

Annual REVIEW 2024



first tee

south dakota

Who We Are...



Our Mission

To improve the lives of young people by providing educational programs and learning environments that **build character, instill life-enhancing values, and promote healthy choices** through the game of golf.

Our Purpose

Enable kids to build strength of character that empowers them through a lifetime of new challenges.

Our Values

First Tee – South Dakota builds experiences that build character. Experiences are our greatest teacher.

First Tee – South Dakota believes in developing experiences that are just as fun as they are meaningful. We've spent nearly 25 years building experiences that build character to empower kids through a lifetime of new challenges and personal growth.



A Message From Julie

For over 17 years, First Tee - South Dakota has been dedicated to making a meaningful difference in the lives of thousands of young people across our state. Through our on-course, in-school, and after-school programs, we are proud to equip kids with essential life skills and values. In 2024, we reached new heights, impacting more than 40,000 kids through our three impactful delivery channels.

Our mission is to create opportunities for young people to learn, grow, and succeed by developing their core values like confidence and integrity. The lessons we teach through golf extend far beyond the game—preparing our participants to excel in school, achieve career goals, and become contributing members of their communities. This work is as vital as ever, and we are inspired by the incredible achievements of our participants.

This record-breaking year would not have been possible without the unwavering support of our donors, volunteers, coaches, mentors, board members, and staff. Together, you play a crucial role in helping us provide transformative experiences for South Dakota's youth. We are deeply grateful for your generosity and belief in our mission to build game changers.

Looking ahead, we are excited to share that our new First Tee Learning Center is under construction. Launched in August 2024, this state-of-the-art facility will become our "main" home when completed in October 2025. The center will feature an indoor short game area, simulators, outdoor and indoor classrooms, and offices, enabling us to deliver year-round programming. With a special focus on serving at-risk and underserved youth, this facility will help us reach even more kids and deepen our impact across the community.

Thank you for standing with us and supporting our mission. Together, we are building a stronger future for the next generation.

CEO | Executive Director
SDGA Jr Golf Foundation & First Tee – South Dakota
Julie Jansa



First Tee | Age-Based Programming

Building Game Changers

As we transition to age-based programming, our curriculum has evolved to better meet the needs of our youth. Our participants are becoming Game Changers through our Five Key Commitments and the exposure to Core Values and valuable Life Skills.



**Pursuing
Goals**



**Growing
Through
Challenge**



**Collaborating
With Others**



**Building
Positive
Self-Identity**



**Using Good
Judgement**

Building Game Changers

What an incredible year! First Tee's program has exploded across the state. Our outreach to kids who are at-risk has expanded to multiple Boys and Girls Clubs, Salvation Army, and more. To top it off, we are building a permanent home for First Tee - South Dakota at Elmwood Golf Course in Sioux Falls. We have just started to reach our potential.

It is with mixed emotions that I write my last Board Chair letter to you. This has truly been a labor of love since 2008, when First Tee started in South Dakota. Because of our amazing staff and caring coaches, we earned the title of one of the best chapters in the network! I'm confident that will continue as we expand to new cities and partner with wonderful charities to reach more kids with the great program of First Tee.

Thank you all for your support.

Dave Austad | Board Chair, First Tee – South Dakota

Closing the books on an amazing 2024, First Tee – South Dakota has a whole host of accomplishments for which we are incredibly proud. Our impact continues to spread throughout the state, and we are excited for what the future holds. From establishing our programming in multiple new communities, to building a foundation (literally!) of our new learning center, to working with the highest number of kids in our program's history, we continue to build a lasting legacy with the children of South Dakota.

The work done by our staff, our coaches, our volunteers, and our Board of Directors continues to further the mission of First Tee; to enable kids to build the strength of character that empowers them through a lifetime of challenges. I know that South Dakota continues to rise to new heights because of the work done by First Tee – South Dakota.

I am honored and humbled to follow in Dave Austad's steps as the incoming Board Chair. Dave has been an incredible champion for First Tee – South Dakota and has propelled us forward in ways too numerous to count. Through Dave's work with our staff and board of directors, we have improved our operational resiliency, forged new relationships with new donors and partners, and expanded our reach beyond what we ever thought possible. Thank you, Dave, for putting us on a course to great things and I hope I can make you proud by continuing to see this plan through.

