



 **first tee**  
south central  
wisconsin

# 2020 Annual Review

# 2020 Board of Directors

## Officers

### **Jim Metz, Chair**

President and CEO, CUNA Brokerage Services (Retired)

### **Al Steinhauer, Vice Chair**

Broker, Steinhauer Real Estate Development

### **Jim Krogstad, Treasurer**

Vice President, M3 Insurance Services (Retired)

### **Joni Dye, Founder**

Pro Se Specialist, U.S. District Court for Western District of WI (Retired)

### **William Bissett, Past Chair**

Director, Delaware North Companies

### **Sherri Steinhauer, Honorary Director**

LPGA Tour Player (Retired)

### **Don Davidson, Secretary**

VP, CUNA Mutual (Retired)

## Directors

### **Lisa Bechtoldt**

2020 New Board Member

### **Dave Bruns**

President, Sherman Plaza Inc.

### **Brian Burns**

EVP/COO, Morgan Murphy Media

### **Sarah DeKraay**

Attorney/Shareholder,

Murphy Desmond S.C.

### **Amy Flesch**

2020 New Board Member, Gordon Flesch

### **Lindsay Koth**

Realtor, Bunbury & Associates Realtors

### **Mike McKenna**

Transportation Manager,

Kraft Foods/Oscar Mayer (Retired)

### **Karen Moser**

Nurse Educator, Wm S Middleton VA

Hospital (Retired)

### **Brad Niebuhr**

M3 Insurance Services

### **Alison Prange**

2020 New Board Member, Ballotpedia

### **Tim Sweeney (Deceased)**

Attorney, Neider & Boucher, S.C.

### **Ben Wright**

SVP, Chief Underwriting Officer at Homesite Insurance

### **Chris Yesbeck**

Director/Branch Manager, Baird

# Mission Statement

The mission of First Tee - South Central Wisconsin is to impact the lives of young people and their families by providing educational programs for youth that build character, instill life-enhancing values and promote healthy choices through the game of golf.



## Message from Chairman of the Board, Jim Metz

Despite operating in a pandemic environment for the majority of the year, First Tee - South Central Wisconsin (FTSCW) had a successful year in 2020. It was the first full year under the leadership of Ashlyn Mehlhaff, our new Executive Director, and she did an excellent job leading her team to produce outstanding results across our green grass golf programs and our learning center programs.

Our dedicated staff demonstrated great resilience and perseverance to deliver our programs. They remained focused on delivering quality programming for the kids and were able to maintain a safe environment. I want to personally thank them all for their dedication in this most difficult environment.

As we look forward to 2021, we are all very excited about the great things that we have coming. We are in the process of finalizing a renewed partnership with the Madison Metropolitan School District (MMSD) that will help shape the delivery of our learning center programs for the future. Our focus remains on helping them close the widening achievement gap that exists in Madison. The most important goal for our organization is to have the maximum impact possible on the youth that we serve.

FTSCW is also very focused on finding a new and permanent home for our chapter. We are currently working with the Madison Parks Department to explore opportunities and hope to have some direction by the end of this year.

While this organization has made tremendous strides over the last several years, our job is far from done. There remains much to do in the communities that we serve, and we are not able to do that without the dedication and support from our tremendous community partners, donors, volunteers, board, staff members, and our Champions4Kids – Jerry Kelly, Andy North, Sherri Steinhauer, and Steve Stricker. I want to personally thank all of you for what you do, and I look forward to your future support.



Jim Metz

# Message from Executive Director, Ashlyn Mehlhaff



As I reflect on 2020, the phrase that comes top of mind is – **THANK YOU!**

Thank you to our board, staff, and volunteers for your guidance and dedication to our organization in knowing we would get through these unprecedented times. Thank you to our Champions whose unwavering support led us through this pandemic as golf emerged as an outlet for so many. Thank you to our loyal donors and stakeholders who continued to support our organization to make sure there were opportunities available for our community youth. Thank you to our community partners and friends who assisted us in offering programming. Thank you to our participants and their families for placing faith in us to afford you the opportunity to grow the game of golf with us.

**THANK YOU** – all of our game changers – no matter how big or small. It is **YOU** who helped to make First Tee – South Central Wisconsin successful - one dollar, one swing, and one voice at a time.



**Jenny Wartinbee, Director of Development & New Staff Member, Former UW Pole Vaulter, Big Ten Record Holder, and All-American**

*"First Tee's approach to helping our youth is exactly what our community needs. I am so grateful to be a part of this program!"*

## Green Grass Program

### Update from Allyssa Ferrell, First Tee Coach and Director of Programming

While most contact sports were canceled as the world was trying to adjust to a new normal, golf was available as a safe activity for our First Tee kids. For many of our kids, golf was the only organized sport they were able to participate in during the pandemic. Our 'Green Grass' programming looked a little different in the summer of 2020, but we learned how to better serve our kids through the process.

