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first tee

pikes peak

Annual Report



719.597.1932



525 N. Academy Blvd., Colorado Springs, CO



FirstTeePikesPeak.org



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Dear Friends:

For many across our community and the nation, 2020 proved to be a difficult year. Yet, as the year comes to a close, I can't help but also be reminded of the tremendous response and outpouring of love from each of you.

We had a flying start to 2020 and were very optimistic of this year with the new partnerships and collaborations we formed. However, we had a major setback with the global outbreak of the COVID-19 virus, forcing us to shut down the Learning Center and cancel programming. Our offices were closed and we adapted to a complete work from home model of working.

I am proud of the innovation, agility and creativity of our team. We continued to put kids and their families first, building confidence despite new challenges, and helping young people build the inner strength to persevere through whatever comes their way. We pivoted the way we approached programming, and during the shutdown we reached out to our participants through weekly virtual activities to keep their golf game going and their minds on First Tee's core values. Our summer programming had more participants than ever and allowed us to introduce more kids and teens to golf that had never had any experience with the sport previously.

As we look to the future, we have the opportunity to try some new approaches and further refine our impact on young people. We are excited to start working again with schools and youth serving organizations through a virtual platform. We are expanding our program in Teller County at the Shining Mountain Golf Course and adding new offerings throughout the year. We are also eager to roll out our new STEMLinks program this summer, offering participants engaging activities focused on the physics of golf.

While 2020 brought unforeseen circumstances, we are still dedicated to the values that are so core to First Tee – Pikes Peak, and we want to ensure that our young people are supported not only now, but in the future.

Through the pages of this annual report, I hope you enjoy reading about our journey through 2020, and that you can see the story we're writing on the lives of many children in our community. Thank you for everything you do to ensure we can continue to *Build Game Changers* through golf!

Sincerely,



Sandy Johnson
Executive Director

Reflecting on 2020



About Us

OUR MISSION, VISION & CORE VALUES

Our mission is to impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy life choices through the game of golf.

We help young people discover their unique talents and dreams, equip them with life-enhancing values and skills to achieve their goals through mentoring, and inspire them to become leaders that transform their families and community.

Honesty | Integrity | Respect | Perseverance
Responsibility | Confidence | Judgement
Courtesy | Sportsmanship

*Building
Game
Changers*

Our Programs

SCHOOL BASED

Through our school based programs we partner with local schools and districts to help deliver exposure to golf for all ages. The program creates an environment where young people experience the lifelong sport of golf while learning basic motor skills, golf skills, social skills, character development and health and wellness.

LIFE SKILLS EXPERIENCE

The Life Skills Experience is a curriculum comprised of life skills, incorporating the Nine Core Values inherent in the game of golf as well as golf instruction and the Nine Healthy Habits. It consists of four certification levels, in which each level can be delivered seamlessly with a variety of golf skills and fundamentals.

COMMUNITY

Our community programs are specifically designed for youth development organizations to give kids the chance to learn about golf and develop character through fun golf games. Each activity empowers young people to explore their abilities and develop life-enhancing values along the way.

Life Skills Experience



85

*participants in
PGA Jr. League,
HS Prep Camp,
etc.*

59

*chapter
volunteers*

34%

*female
participants*

66%

*male
participants*

Registered Participants

Certainly this past spring and summer presented unique challenges for our programming, but we were still able to continue to deliver our Life Skills curriculum successfully to kids and teens across our community.

As we began planning for our summer programs, we understood the impact that the COVID-19 crisis was having on kids throughout our community. First Tee – Pikes Peak was able to adjust in-person programming in the safest way possible for our participants with little impact to its delivery. Our volunteers stepped up big time to allow us to increase our class sizes, while decreasing the amount of people in a group for each class. Our new safety procedures included temperature checks, color groups with a maximum of 10 people (including coaches) per group, color coded equipment for each participant and social distancing. We also set up a free golf club rental program, so that participants who did not have clubs would get a set of clubs for the duration of the program to take home with them to practice in between classes. Our summer had an historical amount of participants and is our most successful program session to date. We were able to offer more classes and expand our program into Teller County.

Coming off the success of our summer programs, we continued to find success with our Play Camp and Fall Session. Even though we had to cancel our Spring Break Camp and Spring Program, losing 175 participants from the previous year, we were able to keep our registered participant numbers close to those in 2019.



School and Community Programs

We had an amazing start to 2020 with our School Based and Community programs. We had **13 schools** and **6 youth serving organizations** scheduled for the Spring semester. Prior to the shutdown we were able to provide programming to **5 schools** and **1 youth serving organization**, for a total of **714 young people reached** through these partnerships.

Even though we were unable to provide programming to any more schools or youth serving organizations after the shutdown we were still able to continue our growth and expand our relationships across the community, which has built a great foundation for 2021.

714

young people reached through partnerships with schools, youth development organizations and outreach events & activities

Our Goals:

- Develop working relationships with physical education teachers, principals and golf coaches in El Paso and Teller Counties
- Strengthen partnerships to increase female and minority participation
- Broaden our reach with other youth serving organizations through our Outreach Committee
- Transition kids and teens to the Life Skills Experience program to boost retention of youth in golf



Against All Odds



2020 was a year full of unusual challenges and unprecedented discord.

But there were bright spots as well.

We'd like to show you some of our best moments and how we pivoted this year, virtually and in person.

The Power of Support

Annual Budget: Approx. \$374,500

First Tee - Pikes Peak received approximately \$100,000 from public use of our Indoor Learning Center and Program Fees from participants. The balance was raised through foundation grants, individual donors and our Legacy Tournament.

Our primary expenses to deliver programming that impacts thousands of young people include:

2 FACILITIES

- The Learning Center
- Short Game Practice Area & 4-hole Short Course at Valley Hi Golf Course

2 FULL TIME EMPLOYEES

- Executive Director
- Director of Golf and Education

Your Continued Support

DONATE

Help us continue to impact the youth in Colorado Springs at FirstTeePikesPeak.org/Donate

Each chapter within the First Tee network is funded locally, 100% of all monetary contributions goes towards funding First Tee - Pikes Peak programs. Every dollar helps ensure that the lives of young people are positively affected within our communities.

VOLUNTEER

Sign up to volunteer at FirstTeePikesPeak.org/Ways-To-Give-Volunteer

First Tee - Pikes Peak's volunteer program helps young people discover their unique talents and dreams, equips them with life-enhancing values and skills to achieve their goals through mentoring, and inspire them to become leaders that transform their families and community.

2020 Board of Directors

Jeff Stedman - Chairman | Picture Show Entertainment

Luke Travins - Vice Chairman | New Concepts Enterprises, Inc.

Josh Fenton - Treasurer | National Collegiate Hockey Conference

Virginia Rowland - Secretary | The Rowland Team

Wesley Barnett | Thorne

Jessica Bennett | Colorado College

Sarah Birkel | United States Olympic Committee

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Kent Fortune | USAA

Russ Ford | Pine Top Orthodontics

Todd Laxson | Cherokee Ridge Golf Course

Eric Liebold | Chief Petroleum

Cathy Matthew-Kane | Country Club of Colorado

Russ Miller | The Broadmoor Golf Club

Brian Spindor | Young Life Ministries

Building Game Changers



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