

2023 ANNUAL REPORT

Message from Kenneth Bien, Board President

2023 has been a very productive year for Pro Kids, First Tee - San Diego. Over 800 kids are participating in our programming at both City Heights and Oceanside locations. As in prior years we are assisting these young kids with their daily school work with our tutors and providing those attending college or technical school with scholarship opportunities. This year we have provided over \$165,900 in scholarship assistance to the kids!

Again this year, our two major fundraisers were a great success with the Celebrates Gala honoring George and Meryl Young. They have been constant supporters of Pro Kids and our mission.

The Pro Kids Golf Invitational held in September at San Diego Country Club provided donors the opportunity to play one of San Diego's best courses. This year's PKGI was the largest in our 15 year history of the event!

2024 will be an even more productive year supporting the kids. We are very grateful to have an outstanding staff of over 30 professionals to support our mission. Thanks to all of our donors for their annual support of Pro Kids!!

Message from Karla Gomez, Chief Operating Officer

This year marked 29 years in San Diego for Pro Kids. The interest and support in 2023 for our programs continue to exceed our expectations. On behalf of Pro Kids, I'd like to personally thank you for being a part of our success. Your generosity has propelled our programming and has allowed us to continue making a lasting, positive impact.

"Golf is the hook; education is the payoff" was the founding vision of Pro Kids. It continues to drive our programs as we focus on the success of our youth, both on and off the golf course. We are committed to leaving a legacy of young people who are well-rounded, resilient, and aim to impact the future. We need to invest in their future by implementing programs that continue to break the mold and combat the staggering statistics that reflect what our youth are facing today. Thank you for partnering with us; by supporting our programs, you are supporting their dreams.



Key Highlights

ABOUT PRO KIDS, FIRST TEE - SAN DIEGO

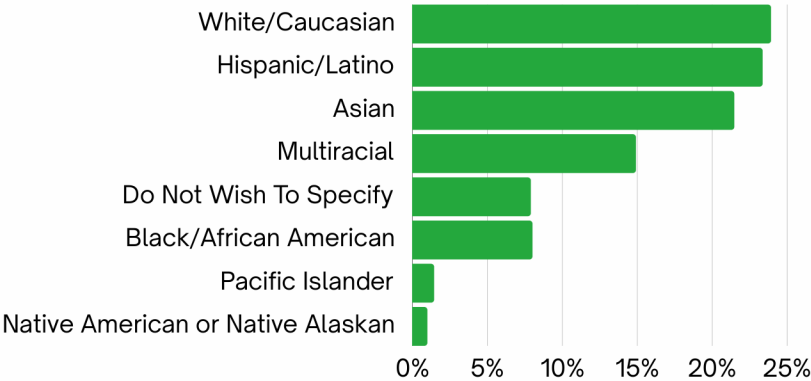
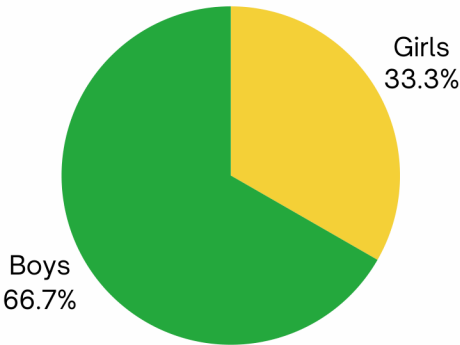
The mission of Pro Kids, First Tee - San Diego is to challenge underserved youth to excel in life by promoting character development, life skills, and values through education and the game of golf. Our team of dedicated staff is devoted to our youth participants and work to provide meaningful experiences, lessons, and connections both on and off the course.



899

TOTAL MEMBERS

Pro Kids has served **264** members in Oceanside and **635** members in City Heights.



Golf Program

At the beginning of 2023, Pro Kids transitioned to age-based programming for our golf classes. This shift allowed for members who are of similar age to participate in class together, while allowing the Golf Professionals to focus on delivering age-appropriate content to our members. These classes consist of teaching golf skills, rules, etiquette, life skills, and our First Tee Core Values. This also allowed coaches to improve our programming, by implementing appropriate long term athletic development specific to the age of our students.

We also increased our programming hours and classes, this led to an increase in flexibility and accessibility to Pro Kids members and their families. By doing so, we increased participation in the program 25% compared to 2022.

