

2024 ANNUAL IMPACT REPORT



CEO's Message

As I reflect on my first year as CEO of Pro Kids, I am incredibly proud of what we have accomplished together in 2024. Stepping into this role has been both an honor and a privilege, and I am deeply grateful for the warm welcome and support from our Board, staff, members, families, and community partners.

This year's completion of our five-year Strategic Plan marks a pivotal moment for Pro Kids, setting the course for our future growth and deepening our impact. More than just a roadmap, it is a shared commitment to expanding opportunities for young people across City Heights and Oceanside. I have already seen this vision come to life through the dedication of our team—creating safe, supportive spaces where young people not only develop their golf skills but also grow as leaders in their communities.

The impact of Pro Kids is evident in every milestone achieved. Whether it is a young member stepping onto the golf course for the first time, a high school senior securing a scholarship, or an alum returning to mentor the next generation, our work is creating lasting change. In 2024, Pro Kids provided over 5,000 hours of structured programming to 767 members, offering golf instruction, STEM workshops, field trips, and academic support. Many of our members are first-generation college students, gaining valuable skills and mentorship to support their educational journeys. To ensure that financial barriers never stand in the way of opportunity, we provided \$515,000 in financial assistance to member families. This impact is made possible by the generosity of our supporters, with donor retention remaining a key factor in sustaining and expanding our programs.

As we look ahead, our focus remains on expanding access, strengthening our programs, and fostering lifelong connections within the Pro Kids family. Your partnership makes this possible. Thank you for believing in our mission, investing in our young people, and walking alongside us as we continue to grow.

On behalf of the entire Pro Kids team, I appreciate your continued support. Here's to an exciting future and the boundless potential of the young people we serve!

With appreciation,
Jennifer Pillsbury



We celebrated our **30th Anniversary** of making an impact in our community. Scan the QR code to watch our story from our humble beginnings.



Stay connected with Pro Kids on social media to keep up with all the latest news and updates!

Instagram: @prokidsgolf

Facebook: @prokidsgolfsd

Linkedin: @prokidsgolf

Board of Directors

President's Message

2024 has been another very successful and productive year for Pro Kids, First Tee - San Diego. We are pleased that Jennifer Pillsbury, our new CEO, began her leadership in January, 2024! In addition, we just completed our five-year Strategic Plan defining our plans and goals for our Board and Staff to execute. This is a very exciting time for us.



We continue to serve 767 kids in both of our locations, City Heights and Oceanside providing character training and development, educational programming and teaching golf skills to our members. The safe, drug free and like home environment has provided these kids a secure place where they can develop their lives.

Again this year, 46 kids have secured a Pro Kids scholarships to both technical and university level schools. This year, we have provided \$169k in scholarships for the kids. Some of these kids return as volunteers to Pro Kids during their school breaks to assist our 35 staff in providing our services.

Our two major fundraisers, Celebrates and Pro Kids Golf Invitational were again very successful in funding our programs. In addition, our other major donors and our ability to receive grants supplement our funding requirements. Of course, we could not provide our services without significant support from our individual donors!! Thanks to all who provide the resources for us to have an impact on these kids. Thank all of you for your continuing support!

Thank you,
Ken Bien

Executive Committee

Mark Andrews
Kenneth Bien
Bert Edelstein, Ph.D.
Jack Farnan
Lucy Labruzzo
Roberto Rodriguez
Amy Romaker
Vivian Sayward
Edward Patrick Swan, Jr.
Tony Thornley

Board of Directors

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Dr. Michael Clar
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Kristin Cuthbertson
Harold Lewis II
Andee McCoy
Jeff Schmal
Will Speer
Kris Weickowski
Antrone Williams
George Young

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

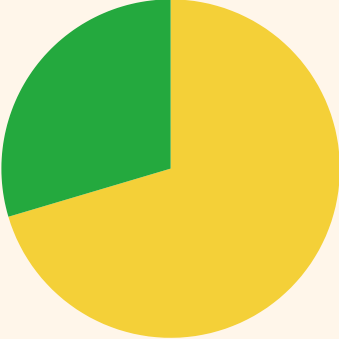
Key Highlights

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.

767

Members Served



\$515k+

Financial Assistance Awarded

1,850

Students reached through school outreach and golf clinics

City Heights (Y)	70.40%
Oceanside (G)	29.60%

Pro Kids made it a priority to expand our reach beyond our facilities to students across San Diego County. Through targeted school outreach and golf clinics, we reached an average of 200 students per month. These efforts included outreach at Camp Pendleton, Fay Elementary, Fousat Elementary, MLK Middle School, and Hoover High School.

