



# 2025 Impact Report

See the difference you are making through golf!



# A Note from Our Leaders

As we look back on 2025 at First Tee – Southeast Wisconsin, we are reminded that growth, like golf, is rarely a straight path. There are shots that don't land as planned, and plenty of lessons along the way. And yet, every shot matters, every effort counts, and every kid who learns something new is proof that persistence pays off.



Last year, through First Tee – Southeast Wisconsin programs, over 42,000 young people learned something from the game of golf across school, community, and on-course programs. From learning a new swing tip to practicing honesty and respect, they are building skills and character that will carry them far beyond the game.

We also know none of this happens in isolation. It takes incredible coaches, volunteers, teachers, and you, our supporters. Your generosity, encouragement, and belief in our mission allow kids to take chances, make mistakes, and celebrate wins in a safe and inspiring environment. Simply put, you help make their growth possible.

We are proud of what 2025 has brought, and we are even more excited for what lies ahead: more opportunities, more challenges, and more young lives transformed through golf. Thank you for being part of this journey with us, we couldn't do it without you.

Here's to growth, resilience, and another year of impact on and off 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. David Cohn is Chief Executive Officer of First Tee – Southeast Wisconsin.*

## Participant Voices

Twins, Harper and Hazel, have been part of First Tee – Southeast Wisconsin for four years, learning and growing side by side. "First Tee has taught us so much," Hazel says, while Harper adds, "When I feel myself getting better at something that I want to accomplish, it makes me feel proud of myself."

For Harper and Hazel, progress, encouragement, and accomplishment go hand in hand, shaping the confidence and character they carry into school, other sports, and everyday life, all thanks to supporters like you.

Asked how they would rate their experience, Hazel didn't hesitate: "Four thumbs up! Two thumbs, two big toes!"

Their mom, Karen, sees the impact clearly, "They love you guys, the coaches, the program, and just seeing them get better every single session."



# 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.

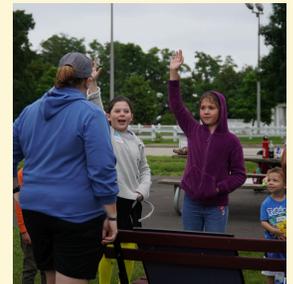


**94%**

of parents agree, "Playing sports helps children build confidence and social skills."

**86%**

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



## 2025 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 quality of coaches has had a lasting impression on my kids. Great personable coaches that have the kids' best interest at heart. I wouldn't change a thing."

**Bernard Herro, 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, MENTOR Greater Milwaukee, Dr. Howard Fuller Collegiate Academy, and more.

**3,673**

Most rounds played since 2010

"We've been playing Noyes with our grandsons since 2023, and the course has improved tremendously from the greens to the tees. As someone who maintains courses professionally, I see the care that goes into it, and the family-friendly pricing makes it an incredible value."

**Craig Keller, Junior Golf Grandparent**



# Coaches & Volunteers

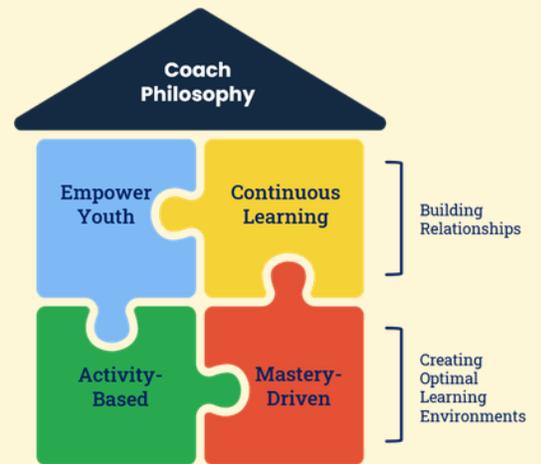
Our coaches and volunteers are the core of our organization. They not only allow for enhanced assistance and increased individual attention, but also provide positive role models for the youth in our community. Our instruction is about more than just improving golf swings, it is about cultivating character 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

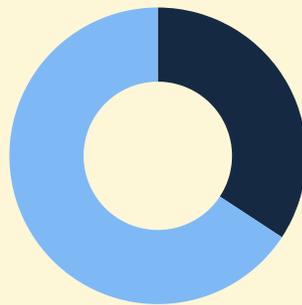
# 727

On-Course Participants

# 7,287

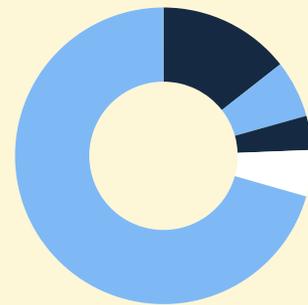
Hours of On-Course Programming

## Gender



Male	66%
Female	34%

## Ethnicity



White or Caucasian	70%
Black or African-American	15%
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.



## 105

Active school partners

## 41,633

Students reached

**"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**

## Moments that Matter

Offering a helping hand.



Sharing the win.



Pushing each other to be better.



Guidance that builds belief.



# Board of Directors

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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	35%
Individual Giving	23%
Corporate Contributions	19%
Foundations & Grants	17%
Participant Fees	6%

Expenses	
Programming	36%
Administrative	19%
Fundraising	26%
Operations	19%

# 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.

- Tee to Green Golf Classic Pro-Am - July 13, 2026
- Golf Marathons - Fall 2026
- Holiday Auction - November 2026

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](https://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.

Follow @firstteesew





Neighborhood House of Milwaukee  
Summer Camp at Noyes Park Golf Course



Bank of America  
Golf with Us Clinic



Children's Hospital  
Community Programming



Leadership Series at PGA TOUR Superstore

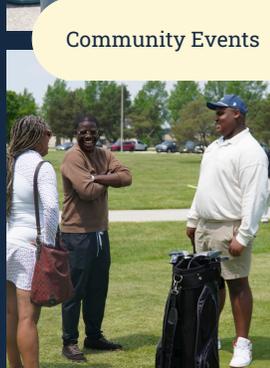
# Building Game Changers 2025 in Photos



Teacher Appreciation  
Golf Outing



Community Events



Family Clinics  
at Noyes Park Golf Course