

first tee®

oakland

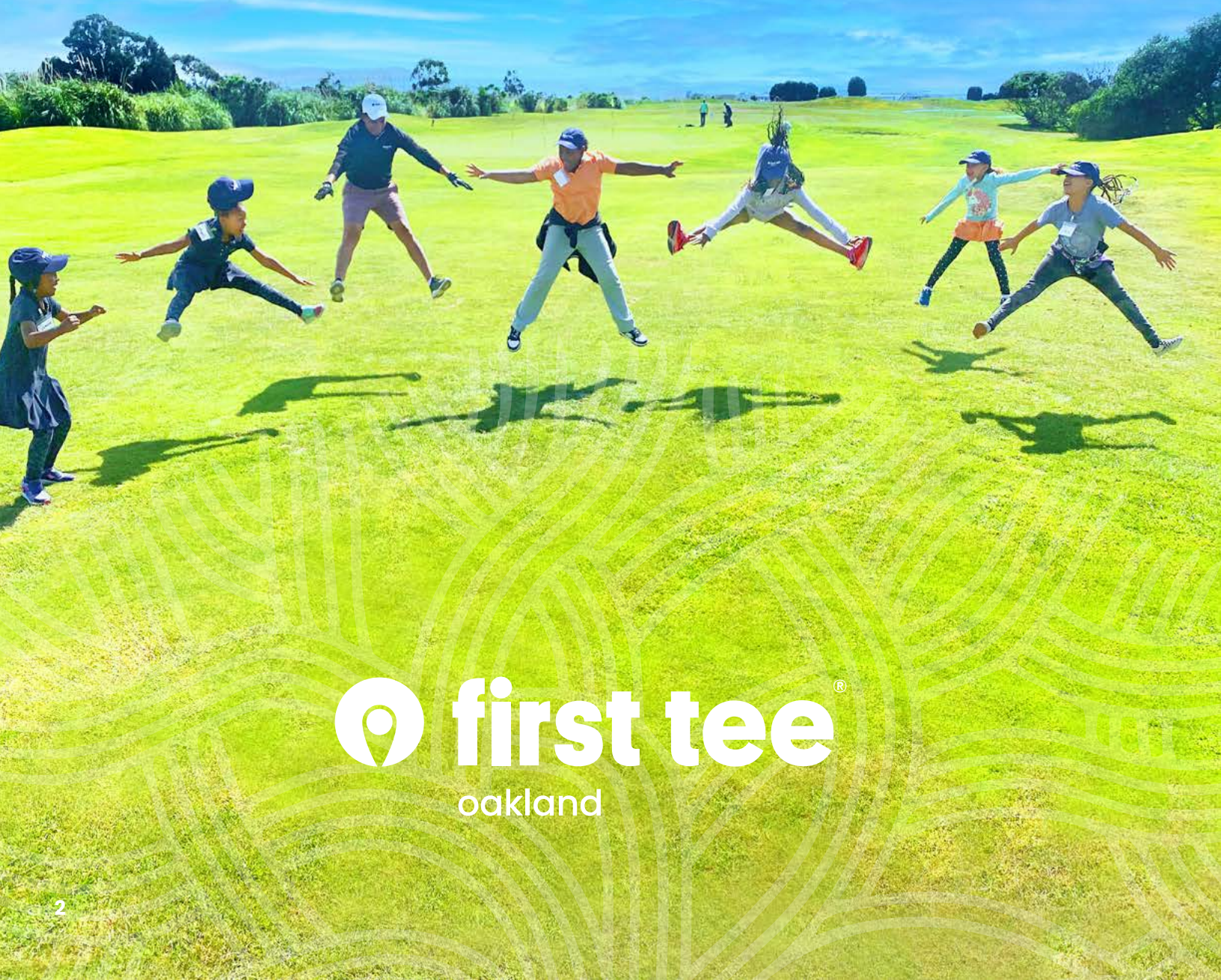
25
impact report

BUILDING
game changers



Our Mission

To impact the lives of young people by providing educational programs that build character and instill life-enhancing values through the game of golf.



