

Annual Report '23



# Building Game Changers



I'm grateful for your commitment to First Tee – Greater St. Louis and the children we serve. Last year, your support enabled us to expand our reach into more schools than ever before and offer on-course programs to any child who had an interest in the life-changing benefits of golf.

Our mission remains as critical as ever, as [First Tee and Harris Poll research](#) from 2023 shows that 85 percent of parents believe character is a lost value.

Through our golf-based personal growth programs, we empower the next generation to build life skills that give them the strength of character they need to succeed in every aspect of life. Thank you for being part of our work!

– Anne Klein, Executive Director



We reached our 2023 goal of growing our board while remaining focused on our main objective: increasing fundraising efforts to further the First Tee mission.

I was privileged to see that impact first-hand at our 2023 golf tournament, where one of our long-time participants was in attendance. She was about to graduate from high school and had committed to play golf in college, thanks largely to her supportive family, her First Tee scholarship, and her years of instruction from our impassioned coaches.

Thank you to everyone who contributed to these successes, and to those who helped make a positive impact for thousands of kids throughout Greater St. Louis last year.

– Ryan Hillenbrand, Board Chair





# 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.







## Who We Are

For more than 15 years, First Tee – Greater St. Louis has been using the platform of golf to provide innovative and experiential learning opportunities for young people. Character education and long-term life skills are at the heart of our programs, which are delivered by coaches who have been trained in positive youth development. We offer character education programs at golf courses, elementary schools, and youth centers throughout the St. Louis region.

## Why We Are

First Tee is a youth development organization that enables kids to build the strength of character that empowers them through a lifetime of new challenges. By seamlessly integrating the game of golf with a life skills curriculum, we create active learning experiences that build inner strength, self-confidence, and resilience that kids can carry to everything they do. We're Building Game Changers through our junior golf programs.

## Skills That Last a Lifetime

- Understanding and managing emotions
- Resolving conflicts
- Setting up step-by-step goals
- Planning for the future
- Appreciating diversity
- Golf fundamentals and advanced techniques

# More Than Just a Sports Program

# Programming

## On-Course Program

Our on-course program seamlessly integrates learning the game of golf with character-building. We create opportunities that help kids uncover their inner strength, self-confidence, and resilience that they can carry to everything they do.

## School Program

We give P.E. teachers, who may not have the equipment or space to even contemplate a golf program, all the tools they need to get started. We provide training, equipment, and lesson plans that integrate life skills and character-building values with the game of golf.

## Community Program

We partner with youth centers like the Jackie Joyner Kersee Center and Boys and Girls Club to bring the program to life and introduce golf using games that are flexible to the ages and abilities of the kids involved.



2023

## Scorecard



47,500+

youth impacted annually



6

program locations



113

Elementary Schools



21

Nationally trained coaches



83

Volunteer coaches



418

Life Skills Participants



85

Programs offered



119

Sets of clubs provided



## Locations



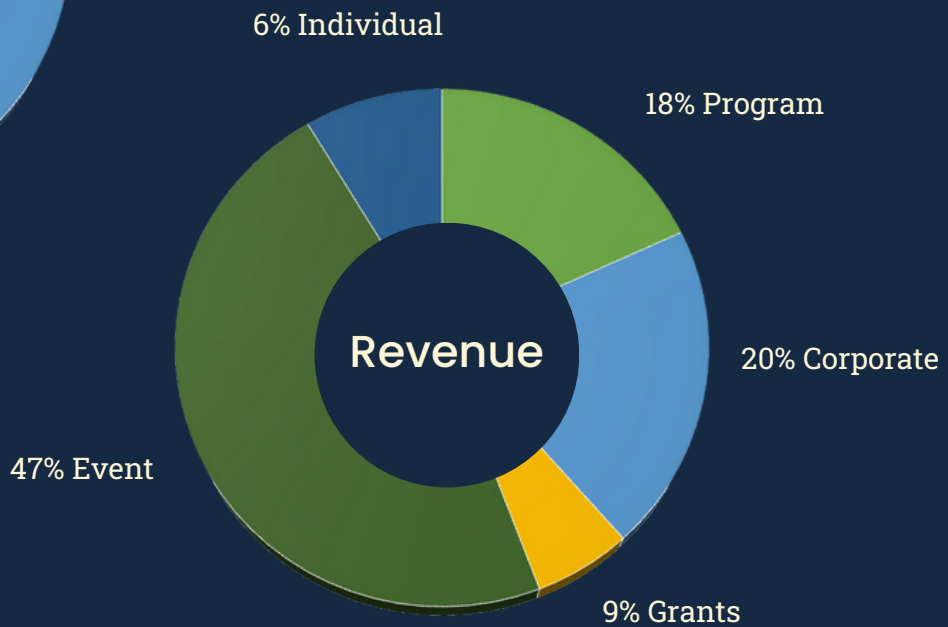
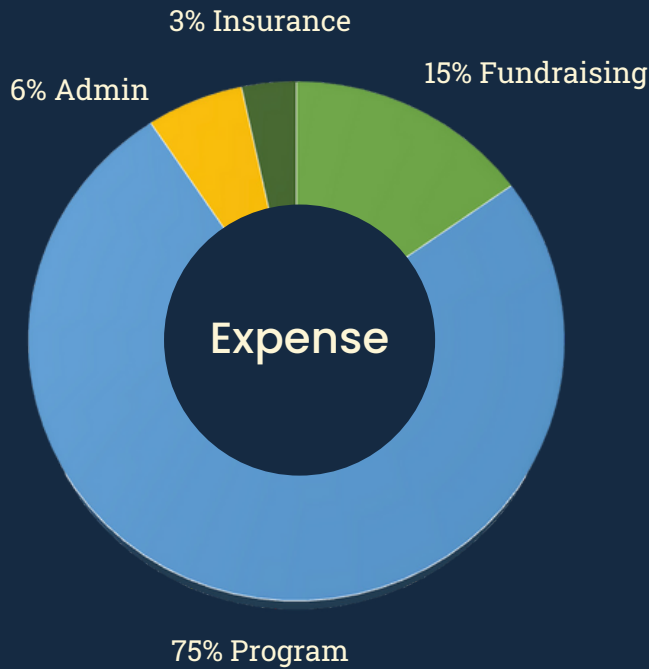
## What Parents Are Saying

