

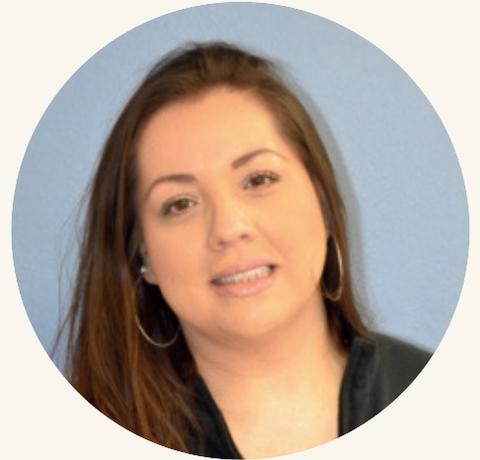
2025 IMPACT REPORT



A Message of Gratitude

As we reflect on 2025, I want to begin with a simple but heartfelt message: Thank you. Pro Kids is grateful for you, our valued supporters and stakeholders.

At Pro Kids, we believe generosity should never be transactional. Thanks to our donors, each contribution becomes transformational by opening doors, empowering youth, and creating opportunities that extend far beyond the moment a gift is given. Because of your belief in our mission, 2025 was a year of meaningful growth and life-changing experiences for the youth and families we serve. Your support does far more than fund programs; it grows confidence and provides a sense of belonging for young people who need it most.



2025 Highlights:

UNMATCHED ACCESS

Provided once-in-a-lifetime experiences like our Monterey Trip and Annual College Road Trip.

EXPANDED FOOTPRINT

Strengthened community partnerships and facilities to reach more youth in City Heights and Oceanside.

FUTURE LEADERS

Invested in the confidence and life skills of students who are now discovering what is truly attainable.

Looking Ahead to 2026:

- **Scale:** Expanding school partnerships to reach more students.
- **Quality:** Investing in staff and facilities for long-term sustainability.
- **Empowerment:** Ensuring every member feels supported and inspired.
- **Vision:** Turning more transactions into transformations.

Your support allows us to increase our reach and impact. We are deeply grateful to have you alongside us as we continue this important work.

Thank you for being an essential part of our community and for helping us create brighter futures, one young person at a time.

With gratitude,

A handwritten signature in blue ink, appearing to read 'Karla Gomez'.

Karla Gomez,
Interim Executive Director

Board of Directors

President's Message

As I complete my 10th and final year as Board President of Pro Kids, First Tee – San Diego, I am filled with gratitude to have been part of this amazing organization. I am so proud of what our team of staff, volunteers, and donors have accomplished!

2025 has been a year of change and successful execution of our mission to challenge underserved youth to excel in life by promoting character development, life skills, and values through education and the game of golf.

This year, we increased the number of participants at both our City Heights and Oceanside locations. These members are our future, and seeing them develop into good citizens is incredibly encouraging. Once again, we provided both college and technical school scholarships to 50 scholars this year, totaling over \$3.5M since 1999. We are grateful to the donors who have supported this program through direct gifts or their trusts.

Our members participated in many of our cornerstone programs, including college visit trips and "home and home" golf with members at local courses. More importantly, we continue to provide a safe, secure, drug-free, and gang-free location for them to develop their life skills.

I hope you enjoy reading about the many successes Pro Kids achieved this year in this Impact Report. Without your ongoing support through time and donations, none of this would be possible.

Thank you, and we wish you the very best health in 2026!

Ken Bien
President of the Board of Directors



Executive Committee

Mark Andrews
Kenneth Bien
Kristin Cuthbertson
Bert Edelstein, Ph.D.
Jack Farnan
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Victoria Wright

2025 Impact by the Numbers

798

Members Served



2,500

Students reached through school outreach and golf clinics

75%

Members Receive Financial Aid



\$412k

Financial Assistance Awarded

We bridge the opportunity gap by ensuring zip code and income are never barriers to elite mentorship and academic resources.

50

Scholarship Recipients



\$3.5M

Scholarships Awarded since 1999

In 2025, we supported scholars entering or currently attending college and vocational training, awarding **\$167,000 in scholarships this year alone**. This contributes to our milestone of \$3.5 million awarded since 1999, representing a decades-long promise to support our members' professional futures.

49,000

Total rounds played by Pro Kids members and the community



\$960,873

Colina Park Golf Course Revenue Reinvested in Youth

Our unique social enterprise model turns every green fee and bucket of balls at Colina Park Golf Course into a direct investment in our youth. As a city-leased facility, **100% of these proceeds stay at Pro Kids, ensuring that when the community plays, our kids win.**

Moments of Impact

These snapshots represent the journey our members took in 2025. From the first time they pick up a club to the moment they receive their college acceptance letters, your support makes these smiles possible.