 **first tee**[®]
oakland

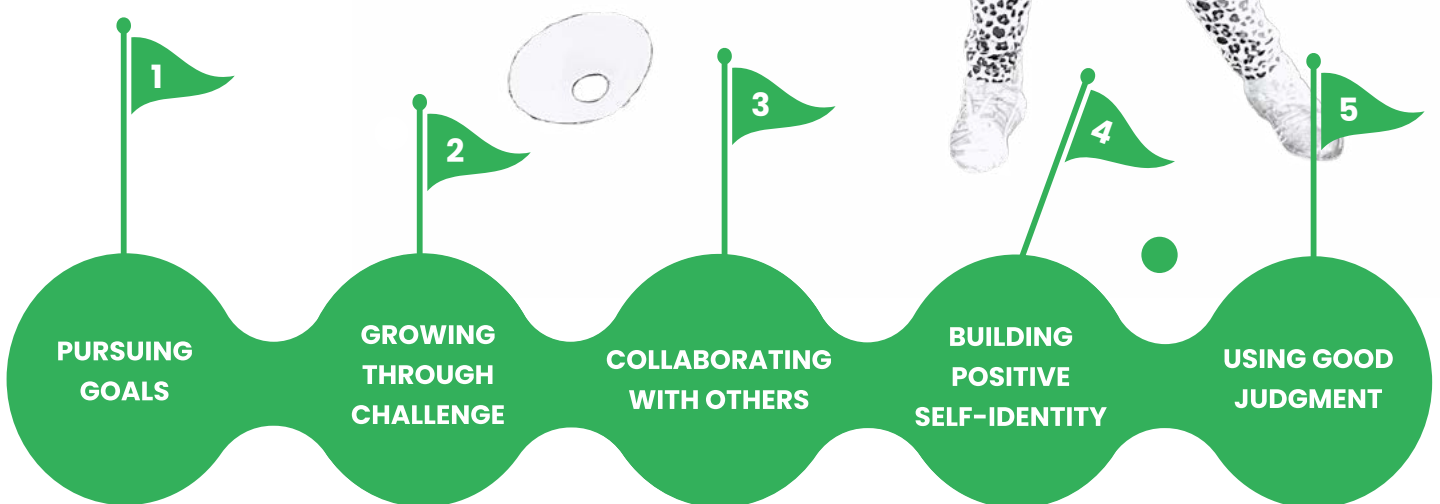
BREAKOUT YEAR

2025

2025 was a breakout year for First Tee-Oakland (FTO).

Partnering organizations for our life skills curriculum grew to include **15** Oakland Unified School District (OUSD) schools, and **6** local youth organizations. With the help of these partners, we made a difference in the lives of more than **500** students who learned the game of golf at one of **2** participating courses: our returning partner, Metropolitan Golf Links, and new in 2025, Monarch Bay Golf Club, as well as on-site at selected elementary and middle schools.

No matter where we serve our students, our goal is to help them understand & embrace First Tee's five key commitments:



This is how we build **GAME CHANGERS!**

“Our partnership with FTO has been nothing short of **TRANSFORMATIONAL** for our students and school community. Their team shows up with patience, and a genuine desire to see our kids grow. Our students feel that **LOVE**, and our staff and families feel it too.”

-MARIA COCA
MANZANITA SEED



 **first tee**®
oakland

OUR GROWTH

2025

In 2025, we continued to solidify fiscal viability and long-term sustainability for First Tee–Oakland with revenues exceeding expenses for the third year in a row, and reserves continuing to grow. For the second time in three years, we beat our annual fundraising goal—this year by almost **10%** with particularly strong showings from individual contributors, foundations, grants, and golf events.

FTO is a mission-driven, prudential organization committed to serving Oakland youth over the long term. We are standing strong, and we are here to stay!

OUSD SCHOOLS IN OUR LIFE SKILLS PROGRAM

- 1. Burbank Elementary School**
- 2. Coliseum College Prep Academy Middle School**
- 3. Cox Academy**
- 4. East Oakland Pride Elementary**
- 5. Fruitvale Elementary**
- 6. Grass Valley Elementary**
- 7. Greenleaf Elementary**
- 8. Greenleaf Middle School**
- 9. Harriet Tubman Elementary**
- 10. Laurel Elementary School**
- 11. Lockwood Steam Academy Elementary**
- 12. Madison Park Academy**
- 13. Manzanita Seed**
- 14. Oakland Academy of Knowledge**
- 15. United for Success Academy/ Achieve Academy**



“

“Since participating in FTO, I’ve noticed a big improvement in my students’ social skills. They are showing more

PATIENCE, TEAMWORK, and RESPECT

towards each other. Many of them have become better at communicating, taking turns, and encouraging their peers during the activities. I’ve also seen growth

*in their **CONFIDENCE.**”*

–RUBY AHUMADA
EAST OAKLAND PRIDE



”

LIFE SKILLS

2025

On-Site After-School FTO Life Skills Program

At five OUSD partner schools, as part of their after-school programs, we taught our life skills curriculum on-site with plastic clubs so students as young as Transitional Kindergarteners could participate, build skills, learn the game, have fun, and stay safe. Some of our youngest students were our fastest learners, excelling at picking up the game and learning First Tee's Key Commitments.