Chris Thornton | Incoming 2025 Board Chair, First Tee – South Dakota



2024 First Tee – South Dakota Board of Directors and Executive Committee

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Dave Austad, Sioux Falls

Vice President

Dean Zahn, Aberdeen

Secretary-Treasurer

*Chris Thornton, Sioux Falls

- 2025 Incoming Board President

Directors

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Christie Aberson, Sioux Falls

*Jordan Anderson, Sioux Falls

- 2025 Incoming Secretary

*Kristy Griffin, Sioux Falls

- 2025 Incoming Vice President

Greg Heiberger, Brookings

*Jay Huizenga, Sioux Falls

- 2025 Incoming Treasurer

Bruce Ashland, Rapid City

Karla Byrum, Sioux Falls

Tom Jansa, ex Officio, Sioux Falls

Tommy Johnson, Sioux Falls

Kate Patrick, Sioux Falls

Ryan Trasamar, Sioux Falls

Rich Wells, Rapid City

CEO | Executive Director

SDGA Jr Foundation &

First Tee – South Dakota

Julie Jansa

Operations Director

Kelli Sinksen

Program Coordinator, Sioux Falls

Chantel Brende

Chapter Outreach Coordinator

Jody Driscoll

Regional Coordinator, Brookings

Mitch Miller



south dakota

Founded in **2008** with **227** participants

We have since grown to...

1,894

Golf Course Program Participants

More Than **34,108**

Participants in the School Program

83

Elementary Schools

5,324

Participants in Chapter Led / Outreach
& Community Programs

With...

62

Caring and Trained Coaches

Where We Are Now

Swinging For Success

 **first tee** | Impact on Pine Ridge Youth
south dakota

Pine Ridge Reservation, home of the Oglala Lakota Nation, is surrounded by rolling prairies, the Badlands, and the Black Hills. The reservation is among the largest in the United States, with the land area totaling more than 2.1 million acres. Not one of those acres includes a golf course.

Not having a golf course does not stop First Tee – South Dakota from conducting hybrid golf and life skill lessons on the reservation. All kids need is a little help, a little hope, a caring coach, and they will succeed. We found that coach in John Long. Our organization, just over a year ago, partnered with John. John is an avid golfer, invested tribal member, parent, retired Bureau of Indian Affairs Officer, and now First Tee Coach. John wanted to do more for his community by introducing the kids to a sport that teaches life skills and key commitments through the game of golf, a sport that his family has been able to enjoy for years.

Through John, we have been able to conduct programming in the after-school space at several different schools and through summer programming. The golf course they utilize is Sand Ridge Golf Course, which is located about 30 minutes from Pine Ridge, in Rushville, NE.

John's passion for the game and his desire to impact the youth on the Reservation is evident through the time he spends dedicated to the organization. **John is a GAME CHANGER!**