Golf Program

Golf is our gateway to opportunity. In 2025, Pro Kids members stepped onto national stages, earned life-changing scholarships, and broke historic barriers—proving what’s possible when the community invests in our youth.

Breaking Barriers in High School Sports

We successfully launched the first-ever Girls Golf program at Hoover High School and are currently developing their Boys team, reintroducing golf to the campus after 70 years.

We are currently recruiting and supporting players from Crawford High School, providing the equipment, uniforms, and transportation needed to compete.



National Stages & Scholar Success

Our platform, their excellence. These national selections prove Pro Kids members compete—and win—at the highest levels.

🏆 **Elite Competition:** Joel competed on the national stage at the PURE Insurance Championship at Pebble Beach alongside PGA Tour professionals.

🏆 **National Leadership:** Leila and Jasper attended the Game Changers Academy; Jasper was one of only four students nationwide to earn the Outstanding Participant Award.

🏆 **Innovation Pipeline:** Huy and Annabella were selected for the Innovators Forum, while 2024 participant, Jaxon, secured a \$10,000 scholarship to fuel his 2025 academic goals.

🏆 **Full-Circle Impact:** From Sean attending the AWS Global Tech Conference to Coach Stephen returning as a National Academy mentor, our impact extends far into the professional world.



Through our **Pathways to Professionalism**, Pro Kids members like Huy, Ava, and Jacob are gaining elite networking and workforce skills by caddying at Rancho Santa Fe Golf Club. This program creates life-changing opportunities, exemplified by Loren, who received the prestigious Evans Scholarship—a full housing and tuition grant awarded for excellence and dedication within the caddy program.

Learning Center Program

At Pro Kids, we believe that financial resources do not define our youth's potential. Our Learning Centers bridge the experience gap by providing a high-quality, supportive environment where academic excellence is the standard and every child has the tools to succeed.

The Power of Student-Driven Learning

What began as a small, voluntary program has grown into a culture of excellence. Today, **95% of our elementary members** choose to go above and beyond their daily homework by participating in the Monthly Challenge Program. Students build skills in math, reading, and creative arts to earn monthly reward experiences.

Bridging the Experience Gap

Our members aren't just showing up; they are excelling.

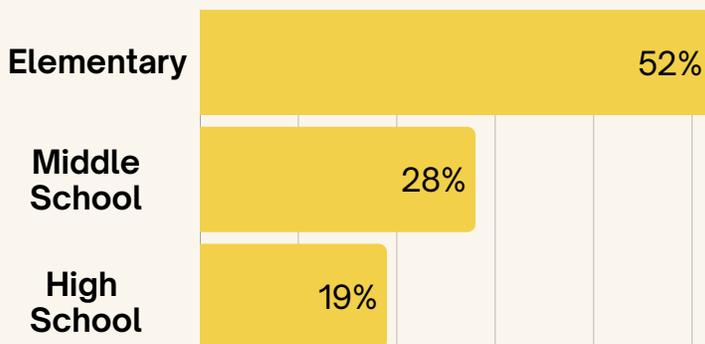
- In our Middle School Learning Center, **90% of students** actively track their progress, with the vast majority maintaining a **GPA of 3.5 or higher**.
- Through STEAM workshops, cooking classes, and art projects, we offer enrichment activities that ensure our students have the same opportunities as their peers in any other zip code.

65+

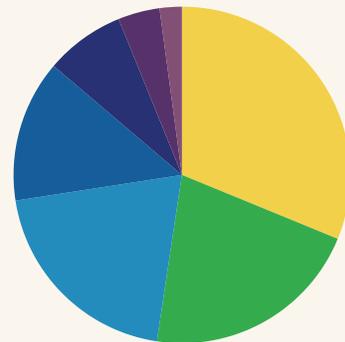
75+

Field Trips Throughout San Diego Conducted Workshops and Clubs

Member Age Group



Ethnicity



Hispanic/Latino	31.20%
White/Caucasian	21.18%
Asian	20.18%
Multi-Racial	13.66%
Do Not Wish to Specify	7.64%
Black/African American	4.01%
Other	2.13%

Scholarship Program

At Pro Kids, we believe education transforms lives. Through our Scholarship Program, we provide the mentorship, college road trips, and financial support our members need to pursue higher education with confidence. This year marks a milestone in our commitment to ensuring every student has a clear pathway from our fairways to their future careers



50

Scholarship Recipients

\$3.5M

Scholarship Awarded since 1999

COLLEGE PREP HIGHLIGHTS:

- We organized **monthly college tours** to campuses such as USD, SDSU, Cal State San Marcos, Cal State Fullerton, UCI, and Mesa College.
- We hosted **Saturday College Application Sessions** where members received personalized support on their college applications.
- We provided **internship opportunities** to members aspiring to study youth development in their futures, granting them real experience in the field.



