



## Keeping Kids On Course

### 2020 a Summer of Opportunity for Programming

As we began planning for this year's summer programming, First Tee — Southeast Wisconsin understood the impact that the COVID-19 crisis was having on kids throughout our community. Regularly scheduled youth sports camps and programs were having to make major adjustments to their programming and, in many cases, were forced to cancel summer sessions completely. Golf found itself in a unique position to be able to adjust in-person programming in the safest way possible for our children with little impact to its delivery. We knew that youth golf programming would be more crucial than ever this summer.

At the same time, we recognized the impact that the pandemic was having on many household budgets throughout our community. Families had to prioritize their needs to adjust to financial changes, impacting the amount of money available for youth activities this summer.

Thanks to your support, we were able to respond to these challenges by offering our Pre-PLAYer and PLAYer (introductory level) sessions free of charge for all kids who signed up to participate in programming held at our Noyes Park location. In addition, our Noyes Park Pre-Par, PAR and 1st TEENS (advanced level) sessions were offered at a 50% reduced fee as well. The result...individual participation at Noyes Park more than doubled this year!

We are excited about what the future holds for our kids. Our programs are making a difference and parents have taken notice. 92% of the parents who responded to our post-summer survey said that they plan on enrolling their child in a future session. Your investment in the kids of First Tee — Southeast Wisconsin makes these opportunities possible.

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## President's Message

# Thank You for Your Support

## Your generosity is helping us write our next chapter



Perhaps like many of you, I first heard about First Tee through commercials while watching golf. Commercials and advertisements are designed to grab attention, but often do not tell the full story. This has certainly been the case for me as I have spent the past several years getting to know the depth and details of First Tee, and specifically how First Tee programming and curriculum are positively impacting our local community here in Southeast Wisconsin. The more time I spend, the more impressed I become, and the more proud I am to be affiliated with the organization.

Certainly this past spring and summer of 2020 presented unique challenges for our youth programming, but I'm proud to report that we were still able to continue our growth and expand relationships across the community to deliver our Life Skills and Healthy Habits curriculum to many new kids. Perhaps most notably, based on your support, we were able to introduce free programming for many of our kids, an important step for us as we seek to reach as many kids as possible.

Currently our chapter serves a nine-county area and reaches over 15,000 kids per year. This is done through summer, after school and in-school programs. Each program aims to deliver life skills and healthy habits while teaching the greatest game there is to play.

How are we able to do this and to continue to expand? Through the efforts and contributions from each of you. Our strategic plan is aggressive as we aim to double the number of children positively exposed to the game in the next few years. We are working to make sure that we have each type of programming in every county in our area. With your help we can accomplish our objectives.

As I reflect on our growth and expansion of support of the community in 2020 I want to say THANK YOU for all of your support. I am excited to see what we have in store for the future as we continue to follow our strategic plan to maximize our impact across our entire geographical footprint, providing opportunities to kids throughout Southeast Wisconsin.

*Drew Slocum is the Market Manager for Wisconsin at Bank of America and Board President of Wisconsin Educational Youth Development Foundation, Inc., which operates First Tee — Southeast Wisconsin.*

## Survey Says...

Each year, parents are asked to provide feedback about their child's experience at their First Tee summer program. Here's what they had to say this year:

"My child's self-confidence improved & gave him something to strive for in the future. Practicing golf is now part of his routine, not just watching TV or playing videogames."

"Both of my boys have loved the program and have taken an interest in the sport thanks to the encouragement the coaches provide."

"The coaches made learning fun."

"You could see everyone get at least a little bit better and more confident in themselves."

## Same Mission, New Look



## Building Game Changers

*In September, First Tee rolled out a new look for our brand. This update is a reflection of our promise to help empower kids to build their strength of character. The brand evolution includes the new logo above, which incorporates a compass and is a metaphor for the growth guidance at the heart of First Tee.*

# An Everlasting Impact

## From participant to chapter leader

For the last 17 summers, Michael Foster has been a part of First Tee – Southeast Wisconsin programs. As a participant starting at age 5, Michael learned the game and its values, eagerly returning each summer to spend time with friends and continue to grow as a player and a person. “I really enjoyed the program as it taught me a lot about the game of golf and provided me with important life skills. Being a First Tee coach has been an enriching experience.”

