



Vision 2028 - Strategic Goals

Who We Serve	Our Goals	Our Work	Ultimate Purpose
Participants Ages 4 – High School & Alumni Volunteers Community	Increase Outreach and Impact 2,800 On-Course & 200,000 School Kids	<ul style="list-style-type: none"> - Maximize growth through all programming (schools, clinics, community programming, etc.) increasing the number of Game Changers developed through the program. - Positively impact and retain FT-PHX Members, teaching them core life lessons that become fundamental principles. 	<p>Through the game of golf, we serve as catalysts, offering accessible pathways to the sport while imparting vital life skills and positive values. Our mission resonates on the golf course, in schools, and across all socioeconomic and diverse communities in the Valley; fostering personal growth and community impact where all youth can thrive.</p>
	Provide Top Notch Programming Through parent satisfaction surveys and Internal Programming Observation	<ul style="list-style-type: none"> - Offer best-in-class programming to the youth across the Greater Phoenix area, focusing on teaching the values of golf and the First Tee Key Commitments. - Enhance and expand the First Tee experience for youth golfers, providing them with the best possible learning environment and opportunities. 	
	Maximize Growth and Diversity Match or exceed the racial/ethnic, socioeconomic, gender diversity of our youth population	<ul style="list-style-type: none"> - Increase successful, sustainable, and measurable member growth to diverse groups of youth within the Greater Phoenix Area, especially those in challenging socioeconomic areas. - Recruit, train and retain staff, leadership and volunteers to reflect participation goals. 	
	Strategic Expansion Revenue of \$2.8 million	<ul style="list-style-type: none"> - Capitalize on strategic opportunities to expand outreach, community engagement, and target audience coverage. - Utilize the Mission/Vision Statement to engage the larger community in our initiatives. - Become one of the most successful chapters in the network, measured by Chapter Benchmarking. 	