

# 2021 Annual Review



Isabella Chang, Confidence Award Recipient and  
Noah Lopez, Humana Nine Healthy Habits Scholarship Recipient







Ashlyn Mehlhaff

## Message From Executive Director, Ashlyn Mehlhaff

While 2020 was a year of PERSEVERANCE, 2021 was a year of CONFIDENCE. Confidence radiated from our staff, volunteers, Green Grass participants, Learning Center students, and all of our First Tee – South Central Wisconsin family. We also became more confident in sharing our stories. We came to realize that our message is not one, but many. Our stories are youth development, instilling core values and life skills, prioritizing DEI, closing the local opportunity gap, improving literacy, and building game-changers in our community. Our story is to make an impact in the state of Wisconsin and in the lives of youth that goes far beyond the game of golf.

We are focused on educating our community on who we are and what we do. We thank you for your support of First Tee and we invite you to share our stories throughout the community. YOU, our game changers, have given us the ability to stay confident and we cannot wait to see where we can go in 2022! Let's continue our efforts TOGETHER, one dollar, one swing, and one voice at a time!



## 2021 Board of Directors

### Officers

**Jim Metz, Chair**

President and CEO, CUNA Brokerage Services (Retired)

**Jeff Cressman, Vice-Chair**

Senior Vice President, Wells Fargo

**Lindsay Koth, Vice-Chair**

Realtor, Bunbury & Associates Realtors

**Jim Krogstad, Treasurer**

Vice President, M3 Insurance Services (Retired)

**Tony Balistreri, Secretary**

Partner, BKD CPAs & Advisors

**William Bissett, Past Chair**

Director, Delaware North Companies

**Joni Dye, Founder**

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

### Directors

**Lisa Bechtoldt**

President-NWO, & Jr. Golf Liaison, Nakoma Golf Club

**Brian Burns**

EVP/COO, Morgan Murphy Media

**Laura Clifton, MD**

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VP, CUNA Mutual (Retired)

**Sarah DeKraay**

Attorney/Shareholder, Murphy Desmond S.C.

**Amy Flesch**

Senior Account Executive, Gordon Flesch Company

**Mike McKenna (Deceased)**

Transportation Manager, Kraft Foods/Oscar Mayer (Retired)

**Karen Moser**

Nurse Educator, Wm S Middleton VA Hospital (Retired)

**Greg Newman**

Senior Director, Enterprise Platforms, Exact Sciences

**Brad Niebuhr**

Senior Account Executive & Partner, M3 Insurance Services

**Brett Roth**

Vice President Business Banking, Monona Bank

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Broker, Steinhauer Real Estate Development

**Ben Wright**

SVP, Chief Underwriting Officer, Homesite Insurance

**Chris Yesbeck**

Director/Branch Manager, Baird



## Message From Our Chair, Jim Metz

As I begin my third year as Chair of First Tee – South Central Wisconsin (FTSCW), I reflect on the tremendous strides we have made these past few years and get extremely excited about the future of this organization. We are deeply focused on perfecting our Learning Center Model to enable us to have an even greater impact on closing the education opportunity gap. Our Green Grass Programs remain a great success and we continue to look for further ways to improve them.

Diversity, Equity, and Inclusion has been a top priority in our programs as we are committed to making golf an accessible game to all kids in our community. We have also made it a priority to improve the diversity on our board as we recruit new members. The commitment of our Governance Committee, board of directors, and staff has given me confidence that we will continue to make meaningful change over the coming years.

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

### Amy Flesch – Board of Directors

*"I was looking for a way to make a difference in my community that would align with my ideals and talents. I was so lucky to find it in First Tee."*



### Brett Roth, Board of Directors

*"It is a necessary organization which helps youth learn important life skills while having fun along the way. It's important to help provide kids with access they normally wouldn't receive. If I can be a small part in helping those kids obtain that access, it's worthwhile."*



## Champions4Kids Ambassadors

Jerry Kelly  
Andy North  
Steve Stricker  
Sherri Steinhauer

## First Tee Staff

Ashlyn Mehlhaff  
Executive Director  
Kelsey Kjome  
Administrative Coordinator  
Brad Munn  
Director of Player Development  
Nate Savado  
Director of Programming & Community Outreach  
Jenny Wartinbee  
Director of Development

### Joni Dye, Founder

*"I wanted to provide a positive experience and learning opportunities through the game of golf for youth who would not otherwise have the ability to experience that."*



## First Tee is More Than Golf

While golf is a primary focus of First Tee chapters across the world, our chapter focuses on using golf as a recreational tool to teach core values, academic remediation, and close the opportunity gap in Wisconsin.

## Our Purpose

First Tee - South Central Wisconsin is a youth development organization that impacts the lives of youth by providing educational programs that build character, promote inclusion, and instill life-enhancing values through the game of golf.