Michael has spent the last 5 years as an assistant coach, helping with summer programming at both Noyes Park Golf Course and Lake Park Golf Course. His experience as a participant has helped him tremendously as a coach. “Because I had gone through this program, it was easy to empathize with the students and facilitate an enjoyable learning environment based on the coaching and experiences that made me want to return each summer.”

As Michael finishes school at UW-Milwaukee, he knows his First Tee experience will continue to benefit him in his career. “As I begin to enter the workforce, the significance of First Tee core values have become foundational in how I will engage in my career. Above all, working alongside the programming director, Tom Gerke, has reinforced these values in such a way that I view him as a mentor and a friend. I am honored to be a part of First Tee, and I am thankful for all that it has provided me.”



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## Volunteer Spotlight

### Joe Wendels

#### How did you first get involved with First Tee – Southeast Wisconsin?

Jeremiah Hoffmann, PGA, who was then the head golf professional at Rolling Meadows Golf Course, invited me to volunteer with his programs.

#### Why does giving back through First Tee – Southeast Wisconsin matter to you?

It matters to me because golf has been extremely good to our entire family. All three of my kids played high school golf, two of them played collegiately and one of them advanced to the LPGA Tour. I feel that it has been so great for our family, and I want to give something back.



#### What has been your most meaningful experience since you started working with First Tee –Southeast Wisconsin?

I would have to say watching the kids progress through the program and getting better in all aspects of the game and also with our core values.

#### What do you wish other people knew about First Tee – Southeast Wisconsin?

How much it impacts the kids.

#### What do you hope First Tee – Southeast Wisconsin achieves in the future?

I hope First Tee continues to get a lot of children in the program. I think that's the key, getting as many kids in the program as you can get.

*Joe Wendels has been an active volunteer at First Tee – Southeast Wisconsin programs in Fond du Lac for three years.*



# New Community Partners

## Two new partners join the First Tee family

We are excited to welcome Future Urban Leaders and Purposeful PLAY as our newest First Tee Community Program partners.

Future Urban Leaders helps Milwaukee's urban youth to grow and succeed by providing unique learning experiences and exposing students to opportunities otherwise unavailable to them.

Aligning with the First Tee mission, Purposeful PLAY (Positive Learning through Athletics for Youth) works to inspire generations of youth to lead happy, active and healthy lives using the power of play and athletics as a pathway to lifelong success.

Do you know a local organization that would make a great partner? Let us know by contacting 414-727-5290 or [info@firstteesew.org](mailto:info@firstteesew.org).



## Join Our Game Changers Circle

### Become a monthly donor today!

Monthly giving empowers First Tee — Southeast Wisconsin to plan for the future. Your commitment of a monthly gift will help build the financial stability we need to grow. By creating a sustainable resource, monthly donors allow us the opportunity to increase our financial assistance, purchase equipment, expand our programming locations and community access as well as hire and train additional coaches.

For more information, scan the QR code or visit [firstteesoutheastwisconsin.org/ways-to-give/game-changers-circle](http://firstteesoutheastwisconsin.org/ways-to-give/game-changers-circle)



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Building Game Changers

#### First Tee Nine Core Values

Honesty · Integrity · Sportsmanship · Respect · Confidence  
Responsibility · Perseverance · Courtesy · Judgment

#### First Tee Nine Healthy Habits

Honesty · Integrity · Sportsmanship · Respect · Confidence  
Responsibility · Perseverance · Courtesy · Judgment

*The mission of First Tee — Southeast Wisconsin is to impact the lives of young people by providing educational programs that build character and instill life-enhancing values through the game of golf.*