Classes were limited to only 16 participants, which allowed us to remain socially distanced on the course. The smaller numbers gave the coaches an opportunity every week to build stronger relationships with the young golfers they worked with.

Because of the high demand for golf, our coaches taught more small-group and private lessons this year than any other year! We also added Fall Programming for the first time ever and will continue to offer it again in 2021. Over the winter months, there were four sessions offered that were each five weeks long and lessons were available to our Green Grass students four days a week.

We have also partnered with private schools to incorporate our golf programming into their physical education curriculum. We are very excited for our new partnerships and to get back to a new normal in 2021!

## Champions4Kids Ambassadors

Jerry Kelly  
Andy North  
Steve Stricker  
Sherri Steinhauer

## 2020 Staff

**Ashlyn Mehlhaff**  
Executive Director  
**Brad Munn**  
Director of Player Development  
**Nate Savado**  
Director of Community Outreach  
**Jenny Wartinbee**  
Director of Development  
**Allyssa Ferrell**  
Director of Programming  
**Patty Milliken**  
Director of Finance



**Allyssa Ferrell, Director of Programming & New Staff Member, Former LPGA Professional Golfer and Former Teacher**

*"I am so excited to help grow and expand the First Tee programs so that we can reach more kids and make an even bigger impact!"*



**First Tee - South Central Wisconsin began 2020 operating four Learning Centers (L.C.), with three in the Madison area:**

**(L.C. WEST) Vitense Golf Club  
(L.C. SOUTH) Nine Springs Golf Course  
(L.C. NORTH) Cherokee Golf Course  
(Reedsburg L.C.) Reedsburg Country Club**



**Total volunteer hours:  
1,950**

**Total number of students:  
37**

**Total number of spring  
programming hours:  
520**

# Learning Center Program

## Update from Nate Savado, Director of Community Outreach

As a result of COVID-19 and MMSD's virtual learning program, our four after-school Learning Center programs were temporarily canceled. Although we couldn't serve our kids in the same way, we knew that this would be a time when they would need us most. We are committed to closing the achievement gap by working with kids who are falling behind in school, and we knew that an at-home, virtual learning program was not feasible for some of our kids with limited resources, Wi-Fi, and supervision.

At the start of this school year, we decided to partner with East Madison Community Center (EMCC) to offer a safe in-person learning environment for MMSD students who do not have a safe place to learn at home. Our three full-time teachers have been working with a group of kids and keeping them on schedule.

This is an all-day program where registration is required. Breakfast and lunch are served every day because all of the kids in this program qualify for free and reduced lunch. With our increased partnership with MMSD, our teachers have permissions and access to their MIS Information System, so we can assist with schoolwork and help each student in the area where they need the most improvement.

First Tee also has two staff members trained in Mental Health First Aid to help support our kids through this difficult time. We have seen big improvements in our students' grades, behaviors, math skills, and reading levels. We are grateful for our partnerships with EMCC and MMSD for allowing us to offer this opportunity to First Tee kids and we are excited to make an even bigger impact with our Learning Centers in 2021.

**"I can say without reservation that the learning center is making a difference in the lives of the students we have the opportunity to serve."  
- Cynthia, First Tee Learning Center Teacher**



# 2020 Statistics – By the Numbers

Although 2020 looked different, First Tee kids were still able to make some significant improvements in school and in golf!

## Green Grass Programming Statistics

- 100% of golfers increased in yardage
- 54% saw a significant improvement in yardage and golf skills
- 703 miles played by First Tee kids (That's the distance Bucky travels from UW to Penn State!)
- More than 500 golfers participated in Green Grass programs
- \$6,000 in scholarships awarded for golf financial aid

## Learning Center Programming Statistics

- 87% of Learning Center participants are people of color
- 83% of Learning Center participants qualify for free & reduced lunch
- 1,950 volunteer hours from Learning Center volunteers
- Participants improved an average of 38% in their reading and math scores