OUSD SCHOOLS IN OUR ON-SITE AFTER-SCHOOL LIFE SKILLS PROGRAM

1. Burbank Elementary School
2. Grass Valley Elementary
3. Harriet Tubman Elementary
4. Lockwood Steam Academy Elementary
5. Oakland Academy of Knowledge

YOUTH ORGANIZATIONS IN OUR LIFE SKILLS PROGRAM

1. East Oakland Youth Development Center
2. Girls Inc.
3. Harbor House
4. Little Sistas
5. Oakland Strokes
6. Special Olympics Northern California



PARTNER SPOTLIGHT

2025

Community

Oakland Roots

The energy and excitement among FTO students was electric when Oakland Roots players brought FootGolf, a sport that combines soccer and golf, to Metropolitan Golf Links. On-site at the Oakland Coliseum for two Oakland Roots games, FTO engaged fans in golf activities, raising awareness for FTO and involving new members of the Oakland community. FTO's partnership with Oakland Roots is strong and growing.

East Oakland Youth Development Center (EOYDC)

EOYDC, founded in 1978 to nurture the holistic development of youth from kindergarten into adulthood so they can live a life of prosperity, integrity, and purpose, became an FTO partner in 2025. On Fridays, FTO brought the game of golf plus First Tee's life skills curriculum to EOYDC. For FTO and EOYDC, mission and values are strongly aligned, and the program is slated for expansion in 2026.

Golf Courses

FTO bused students from participating OUSD after-school programs to our two partner courses.

Metropolitan Golf Course

At Metropolitan Golf Course Monday through Thursday for our spring, summer, and fall sessions, coaches introduced students to the game of golf on a five-hole mock course, while focusing their heads and hearts on building life skills, and mastering First Tee's Key Commitments.

Monarch Bay Golf Club

Monarch Bay Golf Club hosted FTO's Friday life skills program. Here, students improved their long game on the course's two-deck driving range and played two or three holes of the club's nine-hole course, both while rising to the challenge of First Tee's Key Commitments.

PARTNERSHIPS

Community Partnerships

FTO works with partners across Oakland to increase awareness of our program, develop mutually beneficial relationships with other community-based organizations, reach families, kids, golfers and volunteers. Our most important metric for this work is the number of people we reach with our message. In 2025, we grew our reach by more than **18%** to touch **3,375** members of the Oakland community.

2025 COMMUNITY PARTNERS

1. Cal Athletics & the Cameron Institute
2. Forever Oakland
3. Girls Inc.
4. Higher Ground
5. Mills College at Northeastern University
6. Oakland Roots
7. Oakland Strokes
8. OakLuv



Life Skills Partners

2023	2024	2025
5	12	21

Students Served

2023	2024	2025
200	350	540

NEW Life Skills Partners

2023	2024	2025
5	7	13

OUTREACH Events/Reach

2023	2024	2025
4	12	13
825	2850	3375

TEAM SPOTLIGHT

Derek Lee, Junior Coach

Highschooler Derek Lee picked up his first golf club at age 7 with FTO. Today, he has a plus-handicap and aims to play collegiate golf at a top school. Most weeks, you can find him working with FTO students as a Junior Coach, giving back to the organization that gave so much to him. Derek was one of thirty-two teens selected for First Tee's annual Innovators Forum, where he received support to develop a community service project. Derek's project, a mini-tournament on Monarch Bay's 9-hole course that pairs FTO students with teens experienced in tournament play in an alternate shot format, launches in April of 2026. His goal for the mini-tournament is to foster interactions between the teens and youth that inspire the younger players to believe in their capabilities and pursue their ambitions.



TEAM SPOTLIGHT

Rebecca Martinez, Program Director

Rebecca's journey with FTO began when she picked up a golf club for the first time in 2015. In short order, golf became a means for Rebecca to marry her commitment to healthy living with her passion for serving youth. Starting with First Tee as a volunteer and rising through the ranks to Program Director, Rebecca is invested in leadership, community, and creating opportunity for others.

From FTO's students, Rebecca has learned the importance of patience and adaptability, and the power of shared leadership. She knows that youth thrive when they are trusted to lead, when relationships are rooted in respect, and when coaches embrace different learning styles. By fostering an environment built on collaboration and growth, Rebecca ensures every FTO student can learn, contribute, and succeed.



2025



oakland

first tee

one of only

two First Tee organizations nationwide providing programming and transportation to all participants

free of charge

Allowing us to serve communities and students for whom golf and the benefits of the First Tee experience would otherwise be out of reach.

Dear Coach

*William
thank you for helping me
do my Best!*



A huge thank you to our major sponsors

- Barney & Barney Foundation ● Barrios Trust ● SAGA Foundation
- Life Science Cares ● Olympic Club ● Los Altos United Methodist Church
- Lucious Bateman Foundation ● Northern California Golf Association

www.firstteeoakland.org

SCAN CODE TO DONATE ▶