## Ready to Get Involved?

We are always looking for more mentors and volunteers to assist in our efforts. Please contact Kelsey Kjome at [kelsey@firstteescw.org](mailto:kelsey@firstteescw.org)



## What We Do

### Learning Centers

We are closing the opportunity gap by teaming up with MMSD, local educators, community centers, and charter schools to offer a program in Wisconsin that helps youth in improving their reading and math skills. Our programs vary from after-school to in-school programming, providing opportunities for all kids, regardless of color or socioeconomic background.

### Nine Core Values

First Tee teaches nine core values through all of our programming venues. We believe it is important to instill these values in our youth, providing all kids with the same opportunity.

- Honesty
- Integrity
- Sportsmanship
- Respect
- Confidence
- Responsibility
- Perseverance
- Courtesy
- Judgment

### Golf Experience

We offer a golf experience to introduce the game of golf to all community youth. We provide golf instruction, advanced coaching, and core value lessons.



## Green Grass Locations & Participants

Bishops Bay Country Club	142
Bullseye Country Club	65
Edelweiss Chalet Golf and Country Club	53
Edgerton Towne Country Club	67
Monona Golf Course	66
Nine Springs Golf Course	62
Odana Hills Golf Course	67
Reedsburg Country Club	81
Vitense Golfland	50
Yahara Golf Course	9
<b>Total Green Grass Participants</b>	<b>662</b>

## Learning Center Locations

Odana Hills Golf Course  
Cherokee Golf Course  
East Madison Community Center



## Learning Center Statistics

**85%**  
of Learning  
Center  
students  
are racially  
diverse

**90%**  
average  
attendance  
in our  
Learning  
Centers

### Site Word Identification: 19% Improvement

- Beginning of Learning Center Program: 40%
- End of Learning Center Program: 59%

### Reading Comprehension: 14% Improvement

- Beginning of Learning Center Program: 63%
- End of Learning Center Program: 77%

### Math Facts: 7% Improvement

- Beginning of Learning Center Program: 34%
- End of Learning Center Program: 41%


\*Student scores are averaged across our 3 Learning Center Locations



**Girls Golf Day**  
Presented by



**Bike & Write Challenge**

Presented by  
 Everlight Solar



**Healthy Habits  
Invitational**  
Presented by  
**Humana**

## 2021 Events



**Trick-or-Teeing**



**Awards Night**  
Presented by







**16th Annual Golf Outing**  
Presented by  
**festival**



**Fall Outing in the Suites**



## YPAC 2.0

First Tee's Young Professionals Advisory Council (YPAC) reestablished itself in June of 2021. This influential group of young leaders are passionate about kids, golf, and making a meaningful impact in our community. This group has played a key role in helping First Tee reach its goals this year.

# Your Dollars In Action

- \$50 Provides a child with a healthy snack for a 12-week semester
- \$150 Sponsors a child to attend our TARGET Program
- \$350 Provides an 8-week Summer Green Grass Program to one child
- \$500 Sponsors a child to attend our 12-week Learning Center Program
- \$1,000 Sponsors a child to attend our Learning Center for one year
- \$5,000 Provides books for every child in one of our Learning Center locations

## Our Impact

- **More than \$180,000** went toward allowing **180 community youth** to attend our 24-week annual Learning Center Program that focuses on literacy and math remediation in an attempt to close our local opportunity gap
- **\$231,700 helped 662 community youth** to take part in our Green Grass Golf Programming throughout 2021 to learn golf instruction and valuable life skills
- **Over \$300,000 awarded in scholarships** to local youth for programming and collegiate funding
- **More than 12,010 students participated** in school and community programming in 2021



## Sigma Pi Phi

This was our 4th year partnering with Sigma Pi Phi to teach kids of color the game of golf through a 10-week program and 3 competitions. Sigma Pi Phi's impact on PGA Jr. League led to a 49 percent increase in youth of color participation ([pgajrleague.com](http://pgajrleague.com)).



# Financial Scorecard

## Revenue

Programming	\$29,024	3%
Foundations & Grants	\$266,696	38%
Events	\$235,421	34%
Corporations	\$46,464	7%
Individuals	\$124,783	18%
TOTAL	\$702,388	100%

## Expenses

Administration	\$115,659	18%
Fundraising	\$159,413	25%
Programming	\$353,522	57%
TOTAL	\$628,594	100%