79 KIDS

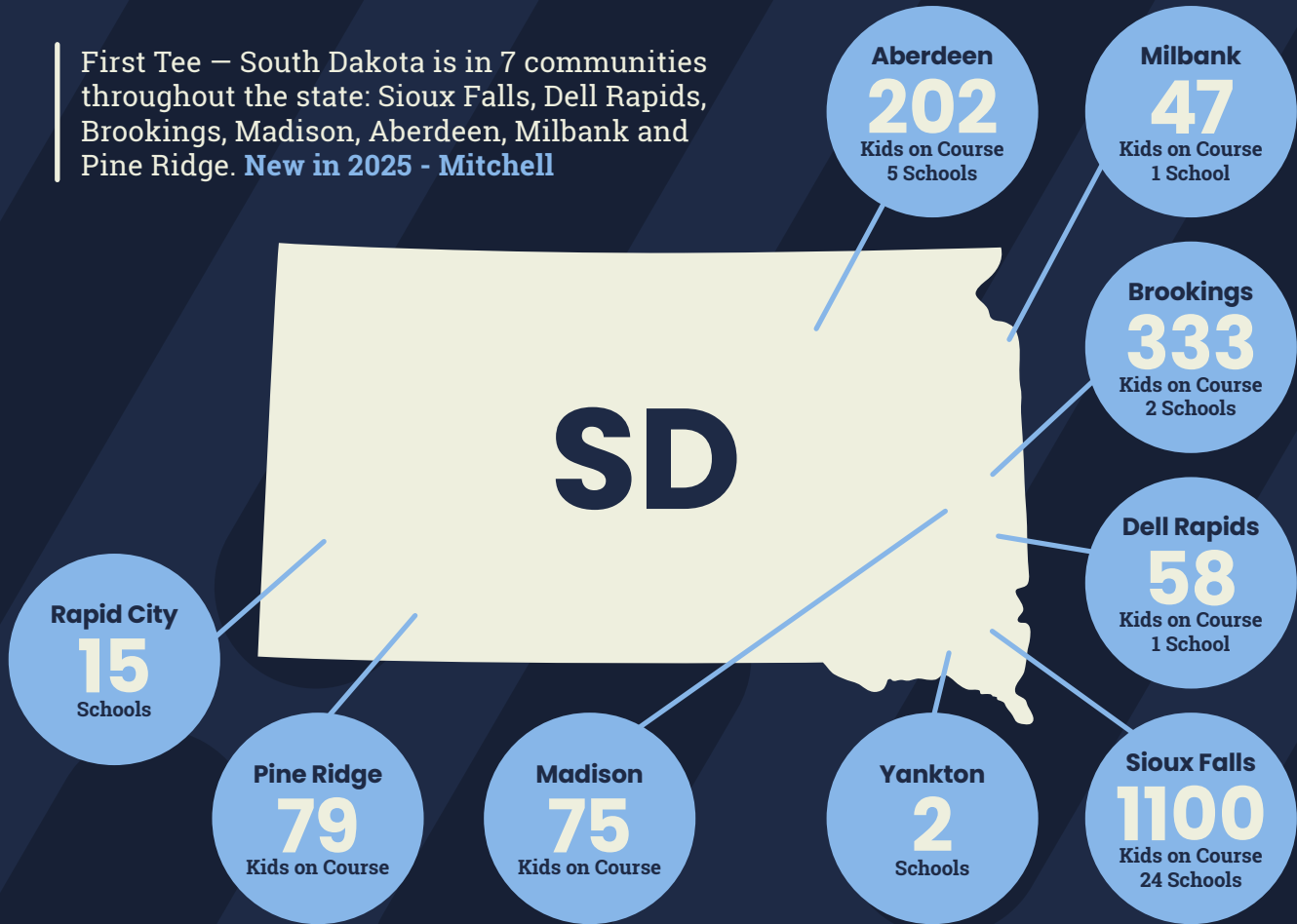
Impacted through on-course programs

357 KIDS

Impacted through after-school programs

State Review

First Tee – South Dakota is in 7 communities throughout the state: Sioux Falls, Dell Rapids, Brookings, Madison, Aberdeen, Milbank and Pine Ridge. **New in 2025 - Mitchell**



- Program Locations -

Aberdeen

Moccasin Creek Country Club & Lee Park Golf Course
 First Tee - South Dakota Program on the Golf Course, School Program, Chapter Led
 Lead - Dean Zahn

Dell Rapids

Rocky Run Golf Course
 First Tee - South Dakota Program on the Golf Course, School Program
 Lead - Chantel Brende

Brookings

Edgebook GC | Brookings CC
 First Tee - South Dakota Program on the Golf Course, School Program
 Lead - Jordan Hilbert / Mitch Miller

Madison

Madison Country Club
 First Tee - South Dakota Program on the Golf Course, School Program
 Lead - Michael Sullivan

Milbank

Whetstone Creek Golf Course
 First Tee - South Dakota Program on the Golf Course
 Lead - Julie Landmark

Pine Ridge

First Tee - South Dakota Program on the Golf Course
 Lead - John Long

Sioux Falls

Elmwood Golf Course | Kuehn Park
 First Tee - South Dakota Program on the Golf Course, School Program, Community Program, Chapter Led
 Lead - Chantel Brende

*33 additional schools across the state

What the Parents Say...

