Annual Review

2025

first tee®

Building Game Changers

As the game of golf continues to experience exponential growth, the need for programs like First Tee has never been greater, as it provides an avenue for young people to learn the game from qualified teachers, in an environment that is supportive and value driven.

I'm encouraged by the resilience and strength of the sport today. Participation remains robust, and we continue to see diverse and enthusiastic audiences engaging with the game in new ways. I am deeply proud of First Tee's role in the broader golf ecosystem, bringing this incredible sport to more young people.

There is much to celebrate from 2025, including Jim Nantz, one of golf's most esteemed voices, becoming First Tee's third-ever Honorary Chair. Following in the footsteps of his friends, Presidents George H. W. Bush and George W. Bush, Jim will bring an exciting new perspective to our organization.

In July 2025, we welcomed Brian Rolapp to the PGA TOUR as our CEO and as we move forward, I know he is excited to learn more about the impact of First Tee.

In closing, I want to thank two longstanding supporters of First Tee who've made transformative gifts to First Tee, Charles Schwab and the Arthur M. Blank Family Foundation. Simply put, First Tee's mission would not happen without their support and the many other individuals, corporations and foundations who support First Tee's mission each year.

Together, we're not just building golfers; we're developing the next generation of leaders and problem-solvers.

Thank you,

Jay

Jay Monahan
Chairman, First Tee Board of Governors
Commissioner, PGA TOUR

Impact

3.2 million kids and teens

1,653 program locations

11,830 schools

1,980 youth centers

50% ethnically diverse

38% female

24% from at-risk or distressed communities

24% teens

Based on Chapter registrations

150 U.S. Chapters

6 International Chapters

Empowering Teens

Since 2020, we placed a special focus on teen retention, ensuring participants remain connected to our character-building curriculum during an often challenging period of adolescence. In addition to our Ace Program and national events for teens, Chapters embrace this effort by offering:

- Social events that focus on fun and friendship – not just golf.
- Teen summits where participants dig deep to learn from interactive workshops on entrepreneurship, education and career preparation.
- Junior coaching opportunities, enabling teens to grow as leaders and give back.

First Tee – Naples/Collier teens were standard bearers at the Grant Thornton Invitational.

The Pathfinders Program at **First Tee – Greater Charleston** provides extra support to select participants from sixth grade through high school, including a mock trial experience.

First Tee – Greater Washington, DC hosts a Teen Summit and a Teen Advisory Council.

First Tee – Naples/Collier

First Tee – Greater Charleston

First Tee – Greater Washington, DC

First Tee Week

First Tee – Eastern Michigan

First Tee – Greater Richmond

We launched our inaugural network-wide awareness campaign in 2025. With the theme "Dear Coach," the weeklong event was an opportunity to highlight the incredible mentors who make First Tee's mission possible.

In addition to increased visibility provided by our corporate and media partners, it was a moment for First Tee Chapters to shine in their communities.

- First Tee Chapters celebrated their coaches in fun and creative ways, including First Tee – San Francisco's "Thank You" wall.
- First Tee – Eastern Michigan went into the community, hosting a putting activation and providing drink coupons at a chain of local coffee shops.
- First Tee – Greater Richmond held a networking breakfast called "Tee Up & Connect." The event brought together community leaders and golf enthusiasts to learn more about First Tee and how to get involved.

Coaching Helps Kids Build Confidence

According to 2025 research from First Tee and The Harris Poll, 94% of parents with coached children say sports have helped their child's confidence and social skills.

That's the difference First Tee's trained coaches make every day.

"Dear Coach ... You taught me more than just the game of golf but how to face challenges with resilience, patience and determination. Whether it was navigating a tough round or confronting personal obstacles, you have helped me see that every setback is an opportunity to learn and grow."

– Kavya Shah
First Tee – Howard County (MD)

Our First Tee Week alumni panel at the PGA TOUR's Charles Schwab Challenge in Fort Worth featured U.S. National Development Program coach and former LPGA Tour player Tiffany Joh, former LPGA Tour player and media personality Cheyenne Woods and New Oreans Saints defensive end Cam Jordan. They discussed the impact of coaches in a conversation led by Golf Digest editor Max Adler.

Scholars

121
Total Scholars

29
Collegiate Golfers

71%
Ethnically Diverse

70%
Academic Honors

100%
Graduates have secured full-time employment or acceptance into graduate programs

"This program is why I was able to land prestigious internships with global golf organizations around the world, and I am forever thankful for having a program like this that has allowed me to build and lay a foundation for a successful career."