Gender



Male (G)	66.23%
Female (Y)	33.64%



Golf Program

This year, Pro Kids focused on increasing accessibility for youth, ensuring that no child is excluded due to cost. We expanded class times and opportunities, making our facility more accessible to eager young golfers. Our golf team, with over 50 years of combined experience, developed a curriculum that integrates golf skills, life skills, and etiquette. Through an age-based model, we provide tailored lessons that evolve from activity-based learning to a mastery-driven approach as players progress.

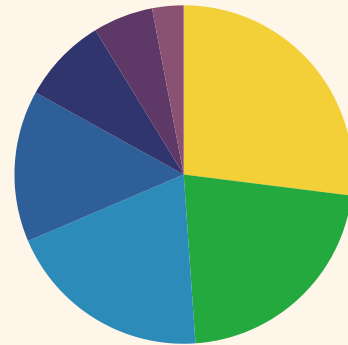
A key highlight was the revamping of our certification system with a seven-level structure, offering transparency and long-term goals. Additionally, our new PRO Kids Points System encourages participation in community service, practice, and workshops, allowing members to earn rewards like equipment or exclusive opportunities.



GOLF HIGHLIGHTS:

- Pro Kids returned to Monterey in the summer with eight members and two alumni. Thank you to our host, Mr. Tony Thornley!
- We partnered up with five country clubs to host our Home & Home Tournaments including The Bridges, The Farms, The Crosby, San Diego Country Club, and SantaLuz!
- Six of our members represented San Diego at three First Tee national events.

Ethnicity



Hispanic/Latino	26.99%
White/Caucasian	21.90%
Asian	19.69%
Multi-Racial	14.47%
Do Not Wish to Specify	8.21%
Black/African American	5.74%
Other	3.00%

45,000

Rounds played by Pro Kids members and the community

Since 1994, Colina Park Golf Course has served as the headquarters for Pro Kids. **100% of all golf course revenue goes towards supporting Pro Kids.**

Learning Center Program

At Pro Kids, we believe in creating lasting change through education, community, and mentorship. In 2024, both PK Oceanside and PK City Heights have seen incredible growth, driven by our dedicated team and the families we serve. **Here's a look at how we've made an impact this year.**

273

Van Pick Up at Partner Schools

65+

Field Trips Throughout San Diego

75+

Conducted Workshops and Clubs

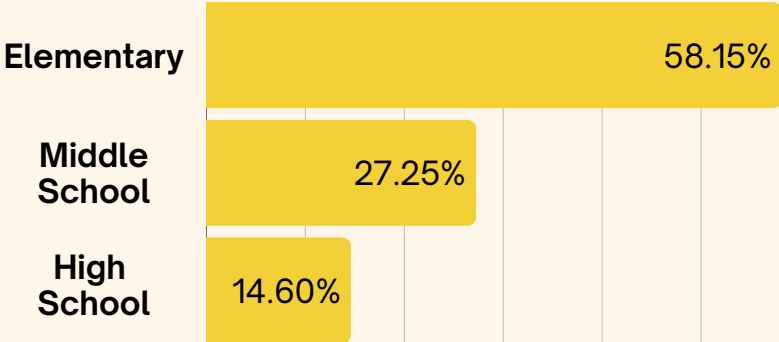
At both Pro Kids locations, we provide transportation for members from two elementary schools, three middle schools, and two high schools, ensuring that students can access our programs safely and consistently. Beyond golf, we've organized over 65 enriching field trips to museums, hiking trails, beaches, and more, exposing members to new experiences and ideas. We've also conducted over 75 hands-on workshops, including STEM projects, cooking classes, chess clubs, and cultural nights, fostering personal growth and a strong sense of community.

Pro Kids is proud to serve multiple generations of families, with retention being a key part of our success. It's inspiring to see younger siblings eagerly waiting to join, with some starting as early as age 7 and staying involved throughout their childhood.

At our Oceanside location, the Girls Mentoring Club has exceeded expectations. Of the 10 freshman girls who transitioned to high school this year, eight joined their school's golf team, with most earning spots on junior varsity.

In City Heights, our outreach efforts have grown significantly. The Program Director successfully organized 24 golf clinics at local schools during physical education classes and after-school programs. These efforts have expanded our reach to include new institutions such as Crawford High School, Euclid Elementary, Edison Elementary, Cherokee Point Elementary, Fay Elementary, and Hoover High School.