This year, Pro Kids had numerous success stories both on and off the course. Pro Kids had four participants who were selected to national First Tee events. These members represented Pro Kids in events such as The First Tee Leadership Academy, Game Changers Academy, First Tee Innovators Forum and the PURE Insurance Championship at Pebble Beach. These members were selected by First Tee National after completing both an application and interview process.

25%

INCREASE IN PARTICIPATION

4

MEMBERS SELECTED
FOR FIRST TEE EVENTS



Alumni Highlights



Jasmine Leovao is a freshman at Long Beach State. This year, she won The Big West Women's Golf Championship, 2023 Big West Freshman of the Year, and First Team All-Big West.



Norman Xiong had an incredible year on the Korn Ferry Tour. His year was highlighted by winning the 2023 Nationwide Children's Hospital Championship and earning his PGA Tour Card for 2024. Big things coming for The Panda!

Learning Center

WHAT'S GOING ON IN CITY HEIGHTS?

We are excited to announce that we achieved many of our goals this year, which include increasing community outreach in City Heights. This year, we have welcomed 192 new members to the Pro Kids family. Currently, we have 474 students attending our facility in City Heights, with 429 students receiving financial aid.

The Pro Kids Learning Center is a safe and welcoming environment for students to receive homework assistance, socialize with friends, and participate in fun activities after school. We offered various field trips and workshops to enhance the learning experience and retain students. We provided numerous workshops for all ages, including cooking, financial literacy, and exercise classes. Additionally, we offered over 50 incredible field trips, such as indoor skydiving, rock climbing, paddle boarding, and visits to all the Balboa Park museums.

We are excited to share that we have partnered with local schools in City Heights to cater to the high demand for our learning center. We have set up a program that enables elementary school students to attend the Pro Kids Academy twice a week, freeing up space for new students to join the program.

Our older students were privileged to attend career panels in our facility and visit various colleges, including UCLA, SDSU, USD, and UCSB.

WHAT'S GOING ON IN OCEANSIDE?

Pro Kids Oceanside celebrated its 10th anniversary!

Oceanside has gained more than 100 new members in the last year. A major factor in our retention success is our after school pick up program. We shuttle from two middle schools. Since the closure of Reynolds Elementary School, we now pick up from Foussat Elementary School, helping us maintain a thriving elementary school program.

This year we offered onsite guest speakers for the first time since COVID, bringing in speakers to teach our members about a variety of topics from veterinary work, small business ownership, archeology, and more! We also strive to get the kids out into the community by taking them on field trips to local business, museums, farms, educational centers and college campuses. This coming year we will be offering monthly opportunities to explore and learn more about our community.

Our members are exhibiting the Pro Kids Core Values and we couldn't be more excited to watch them grow and thrive. A handful of middle school girls joined their after-school leadership program, choosing to attend weekly meetings on campus. We couldn't be prouder of their initiative and dedication to expanding their knowledge base.

47

SCHOLARSHIP RECIPIENTS

Pro Kids has awarded over **\$165k** in scholarships to college students.



Testimonials



“When I first got to Pro Kids, I was around seven years old and the only thing on my mind growing up was playing golf or basketball with my friends, homework, and hot Cheetos and cheese. As I progressed throughout the program, I learned valuable life lessons, like perseverance and adaptability, and created lifelong friendships and relationships that continue to impact my life today. I was fortunate enough to continue my journey with Pro Kids as a scholar, graduating from Seattle University with a BA in Marketing, followed by an MA in Strategic Communication. I currently work at TaylorMade Golf as a Business Analyst, leading the testing and optimization program of our DTC ecommerce site and creating campaigns for our new personalization program.”

- Will Gonzalez, 2023 Hall of Fame Award Recipient

“My Pro Kids experience began at 12 years old just a few years after our founder Ernie established the unique program. I grew up right here in City Heights walking distance from the golf course and one day stumbled in through the dilapidated clubhouse doors at Colina Park Golf Course. I immediately fell in love with golf and found success in a sport that helped me discover a newfound confidence in myself.

My coaches were so influential, in fact, I have dedicated the last 15 years to working in youth development. For the last eight years, I served youth and their families at First Tee – Greater Pasadena and became a mentor, shared life lessons, and taught them this great game. And now 25 years since I first walked through the doors at Pro Kids, this community has welcomed me back after moving home to San Diego this past summer. Along with an incredible program staff, and a team of stellar golf professionals and coaches, I get to serve the very community I grew up in as the First Assistant Golf Professional and develop relationships with an entire new generation of Pro Kids.”



