

2025



Community Impact Report





Building Game Changers

I'm filled with gratitude and excitement for how far First Tee – Oregon has come. In 2025, we launched our statewide expansion—reaching more kids, teens, and families than ever before. Behind every step is a story of mentorship, confidence, and character built through our shared experiences. Growth is only meaningful when it focuses on each child—their journey, their confidence, and their sense of belonging.

Our momentum continues thanks to the passion of our coaches, volunteers, and supporters who believe in our mission. With our expanding Schools Program, we're taking golf—and the lessons it teaches—into classrooms and gyms across Oregon, making our programs accessible to all and showing youth what's possible both on and off the course.

Sincerely,

Steve Marshall
CEO
First Tee - Oregon



Our 2025 Impact

Our mission 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.

4,442

total youth served
(including schools & outreach)

1,092

unique participants
(classes, camps & clinics)

34%

female

(excludes schools & outreach)

28%

diverse

8

program locations

11

schools

(5)

title 1

154

scholarships

40+

coaches & volunteers

Why It Works

National research with parents underscores the lasting impact of youth sports and positive coaching on child development.

92%
Builds
Character

90%
Develops
Life Skills

Builds
Confidence
94%

Prepares
for the future
89%

67%

of coached parents agree, "I wouldn't be where I am today without the coach(es) I had growing up"

First Tee's model combines a research-based life skills curriculum with trained coaches to create intentional learning experiences that extend beyond golf. National data shows parents value these experiences not just for athletic development but for character growth, confidence building, and preparing young people for future challenges—reinforcing why First Tee's approach works for kids, families, and communities alike.



Meet Jessi Tantog

**First Tee - Oregon
PURE Insurance Championship**

Jessi Tantog has grown up with First Tee – Oregon, participating in programs ranging from Girls Golf and classes to Junior Advisory Board and Gearhart Cup.

In September, she was selected as one of just 80 participants nationwide to compete in the PURE Insurance Championship at Pebble Beach Golf Resorts, representing our chapter alongside PGA TOUR Champions professional Brendan Jones. Her experience reflects what's possible when young people are supported over time—on the course and beyond it.

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“Being able to play in the Pure Insurance Championship was a life-changing experience. Not only was I fortunate enough to play at one of the most famous and iconic golf courses in the world, but I also had the opportunity to meet new people and develop meaningful connections. First Tee has provided many amazing opportunities that have allowed me to grow both athletically and personally. I wouldn't be where I am today without First Tee and I am forever grateful to have them by my side.”

-Jessi Tantog





Rooted in Community

Community partnerships and outreach programs play a vital role in extending First Tee – Oregon’s impact. By engaging youth in real-world experiences beyond the golf course, we help them apply life skills, build confidence, and strengthen their sense of belonging. These community-based opportunities expand access and deepen the relationships that make our work possible.

At The Standard Portland Classic (shown above), our team hosted an interactive booth, a Caddie took part in the 4-day tournament, and another youth served as Kid Reporter for the weekend. At the annual Gearhart Cup (shown below), participants competed in a match-play tournament alongside First Tee chapters from Seattle and South Puget Sound—showing how community experiences build skills, resilience, and community.



“Our community outreach creates powerful growth experiences for the kids who participate, while also helping more families see the opportunities First Tee offers. These moments build confidence for young people and open doors for others in the community who could benefit from the same experience.”

—Paul Herschell
Executive Director of Programs



The Caddie Academy Spring Training Program

Through our Caddie Academy, in partnership with the Western Golf Association/Evans Scholars Foundation, aspiring caddies aged 14–16 gain hands-on experience while building responsibility, communication, and confidence. Participants learn caddying fundamentals, etiquette, and workplace expectations, preparing for summer caddie opportunities and taking a first step toward the prestigious Evans Caddie Scholarship—all while applying life skills and building community connections.



CEO Steve and Caddie during a practice loop

THRIVE Mentor Program Junior Achievement Biztown

Participants took part in an immersive, hands-on simulation of a local economy, stepping into real-world business roles alongside peers from across the community. Serving as employees at businesses like a bank, sporting goods store, and café, youth applied skills from a 12-week unit on financial literacy, work readiness, and entrepreneurship. The experience reinforced confidence, accountability, and the ability to see themselves as capable contributors in their community.



THRIVE Participants at JA Biztown

LPGA*USGA Girls Golf She Flies Clinic

At The Children's Course, 36 girls took part in an empowering day that combined skill building with celebration. Supported by SHE FLIES, a Sport Oregon initiative focused on empowering girls through sport, the clinic highlighted what makes both the game of golf and these young athletes so special. A special thank-you to local tour professional Victoria Galley for sharing her story and passion for the game with participants.



Coach Stephanie and Girls Golf Participant

The Unsung Heroes of Youth Development

First Tee and Harris Poll collaborated in 2024 to examine the impact of coaches on the kids they serve. Parents turn to coaches to help their kids build character, confidence, determination and leadership.

More than **90%** of parents say coaches could impact their child's ability to work well with others, respect others and be resilient in the face of challenges.



Coaches

Mentors Behind the Mission

Our impact is made possible by **40+ dedicated coaches** who bring diverse backgrounds and experiences to the communities we serve. Every coach completes required training, and is committed to being a positive, trusted mentor for youth. Development opportunities are available throughout the year to help strengthen their ability to connect with, support, and inspire the young people they serve.

Parent Testimonials

"This is a fantastic program, especially impressed by the coaching staff and teaching of general social skills like introducing others and respect."

-Amanda

"First Tee was a great experience for our son and family. The coaches were encouraging, helpful, and consistent. They saw each student individually and helped them think of the other students around them as well as encourage the personal confidence in themselves."

-Leanna

"Aidan has a very rare disability that limits his mobility and precludes him from practicing any contact sport. We were delighted to stumble upon First Tee about 4 months ago, and the coaches have been very helpful. One in particular took special interest in helping Aidan to learn a golf stance that would work for his disability, got a set of golf clubs his size, and has spent extra time helping him to learn to play. As a result, Aidan loves the game, is making fast progress... It's giving him confidence that he can play despite his disability. We're very grateful for the program, making golf accessible to us."

-Sean





Growing Character, Life Skills, and Mentorship Through Golf

Teeing Up Schools

Across Oregon, school budget cuts are reducing access to programs that help students build confidence, resilience, and life skills beyond the classroom. Through our Teeing Up Schools initiative, First Tee – Oregon is helping fill that gap by bringing golf-based youth development directly into schools statewide. We equip PE teachers with age-appropriate equipment, standards-aligned curriculum, and training that uses golf as a platform for mentorship and character development.

By meeting kids where they learn and play, Teeing Up Schools expands access to meaningful learning experiences and helps ensure more students across Oregon feel supported, engaged, and capable of achieving their goals.



“Without programs like First Tee, a lot of students would never be exposed to golf or have these opportunities. When they are, it can change what they see as possible.”

– **Scott Demonte, Lewis Elementary**





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