- “My sons look forward to First Tee every season and that's bigger than it sounds. I tried every program in St. Louis to try and engage them in the outdoors, away from their video games and cell phones. Thank you, First Tee. You have made a difference in our home.”
- “Getting starting, learning skills, being rewarded with a high five, a fist bump, encouraging words... has been a perfect introduction to the golf universe/life. A spark has been ignited.”
- “It is positive and lighthearted. The instructors are educated and able to push the students who are more advanced. They are also able to slow the skill down for the students who are more introductory to the sport. I never have to push or negotiate with her to go to First Tee – I believe she is learning to love the game.”
- “My son is not as athletically inclined, so golf is the perfect individual sport. He does not feel the judgement as he does in team sports, yet it gives him an opportunity to participate in a sport that he can continue throughout his life.”

**Thank you** to the individuals, grant funders, corporate partners, and other supporters who continue to support First Tee – Greater St Louis in our mission to empower youth.

We frame all decisions, strategies, personnel, programs, and community outreach with the single focus on what is best for our participants. Each chapter within the First Tee network is funded locally, 100% of all monetary contributions goes towards funding First Tee – Greater St Louis programs. Every dollar helps ensure that the lives of kids and teens are positively affected within St Louis.

# Financials







## 2023 Board of Directors

### **Ryan Hillenbrand**

*Board Chairman*  
Hillenbrand & Company  
Insurance Advisors

### **Scott Mannis**

*Board Vice Chair*  
MultiColor

### **James Chalmers**

*Board Treasurer*  
Moneta

### **Michelle Mitchell-Bromfman**

*Board Secretary*  
Compass Minerals

### **Leonard Adewunmi**

D & R Building Group

### **Dave Amarnek**

The Foot and Ankle Center

### **Blake Armstrong**

Husch Blackwell

### **John Barringer**

Stifel Bancorp, Inc.

### **Andy Byer**

&Partners

### **John Crowley**

&Partners

### **Jim Ferrick**

Greensfelder

### **Julie Flynn**

Stifel Financial

### **Bill Holland**

Holland Injury Law, LLC

### **Anthony Houska**

Crane Agency

### **Charles Hylan**

The Growth Partnership

### **Rebekah Bahn Kingston**

Colliers

### **Jesse Klein**

Thompson Street Capital  
Partners

### **Denny O'Neill**

Retired/Volunteer  
Coach

### **Patrick Oruwari, M.D., FAPA**

Psychiatry Consultant LLC

### **Facundo Oyenard**

Azteca Insurance LLC

### **Tim Powers**

Missouri General Insurance  
Agency

### **Nick Ragone**

Jefferson

### **Luis Rivero**

Centene Corporation

### **Fred Rohlfig**

FleishmanHillard

### **William Shearburn**

William Shearburn Gallery

### **Robert Tynes**

Bank of America Private  
Bank

## 2023 Leadership Team

### **Anne Klein**

*Executive Director*

### **Mary Swanson, LPGA**

*Program Director*

### **Tracy Lister**

*Program Coordinator*