth development just doesn't happen. We believe that a meaningful, quality relationship between coach and participant is vital to our program.

Learn more at firstteesoutheastwisconsin.org/get-involved

Our Mission

To impact the lives of young people by providing educational programs that build character and instill life-enhancing values through the game of golf.

Our Vision

Our vision is that all kids in Southeast Wisconsin have the opportunity to build their strength of character through the game of golf.

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Neighborhood House of Milwaukee
Summer Camp at Noyes Park Golf Course



MPS Ultimate Sports Day



Hole-In-One Challenge
at Summerfest



Dinky Links at Milwaukee Public Market

Building Game Changers 2024 in Photos



FIT Club MKE Camp



Community Events



Big Brothers Big Sisters of
Metro Milwaukee