– Maleyna Gregorio
First Tee – Coachella Valley alumna
MBA student and collegiate golfer,
University of California, Riverside

In addition to providing financial assistance, Scholars are paired with a dedicated mentor, receive access to professional development opportunities and get assistance with job/internship placement.

Nicole Monsalve of First Tee – Miami was among the very first group to be selected as First Tee College Scholars in 2020. Now a graduate of Duke University, she works in global partnerships for the NFL.

Indiana University grad **Benjamin Nganga** interned at First Tee and Prudential as he pursued his business degree. The First Tee – Tennessee alumnus now works as an analyst at Baker Tilly in Chicago.

After her undergrad studies at Santa Clara University, First Tee — Central Coast alumna **Claire Alford** is pursuing her master's in public health at Dartmouth's Geisel School of Medicine with plans to attend medical school and work as a physician researcher.

Nicole Monsalve

Benjamin Nganga

Claire Alford

2025 Teen Opportunities

First Tee hosted seven national events in 2025 – from competitive golf tournaments to leadership programs and more.

312
participants served

83
Chapters represented

55%
female

61%
ethnically diverse

First Tee Leadership Summit in partnership with PGA TOUR Superstore

Our longest running event celebrated its 25th anniversary in 2025.

"First Tee – San Diego was my home and safe haven as a youth and it is truly a blessing to coach and teach the same values and life skills to youth in our community. This year's Game Changers Academy was a full-circle moment for me having attended the first one, 25 years ago. I had the privilege to serve as a coach and mentor for these outstanding participants who each demonstrated respect, confidence, kindheartedness and growth in independence away from their families and familiar faces."

– Stephen Im
First Tee – San Diego alumnus

Supporting Competitive Golfers

While many First Tee participants see golf as a fun pastime, we're also supporting thousands of competitive players through our programs each year.

Nearly a third of First Tee Chapters own or operate golf courses, and there are more than 600 PGA and LPGA certified coaches in the First Tee Network.

The First Tee National Championship and the PURE Insurance Championship help keep serious golfers in the fold.

2025 First Tee National Champions, Jordin Cowing, First Tee – Phoenix and Jacob Lewallen, First Tee – Greater Dallas

And our alumni have seen success.

Megha Ganne

Photo Credit: USGA

First Tee – Metropolitan New York alumna **Megha Ganne** won the 2025 U.S. Women's Amateur at Bandon Dunes.

Austin Smotherman

Photo Credit: Getty Images

Austin Smotherman regained his PGA TOUR card. The First Tee – Greater Sacramento alumnus and First Tee Ambassador claimed two Korn Ferry Tour victories in 2025.

Lauryn Nguyen

Photo Credit: LPGA, Getty Images

First Tee – Greater Seattle alumna **Lauryn Nguyen** won the NCAA Division I women's golf national championship with Northwestern.

Lifelong Connection

First Tee's National Alumni Advisory Council met for the first time in Charlotte.

In 2025, First Tee established a National Alumni Advisory Council composed of 20 accomplished alumni representing diverse career paths, from golf industry professionals to engineers, business leaders and more.

Council members will help drive alumni engagement – a key priority for First Tee as we look to assess the efficacy of our programs – and inspire current participants by showing what's possible.

"I'm excited to continue being part of First Tee, the program where my golf journey began. I'm truly honored to be selected as co-chair of the First Tee Alumni Council and look forward to expanding our Alumni Network to foster lasting connections and meaningful opportunities."

– Sara Diaz
First Tee – Greater San Antonio alumna
VP of Recruiting, Capstone Hospitality

Alumni Meetups & Engagements

First Tee alumni attended the Chevron Championship in Houston.

We engaged hundreds of alumni at social meetups, professional development sessions and partner opportunities in 2025.

After serving in the U.S. Army, First Tee – Sandhills alumnus Alex Nguyen is on the path to earning his MBA from Duke University. Through the First Tee Alumni Network and First Tee Trustee AWS, Alex earned the opportunity to attend re:Invent, the world's largest cloud computing conference.

"Learning firsthand from current AWS employees about their journeys in tech has helped me refine my approach to my career transition. Looking forward, I have a better understanding of how to communicate my value to employers and a newly cultivated network to continue to learn from."

– Alex Nguyen
First Tee – Sandhills alumnus

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.

Thank You!

First Tee's Partners and Trustees provide ongoing support for our mission of empowering youth. First Tee would not be where it is today without the support of these individuals, corporations and foundations.

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First Tee Trustees

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