My son has been involved in First Tee for nearly 10 years, and it is one of those things that he is ready to participate in every year, with zero hesitation. Kids can lose interest in certain activities as they age, but he has always been enthusiastic about getting signed up each year for First Tee. For a few years there, it seemed like about half of his summer wardrobe consisted of various colors of First Tee t-shirts!

I think First Tee was the first organized activity he was able to participate in as a youngster. It opened a lot of doors for him as he learned about other opportunities through First Tee as he got a little older – Drive, Chip, and Putt, PGA Jr League, the City Jr Tour, and other local tournaments. Along with First Tee, those other opportunities helped to prepare him for higher levels of competition like SDGA events and to play on his high school golf team.

Getting a chance to be around other kids interested in golf in an organized fashion helped him learn the game of golf in a fun environment. Many of the kids he competes with now are kids that he first met in First Tee. Now that he is in the higher levels of First Tee, he looks forward to the challenges and working to improve his game, and it is a bonus to have top tier

instructors available at each session to help drive that. Being around those coaches and instructors that model the Core Values for golf and life has been of great value as well.

My dad is retired so he has been the one to take my son to First Tee since the beginning, and they always make a day of it – First Tee session, then lunch, then an afternoon round of golf together. They have become the best of summer golf buddies over the years, and First Tee is a big reason why. I would say that could very well be the best thing that comes from involvement in First Tee – being able to share lifelong golf experiences with the people that you've made connections with through the game.

Craig Endahl
First Tee – South Dakota Parent



Community Learning Center Partnership

In 2024, First Tee – South Dakota started a partnership with the Community Learning Center (CLC). The CLC provides after-school enrichment and summer enrichment programs through the Sioux Falls School District elementary schools. The CLC offers learning opportunities, enhancement activities, and a focus on developing skills that will last a lifetime. First Tee – South Dakota provides entry level golf skill lessons and introduction to core values in the after-school space, 2x per week at pre-selected schools. In 2025, we will partner with 7 elementary schools (Harvey Dunn, Garfield, Anne Sullivan, RF Pettigrew, Robert Frost, Laura B Anderson, and Hayward).



Our Programs

First Tee — South Dakota Program

Participants ages 5-18 progress through the program over time, deepening their understanding of life skills and golf development.

The integrated approach helps kids and teens build confidence & resilience for when they are on the course, at home and in school.

Every participant has the opportunity to:

- Learn the game of golf and how it relates to life.
- Focus on interpersonal and self-management skills on and off the course.
- Set goals and put strategies in place to make them a reality.
- Learn conflict resolution, resilience and how to plan for the future

First Tee — South Dakota School Program

83 elementary schools in South Dakota participate in our School program, which includes the curriculum and equipment, to bring the game of golf and the life skills we teach to indoor gym classes.

First Tee — South Dakota Community Programs

First Tee — South Dakota Community Programs designed to bring the game of golf to the community and recreation centers. We currently work throughout South Dakota in Boys & Girls Club, and Salvation Army.

First Tee — South Dakota Chapter Led

Events designed to expose, engage, and recruit non-First Tee — South Dakota participants to First Tee — South Dakota programming. This outreach is done outside of our official partner and location bases i.e. youth serving events, community nights, and kids fairs.



Homework and Hitting

90 Minutes
of after-school care at our partner
facilities, where the kids are.

First Tee – South Dakota, in partnership with the **Salvation Army, Brookings Boys and Girls Club, and Aberdeen Boys and Girls Club**, is bringing programming to their community, to their youth centers.

Youth involved in our programs are more likely to be **engaged in school** and feel more **comfortable around peers**.



90 Minute Breakdown

35
Minutes

The first 35 minutes will be focused on providing caring coaches and mentors who engage the kids in reading and math exercises

35
Minutes

The second 35 minutes will enhance their golf and life skills through coaching on simulators and through virtual reality

20
Minutes

The remaining time will be used to address food insecurities by ensuring that the kids go home with a full stomach and healthy snacks



2024 Scorecard

First Tee – South Dakota impacts the lives of young people by providing educational programs that build character and instill life-enhancing values through the game of golf.

The following scorecard is a snapshot of our results in 2024.