Member Age Group



Scholarship Program

At Pro Kids, we believe that education is one of the most powerful tools to transform lives. Through our Scholarship Program, we are committed to guiding our members on their journey to higher education and future success. From college road trips to scholarship opportunities, this year has been one of growth, new milestones, and unwavering support for our students as they strive to achieve their dreams.

Our focus remains on ensuring every Pro Kids member has access to the resources, mentorship, and opportunities they need to pursue higher education with confidence. Whether it's visiting top universities, offering personalized application support, or awarding scholarships, we're proud to continue making a lasting impact in their lives.

46

Scholarship Recipients

\$169k

Scholarship Awarded



COLLEGE PREP HIGHLIGHTS:

- Pro Kids took our first-ever Northern California Road Trip, visiting seven campuses including: UC Berkeley, Stanford University, Cal Poly SLO, UC Santa Barbara, UCLA, USC and UC Irvine.
- We organized monthly Saturday site visits at SDSU, CSUF, CSUSM and UC Riverside.
- We hosted Saturday College Application Sessions where members received personalized support on their college applications.



“Pro Kids has profoundly shaped my personal and professional life. With their guidance, I graduated from UC Berkeley, pursued a law degree from USD School of Law, and now serve as a Deputy Public Defender in San Diego. Pro Kids taught me the value of community and mentorship, and I’m proud to give back to the next generation of Pro Kids members.” -- **Said Shaba, 2024 Hall of Fame Recipient**



Funding & Revenue Summary

In 2024, Pro Kids experienced a strong year of revenue generation, reflecting the remarkable generosity of our community and the effectiveness of our fundraising efforts. This critical support allows us to deliver transformative programs that empower the youth we serve through golf, education, and life skills development.

Funding Breakdown

Special Events	\$1,168,056
Business Revenue	\$897,584
Planned Giving	\$739,941
Grants	\$698,547
Individual Contributions	\$288,113
Corporate Contributions	\$246,277

Expense Breakdown

Programming	43.11%
Operations	30.53%
Fundraising	15.36%
Administrative	11%

Here's how your contribution made an impact:

- **Youth Success Stories:** Members reached milestones like college admissions, scholarships, and leadership roles, building confidence and resilience.
- **Strengthened Partnerships:** We welcomed impactful collaborations and deepened relationships with donors and sponsors.
- **Growth in Planned Giving:** The launch of the Pro Kids Heritage Club and expanded support secured sustainable funding for future generations.
- **Developed a Strategic Plan:** A new strategic framework to enhance operations, align resources, and focus on key priorities like youth engagement and sustainability for greater impact in 2025 and beyond.

This year, your support helped us deepen our impact and lay a solid foundation for growth. Looking ahead, Pro Kids remains steadfast in our mission to empower youth and create life-changing opportunities.

Make a Difference at Pro Kids!

At Pro Kids, every contribution counts—whether it's a donation, monthly support, equipment, or even a legacy gift. Your involvement helps us continue empowering youth through golf, education, and mentorship. Volunteers are also essential, from coaching and mentoring to helping with transportation and events. Your time and support make a real impact.

Visit thefirstteesandiego.org/getinvolved to learn how you can help today!

Thank you!

On behalf of the entire Pro Kids family, thank you for your generous support and belief in our mission. Your contributions make a lasting impact on the lives of the young people we serve, helping them grow both on and off the golf course. Because of you, we can continue to provide life-changing programs, mentorship, and opportunities that empower our members to reach their full potential.

We are deeply grateful for your commitment to creating brighter futures for our youth. Thank you for being part of the Pro Kids community and for making a difference every day!



Leadership Staff

Jennifer Pillsbury
Karla Gomez
Cameron Scott
Lindsay Langford
Christine Barbara
Curtis Burkhead, PGA
Eduardo Corona
Twannia Baker Hall
Bobby Canedo Jr.

Pro Shop

Michael Mehran
Abdullahi Mohamed
Jaxen Trinidad
Osvaldo Tobon
Cammin Sykeo
Sean Yang

Golf Department

Esabella Barba
Nick Canale
John Gadzala
Breann Horn
Stephen Im
Ethan Lee
Jenrick Quemado
Kevin Sheriff
Daniel Yang

Maintenance Department

Robert Canedo
Alan Canedo
Carlos Dueñas
Benito Munguia

Learning Center Department

Evelyn Aguilar
Daniel Gonzalez
Hannah Green
Fernanda Lara
Summer McGrane
Daniel Saldana

IT Department

Blake Wimer