- Stephen Im, First Assistant Golf Professional



“This year, I had the experience of a lifetime competing in the 2023 PURE Insurance Championship Impacting the First Tee. I would like to thank the entire Pro Kids and First Tee staff for this incredible opportunity and for all the support I’ve received not only during this tournament, but also throughout my entire career as a First Tee member. I’m so thankful for this experience and the lifelong memories I have made, and none of this would be possible without the mentoring and coaching I have received from staff including Coach Curtis, Coach Danny, Coach Nick, Coach John, Coach Charlie, Coach J.R., Coach Whitney, and so many others. I’ve been a Pro Kids member since I was nine years old and growing up through the program has truly been transformative and life changing.”

- Bella Villarin, current member

Funding & Revenue Summary

\$3.26 million

FUNDING & REVENUE

Pro Kids received over **\$2.64 million** in grants, donations and fundraising events.

In addition, Pro Kids received over **\$622k** through membership and course revenue.

Fun fact: Colina Park Golf Course has served over 35,000 rounds of golf. Since 1994, Colina Park Golf Course has served as the headquarters for Pro Kids, First Tee - San Diego. 100% of all golf course revenue goes towards supporting Pro Kids.

Celebrates Gala

Our Celebrates Gala, the largest fundraising event for Pro Kids, took place in June at the Hilton La Jolla Torrey Pines and it successfully raised over \$600,000. We extend our gratitude to all attendees who contributed to the success of the evening and joined us in honoring George and Meryl Young.



Pro Kids Golf Invitational

In September, we held our Pro Kids Golf Invitational at the San Diego Country Club. The event hosted 116 golfers (which was the largest in tournament history) and we raised close to \$450,000. Congratulations to the winning team of Bert Edelstein, Richard Hyatt, Hunter Hughes, and Jack Allen.

We couldn't have done the event without the support of the San Diego Country Club and our event sponsors. A special thank you to our co-chairs of the event, Ken Bien Tony Thornley, and David Koravos.



Leadership

Founder

Ernest H. Wright, Sr.

Chairman

Howard Wright

Executive Committee

Kenneth Bien
Amy Romaker
Tony Thornley
Doug Butz
Edward Patrick Swan, Jr.
Christopher A. Booth
Julie Dillon
Bert Edelstein, Ph.D.
Jeff Schmal
Vivian Sayward
Peggy Chapman

Board of Directors

Mark Andrews
Chip Brewer
Gabriel Carini
Dr. Michael Clar
Jack Farnan
Jessica Furrow
Lucy Labruzzo
Harold Lewis, II
Roberto Rodriguez
Will Speer
George Young

Vision Council

Kim Eggleston
William Fontana
William Hayer
Nick Krnich
Gary Levine
Steven C. McCracken
Victoria Wright

Executive Staff

Karla Gomez
Curtis Burkhead, PGA
Cameron Scott
Twannia Baker
Christine Barbara
Bobby Canedo Jr.

Golf Department

Brayant Alba
Nick Canale
Tyler Hardrick
Breann Horn
Stephen Im
Ethan Lee
Matthew Moomjian
Jenrick Quemado
Kevin Sheriff
Daniel Yang
John Gadzala

Program & Learning Center Department

Evelyn Aguilar
Eduardo Corona
Alyce Davis
Hannah Green
Summer McGrane
Daniel Saldana

Pro Sho & Maintenance

Osvaldo Tobon
Melissa Pettit
Luke Smith
Abdullahi Mohamed
Sean Yang
Robert Canedo
Alan Canedo
Carlos Dueñas
Benito Munguia

IT Department

Blake Wimer

Thank you to our donors and partners for your continued support!

Gratitude fills our hearts as we extend a heartfelt thank you to the generous donors and partners who have made a significant impact on Pro Kids, First Tee - San Diego in 2023. Your unwavering support has helped empower and inspire the next generation, shaping brighter futures through education and golf. Together we're making a lasting difference in the lives of young individuals and your commitment to our mission is truly appreciated.

For any questions, please reach out to Christine Barbara at cbarbara@prokidsonline.org.