1,894

First Tee Program Enrollment on the Golf Course



62

Certified Coaches



83

First Tee School Program Partners



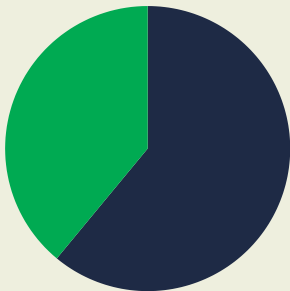
5,324

First Tee Community Programs & Chapter Led



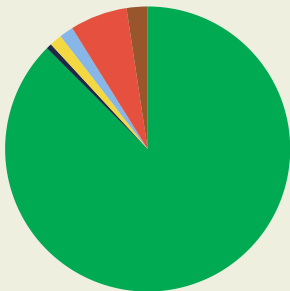
41,326

Total Youth Served



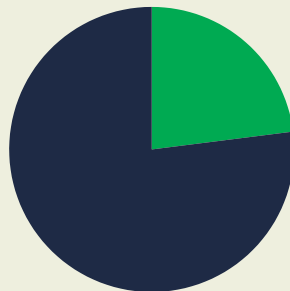
Gender

- Female (39%)
- Male (61%)



Ethnicity

- Caucasian (87.5%)
- Asian (.6%)
- African American (1.4%)
- Latino (1.6%)
- Multi-Racial (6.5%)
- Native American (2.4%)



Teens

- Teens (23%)
- Non-Teens (77%)



National Opportunities

Thanks to First Tee – South Dakota HQ, national corporate sponsors and generous donors, First Tee – South Dakota is able to offer a variety of educational and leadership opportunities for our participants each year. These events often become life-changing experiences for our participants as they further develop awareness of the possibilities that surround them.



Olivia Braun

Ace Participant

PURE Insurance Championship
at Pebble Beach, California



Kinley Freese

Ace Participant

ACE PARTICIPANTS

Ace is the highest level of completion from First Tee – South Dakota. To complete the Ace program, participants must complete four major projects centered on community service, career, educational opportunities, and golf. Ace certification is the final step and the pinnacle of the First Tee – South Dakota program. The certification requires a high level of personal planning through First Tee – South Dakota programs that include interpersonal, self-management, goal-setting, self-coaching, and resiliency skills.



“ The students will build an important foundation for success in higher education and career planning.”



Parent Testimonials

“The coaches and helpers were exceptionally helpful with my son this year! They were able to help him persevere through anxiety and stress both in class and off the course! I feel this was achieved mainly due to the relationships built over the years with purposeful practice times where the attendance was lower. Coach Tyler has been a WONDERFUL support person for our son over the years, he will be greatly missed!”

“Mason did two sessions “this season and we go to see two different coaches/groups. The orange session he loved. Coach Reese was fantastic!!! She got around to each kid and worked with them, was engaging. Had the kids tell her something they learned to get their end of class treat.”

“My son is very shy and prefers sports that allow him to do it on his own without a team of others. First Tee provides that for him and lets him learn at his own pace and understand how golf is so much more than just a game. Great lessons learned that can serve throughout life.”

“Great for learning and respecting the game of golf.”

“This was my son’s second year and he had a great experience once again. The teachers were fun and engaging.”

“First Tee has helped build confidence in my kids’ lives. They were able to learn the game of golf, and have since found joy in playing.”

“My child enjoyed going every day and grew in both skill and knowledge of the game.”

“This camp has given him confidence in a personalized sport and skill.”



Why A Learning Center

The Learning Center will be 3,600 sq ft., have an open, multi-use classroom, golf simulator, office spaces, outdoor classroom, and kitchen.

Our organization will build a Learning Center on Elmwood Golf Course in Sioux Falls as part of the city's plan to rebuild the facilities. The Learning Center will allow our organization to have significant growth and deeper impact by having the ability to impact kids year-round, in a fun learning environment. Our year-round programs will allow us to focus on kids that are underserved and at-risk, the kids that need us most.



Learning Center — Amenities —

- 1,200 sq. ft. dual purpose classroom + putting green
- Indoor simulator
- Outdoor classroom
- Storage and staff offices

OPENING NOV 2025



FIRST TEE CLASSROOM



BREAK ROOM



FIRST TEE CLASSROOM

first tee®



FIRST TEE FRONT ENTRANCE

The First Tee®, a youth development organization that empowers kids and teens through the game of golf, will occupy the secondary building, visible from the pro shop. It features a classroom with a golf simulator, offices and break room. This building will also house the SDGA offices.