“I’ve been part of Pro Kids since I was 7, starting with golf and then, later, the high school Academy program. The Pro Kids community has always been a network I could rely on. Thanks to their guidance and encouragement, I am now pursuing my university education, and I’m eternally grateful for the role Pro Kids has played in helping me grow.”

– **Margaret, Fairfield University Student**

Scholar Spotlight

Michael's Path to Excellence

Our holistic model provides the consistent mentorship and academic resources required to turn potential into collegiate success.

As the oldest child in a low-income, immigrant family, **Michael** looked to Pro Kids for the guidance and character development needed to navigate the path to higher education. By utilizing every pillar of our program—from **golf mentorship** and **Learning Center support** to Saturday college visits—Michael built the confidence to set and achieve ambitious long-term goals.

Michael graduated as the **Valedictorian of Crawford High School** and is now a first-year student at **UC Berkeley** pursuing a future in medicine.



Scholarships are just one piece of the puzzle;
at Pro Kids, it's where relationships and opportunity meet to help students thrive.

Generational Impact

Monica & Margaret



Monica and Margaret exemplify how Pro Kids' long-term investment creates lasting momentum for entire families. Supported by consistent mentorship and a community that believed in their potential, these sisters have transformed personal ambition into professional excellence. Their journey reflects a core truth of our mission: when we provide a stable platform for one student, we open doors for siblings to dream bigger, set higher goals, and thrive together.

The sisters' achievements are a testament to this holistic support. Monica, a Pro Kids alumna, is currently pursuing **Aeronautical Science at Embry-Riddle Aeronautical University**, having earned her **private pilot's license** in high school. Following this lead, her sister Margaret accelerated her own path—graduating high school two years early while maintaining a perfect 4.0 GPA in her college coursework. Together, they demonstrate the power of opportunity to change the trajectory of an entire family.

Funding & Revenue Summary

Our work at Pro Kids is only possible because of the incredible people who believe in our mission. In 2025, your generosity allowed us to keep our doors open and our programs running for the hundreds of kids who count on us every day. Even in a challenging year, our community showed up to ensure that "golf is the hook, education is the payoff" for every child we serve.

Funding Breakdown

Special Events	\$1,069,972
Business Revenue	\$1,165,117
Grants	\$825,960
Individual Contributions	\$293,268
Corporate Contributions	\$232,687

Expense Breakdown

Programming	45%
Operations	31%
Fundraising	15%
Administrative	9%

How Your Support Fueled Our Mission:

- **Putting Kids First:** We focused every dollar on direct impact. Your donations went straight to the front lines—funding our Golf Program and Learning Centers, providing equipment for our new high school teams, and keeping our campuses safe and welcoming.
- **A Model That Works:** Our social enterprise at Colina Park remains a vital part of our stability. By generating over \$960,000 through public play, we were able to turn community golf rounds into direct funding for our youth programs.
- **Winning Grants & Partnerships:** We successfully secured key support, like the Level Up Grant, which helped us expand our Summer Camps and STEAM workshops. These partnerships ensure our programs remain high-quality and accessible to all.
- **Real-World Results:** Your investment led to 50 scholars attending college, 5 members reaching national leadership roles, and a 3.5 average GPA for our middle school students.

This year proved that Pro Kids is truly powered by you. Your commitment allows us to be a consistent, positive force in the lives of our members in City Heights and Oceanside. As we look to 2026, we are focused on growing these relationships and continuing to provide the life-changing opportunities our kids deserve.

Your Impact Starts Here

Whether you give your time, equipment, or a donation, you are changing lives. From the fairway to the classroom, our volunteers and donors are the heartbeat of the Pro Kids mission. Join our community and help us empower the next generation of San Diego leaders.

Scan the QR code to start making a difference!



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

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

Golf Department

Esabella Barba
John Gadzala, PGA
Stephen Im, PGA
Ethan Lee
Jenrick Quemado, PGA
Melanie Reyes
Kevin Sheriff, PGA
Daniel Yang

Learning Center Department

Evelyn Aguilar
Rollen Ellsworth
Daniel Gonzalez
Breann Horn
Fernanda Lara
Summer McGrane
Daniel Saldana

Pro Shop

Romelo Liberato
Michael Mehran
Osvaldo Tobon
Cammin Sykeo
Mary Kate Villegas

Maintenance Department

Robert Canedo
Alan Canedo
Carlos Dueñas
Benito Munguia

IT Department

Blake Wimer