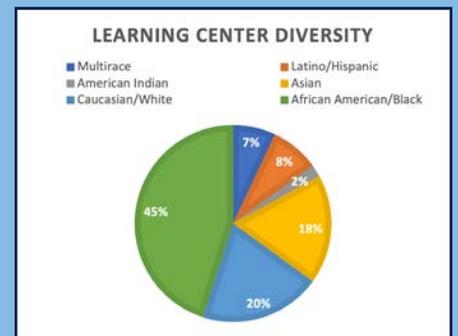
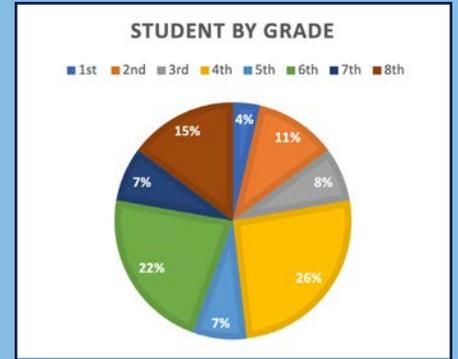
## How First Tee compared to other nonprofits in 2020

BKD's 2021 State of the Nonprofit Sector Report shared some interesting statistics on how the 2020 pandemic impacted nonprofits across the United States. Of all nonprofits in 2020:

- 89% altered their delivery of programs and services
- 70% experienced a decrease in net income
- 61% experienced a decline in fees for programs and services
- 29% plan to eliminate current programs/services

## First Tee in 2020

- First tee altered delivery of programs, experienced a decrease in income, and a decline in fees for programs. We did not eliminate current programs/services, although we made necessary adjustments in order to better serve our youth.
- We are grateful that although we experienced some declines in funding and service offerings, it did not significantly impact our ability to maintain our organization. We expect a full recovery by 2022.



## Green Grass Program Locations

- Bishops Bay Country Club
- Bullseye Country Club
- Cherokee Country Club
- Edelweiss Chalet Golf and Country Club
- Janesville Riverside – Blackhawk
- Madison Parks (Monona, Glenway, Yahara, & Odana)
- Nine Springs Golf Course
- Reedsburg Country Club
- Vitense Golfland

# 2020 Events



## Girls Golf Day,

Presented by Culver's

This event was scheduled to take place in May 2020, but was canceled due to COVID. It is scheduled this year for May 12th, 2021.



## First Tee's Nine Healthy Habits Invitational,

Presented by Humana

This event was also canceled in 2020 due to COVID. This event is scheduled for August 13th, 2021.



## First Tee's 15th Annual Golf Outing,

Presented by Baird

We are grateful to all of you who participated in our 15th Annual Golf Outing presented by BAIRD. Thank you to our sponsors, participants, and to Bishops Bay Country Club who made the day a success. We raised more than \$70,000 to benefit the kids of First Tee - South Central Wisconsin, while following COVID restrictions recommended by the Department of Health.



## Trick-or-Teeing Halloween Event

First Tee's first annual 'Trick-or-Teeing' Halloween event provided treat bags for both kids and adults! All proceeds benefited our Learning Center as we work to close the achievement gap in South Central Wisconsin. This virtual event helped promote local businesses by providing fun Halloween items, coupons, and fun activities for kids and adults.



## Tee It Up Tuesday

Tee It Up Tuesday was a virtual event that was added this year in place of our annual gala event. Channel 3000 partnered with the First Tee to promote our telethon on Giving Tuesday. Thanks to your generosity this end-of-year fundraiser raised more than \$46,000 to provide financial support for our First Tee kids and awareness for our organization.

# 2020 Major Donors and Community Partners



## Financial Scorecard

REVENUE 2020	AMOUNT	PERCENTAGE
Events & Corporations	\$221,561	52%
Foundations & Grants	\$77,858	18%
Individuals	\$ 95,691	22%
Affiliate Dues & Participant Fees	\$33,164	8%
<b>TOTAL</b>	<b>\$428,274</b>	<b>100%</b>

EXPENSES 2020	AMOUNT	PERCENTAGE
Fundraising	\$164,517	34%
Program	\$256,375	53%
Administration	\$67,370	14%
<b>TOTAL</b>	<b>\$488,262</b>	<b>100%</b>

OTHER INCOME/EXPENSES	AMOUNT
PPP Loan	\$74,800
Interest/Gains/Losses	\$70
<b>TOTAL - OTHER INCOME</b>	<b>\$14,882</b>

NET INCOME	AMOUNT
ADJUSTED TOTAL REVENUE	\$503,144
TOTAL EXPENSES	\$488,262
<b>NET INCOME</b>	<b>\$14,882</b>



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## #BuildingGameChangers



"My favorite part of the First Tee program is when we get to go to the gym to play golf!"  
- Jocelyn, Kindergarten



"This program has really helped me a lot with my school work."  
- Jayden, 2nd grade



"I like this program because I get to be around other kids and I have really missed that."  
- Marley, 1st grade