Scholarship Opportunities

The South Dakota Golf Association Junior Golf Foundation

offers scholarships to high school seniors who will be attending a post high school educational facility (two-or four-year institutions).



Jackson Skuodas

Sioux Falls, SD | attending
Augustana University



Allison Meyerink

Mitchell, SD | attending
Dakota Wesleyan University



Dakota Munger

Chamberlain, SD | attending
Dakota Wesleyan University





Elijah Anema

Sioux Falls, SD | attending
Indiana Wesleyan University

*GOLF IS A PATHWAY TO
PERSONAL GROWTH,
SELF-CONFIDENCE
AND A STRONG SENSE
OF COMMUNITY.*

Delilah Fuls

Brookings, SD | attending
University of Sioux Falls



Megan Christoffels

Sioux Falls, SD | attending
South Dakota State University



Quinn Dannenbring

Mitchell, SD | attending
University of Sioux Falls



*SUCCESS IN THIS GAME
DEPENDS LESS ON
STRENGTH OF BODY
THAN STRENGTH OF
MIND AND CHARACTER.*



Morgan Jones

Aberdeen, SD | attending
South Dakota State University

2024 Donors

ACE: \$30,000+

Don and Ann Platt
Denny Sanford Foundation
Sanford Health
Sanford International

Eagle: \$15,000+

Austad's Invitational
Bert and Cindy Olson
BOSC
Duane and Barbara Harms
First Premier Bank
Jim and Jane Harrenga
Pfeiffer Family Foundation
PGA Tour First Tee Foundation, Inc

Birdie: \$5,000+

Avera
Bob and Karla O'Connor Family Foundation
Brass Family Foundation
Dan Sova and Family
Dean Zahn
Glen Herrick and Family
Helen Boen
Jay and Jane Huizenga
Jeff Malone
Jordan Anderson and Family
LPGA Foundation
Plains Commerce Bank
PWGO
Scheels
Scott Sletten
Showplace Wood Products
Sioux Empire United Way: Connecting Kids
T-Bros Logistics
TORO
Brent Roth
USGA

Par: \$1,000+

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American Bank and Trust
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Bob and Cathy Menke
Brett Egge
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Christie and Josh Aberson
Craig McTighe and Family
Dan Hansen
Dan Kirby
Dana Dykhouse
Dave Austad
Dean Shortridge Foundation
First Dakota Title
First International Bank
First Interstate Bank
First National Bank
Gavin Van Zee Golf Tournament
Greg Heiberger and Family

Hy-Vee | Sanford Legends
Jennifer Stalley
Joel and Linda Christensen
Jordan Hilbert
Julie and Ryan Jansa
Karla Byrum
Kate Patrick
Kevin Zimmer
Kray Family
Kristy Griffin and Family
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LB Insurance
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Adam Hicks
Michael Weister
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\$200 + Donors

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Jennifer Olson
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Jim Redlinger
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Kris Dumdei
Kyle Swiden
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Megan DeBoer
Michaela Miller
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Mike Whitford
Mitch Brunick
Mutt Helms
Nancy Wynia
Natalie Braun
Nick Crank
Orv Madden
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Sue & Dave Simons
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Terry and Debra Brunken
Thaddeus Anderson
Tim Bernstein
Todd & Mary Madson
Tom & Karolynn Biegler
Tom and Jean Nicholson
Tommy Johnson
Tyson Ellenbecker

William Baune
Zac Gavlak

IN MEMORY

In Memory of John Peterson
In Memory of John Trasamar
In Memory of Paul Rchetto
In Memory of Stuart Quam
In Memory of Bill Matheson
In Memory of Dave Beranek

IN-KIND

B&G Milkyway Cliff
Sutton Bay
Great Shots
Landscapes Unlimited
Sioux Falls Golf
Elmwood Golf Course
Moccasin Creek CC
Lee Park GC
Edgebrook GC
Madison CC
Rocky Run GC
Whetstone GC
Brookings CC

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TODAY!**



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Thank You KIDS & COACHES





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