# 2021 Donors

## \$5,000 and up

Al & Laura Steinhauer  
Baird  
Ben Wright  
Brett Roth  
Bryan & Lisa Bechtoldt  
Carol Vander Sluis  
Cremer Foundation  
CUNA Mutual Foundation  
Delaware North Companies, Inc  
Endres Manufacturing Co. Foundation  
Everlight Solar  
Exact Sciences  
Festival Foods  
Fred & Debbie Schwartz  
Humana, Inc.  
Irving & Dorothy Levy Family  
Foundation, Inc.  
Jerry Kelly  
Jim & Lynn Metz  
Jim Krogstad & Jill Pinzer-Krogstad  
John Jenson  
M3 Insurance Solutions, Inc.  
Madison Community Foundation  
Nate Brand  
Neider & Boucher, S.C.  
PGA Tour, Inc  
Steinhauer Charitable Trust  
Steve Stricker American Family  
Insurance Foundation  
Theresa Dvorak  
Wells Fargo

## \$1,000 to \$4,999

Amy Flesch  
Bea Christensen  
Bill & Kathy Bissett  
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BKD Foundation  
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Brad & Nicky Niebuhr  
Brian Burns  
Bucky Book  
Buye Law Office, LLC  
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Darcy & Patrick Kelly  
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First Business Bank  
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George Adams  
Green Bay Packers Foundation  
Greg Newman

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Madison All City Boys Golf Banquet  
MARGA

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Raynes Lawn Hehmeyer  
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Robert W. Baird and Co., Inc  
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Salam Chaudhary  
Sky's Edge Wealth  
Starion Bank  
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The Burish Group - UBS Financial  
Services Inc.  
The Evjue Foundation, Inc.  
The Walmart Foundation  
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Tom Ferris  
Tota Vita Financial Associates  
Town Bank  
Warren Family Dental  
Wegner CPAs, LLP  
Wheaties Drive Inc.  
WISC TV/Channel 3000  
Wisconsin Mutual Insurance  
Yvonne Johnson

## \$500 to \$999

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Anne Hofmann  
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David Weitz  
Derek Laczniak  
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Derric Francis  
Diane Wirkus  
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Donald Francis  
Doug Leslie  
Douglas Soldat  
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Emma Schuster  
Eric Brinen  
Fran Raymond  
Garrett Jones  
Gary Frings  
Gary Steinhauer  
George Johnson  
Gerald Mowris & S. Leah Sachtjen  
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Terry Everson  
Thomas & Donna Miller  
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Virginia McCartney  
William Adkins  
William Fridland  
William Picchioni  
William Wiedenbeck  
Wisconsin PGA Jr. Foundation  
WISDOT Golf League  
X-Golf Madison  
Zachary Disalvo

## Under \$99

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Aimee DeMars  
Andrea Sammons  
Andrew Krikelas  
Angie Sparks  
Anne & Tim Connor  
Ashlyn & Taylor Mehlhaff  
Audrey McNatt  
Barbara Lathrop  
Bernard Micke  
Betsy Draine  
Breakfast Optimist Club of Madison  
Brenda Whalen  
Carol Flint  
Cesar Pinzon  
Charlotte Wintrone  
Charlton Foster  
Corey Engmann  
Cynthia Rauen  
Dane Entzminger  
Danny Thomas  
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Debra & Jeffrey Dewitt  
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Derrick Smith  
Dina Geier  
Doug Blakeslee  
Doug Strub  
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Gabriel Harkov  
Gayle Perlberg  
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Janet Laube  
Jean Mooney  
Jill Perez-Guerra  
Jim Gerlach  
Jim Moe  
Jim Polanek  
Jim & Holly Triatik  
John Horton  
John Lichty  
John Neupert



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 Sylvia Stauffacher  
 Tara Olson  
 Terry Simonson  
 Tim Healy  
 Tom Schinke  
 Trent & Jenn Johnson  
 Warren Onken  
 William Cohn  
 William Erpenbach

# 2021 Major Donors and Community Partners



**Mark  
Your  
Calendar!**

## 2022 Event Dates

- |                       |   |
|-----------------------|---|
| <b>Wed. May 11th</b>  | <b>Girls Golf Day</b>                     |
| <b>Mon. Jun. 27th</b> | <b>17th Annual Golf Outing</b>            |
| <b>Fri. Aug. 12th</b> | <b>Humana Healthy Habits Invitational</b> |
| <b>Tue. Aug. 30th</b> | <b>MVP Awards Banquet</b>                 |
| <b>Thu. Oct. 20th</b> | <b>Fall Outing in the Suites</b>          |



Champions 4 Kids  
5511 Odana Road  
Madison, WI 53719  
Phone: 608.467.7113  
Web: [www.firstteescw.org](http://www.firstteescw.org)

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## #BuildingGameChangers



"Since learning about the  
core values, I've started  
cleaning my room without  
my mom telling me to."  
- Tarian, 2nd grade



"Since attending First Tee,  
I have been getting all my  
school work done."  
- Jamond, 1st grade

