



Building Game Changers, On and Off the Course.

Your Support in Action:

2024

Impact Report Inside!





MEMBER SPOTLIGHT

Lauren Nau

9-YEAR MEMBER

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Competed in the PURE Insurance Championship Impacting First Tee at Pebble Beach. "Pebble Beach was truly amazing. I'll always cherish the experience of learning from the best and meeting juniors from across the country."

2024 Impact Scorecard

By The Numbers

97,136

Total Youth Reached
In 2024

56%

Annual Retention
Rate

2,049

Unique On-Course
Participants

324

Total On-Course
Classes Offered

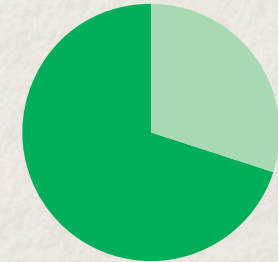
14

On-Course
Valley Locations

62

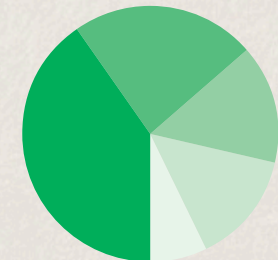
Trained, Active
Coaches

Demographics



Gender

- Male (70%)
- Female (30%)



Age Groups

- 7-9 (40%)
- 10-11 (23%)
- 12-13 (16%)
- 14+ (14%)
- Tiny Teez (7%)



Program Highlights

Programs in Action: Focus on Teens!

Teen Participation

Overall

21.6%

Retention

75%

\$82,750

Awarded to 11 college scholarship recipients in the First Tee – Phoenix Class of 2024

TOPGOLF

Teen event at Topgolf was a huge success, with more than 100 teens enjoying an afternoon of golf, fun, and friendship

7 Teens

Selected for once in a lifetime experiences at First Tee national leadership and golf events

Thank You For Fueling The Mission!

In 2024, our community helped
raise more than \$1.7 million to
keep golf and life skills
opportunities affordable
and accessible!

National Trustees
Supporting
First Tee — Phoenix

PING®



THE
THUNDERBIRDS



Fundraising Events

100 Hole Challenge

- 18 teams
- 54 players
- 100 putting holes
- \$92,000 raised

The Charity Golf Invitational Presented by Salt River Materials Group

- Held at TPC Scottsdale
- 136 attendees
- More than \$200,000 raised

In-Kind Impact

Thanks to generous community members, thousands of donated golf items reached kids or raised funds, cutting costs and giving more kids the chance to learn and grow through golf!

Your Support Makes All the Difference!

"Everything was great - and now my son is hooked on golf! This program has truly boosted his confidence in himself and his decisions."

- Dylan, parent of a First Tee —Phoenix Member (age 7-9)



It's more than golf. It teaches etiquette, confidence, and how to try new things.

- Jenn, parent of a First Tee—Phoenix Member (age 12-13)

This is our first year and we're so grateful for the impact it's had. Thank you for giving kids like Trevor a place to belong and thrive.

- Elaine, grandparent of a First Tee —Phoenix Member (age 14+)

98%

Described their experience as "great" or "excellent"

- 2024 Member Survey

