



Annual Report
2024

 **first tee**[®]
greater richmond



greater richmond

100 Everett Street Suite 3
Richmond, VA 23224

Board of Directors

Mike McCann, *Chair*
Bryan Jones, *Vice Chair*
Brian Alas, *Treasurer*
Hunter Gottwald, *Secretary*
Patty Merrill, *Immediate Past Chair*
Andrea Archer
Cary Baronian
Elizabeth Brightwell
Mike Hott, *Emeritus*
Beth Johnson
Kevin Laing
Dan Ludwin
Neil Luther
W. Benjamin Pace
Joe Pryor
Ray Roberts
Lincoln Saunders
Alexander Schaaf
Dan Schmitt
Keith Windle
Bill Goodwin, *Emeritus*
Matt Goodwin, *Emeritus*
John Luke, *Emeritus*
Fred Tattersall, *Emeritus*
Kirk Tattersall, *Emeritus*
Bobby Ukrop, *Emeritus*

Leadership Advisory Board

Miller Golliday
Matthew Clark
Matt Carter
Connor Hill
Holden Bryant
Mark Hourigan Jr.
Madison Day
Maura Robinson
Ben Gurley
Chris Edmunds
Michael Gundlach
Mike Rawls
Evan Tucker

Junior Advisory Board

Henry Powell, *President*
Ethan Roerink, *Vice President*
Rita Eovino, *Secretary*
Justin Hartsfield, *Treasurer*
Brayden Bolling
Niki Chan
Samuel Freeman
Michelle LaRock
Meg Lavinder
Lucas Le
Kate Lindley
Tia MacDonald
Chloe Webb
Sean Wright

Staff

Brent Schneider, *Chief Executive Officer*
Lauren Velardi, *Chief of Staff*
Rob Imhof, *Chief Financial Officer*
Kelly Brown, *Vice President, Impact*
Emily Weinstein, *Vice President, Development*
Lee Coppock, *GCSAA, Vice President, Agronomy*
Chevonne Braxton, *Director of Education & Outreach*
Ashley Doyle, *Director of Engagement*
Ian Seymour, *PGA, Director of Operations*
Madison Allen, *Program Manager*
Josh Pawlus, *Director of Golf, The Tattersall Youth Development Center*
Brooks Ward, *PGA Associate, Head Golf Professional, Elson Redmond Memorial Driving Range*
Sterling Simmons III, *PGA, Player Development Professional, The Tattersall Youth Development Center*
Ana Ferreyra Heit, *LPGA Associate, Player Development Professional, Belmont*
Grace Huffman, *PGA Associate, Player Development Professional, Elson Redmond Memorial Driving Range*
Dave Runner, *Superintendent, The Tattersall Youth Development Center*
Adam Toombs, *Superintendent, Belmont*
Curt Goss, *Assistant Superintendent, Elson Redmond Memorial Driving Range*
Chris Smith, *Assistant Superintendent, The Tattersall Youth Development Center*
Scott Whirley, *Director of Turf Equipment*
James Currier, *Mechanic*
JT Hintzen, *Assistant Golf Professional, Belmont*

To our Participants, Patrons, Volunteers, Donors, Foundations and Corporate Sponsors:

First Tee's participants are learning how to be Game Changers. At this year's Redmond Cup Sponsor Dinner, I was lucky enough to be seated among several First Tee youth who have developed both their life skills and their golf game through the First Tee program. Together, we listened to Coach Ryan Odom share his message on what it means to set and pursue goals – and to not be afraid to fail. It was an honor to share the evening with these participants and hear a unifying message that encourages each of us to work towards being the best version of ourselves.

As I reflect on First Tee-Greater Richmond's past year of success, I am filled with immense gratitude for our volunteers and our leadership team for the impact they delivered in 2024, as well as an excitement and energy for our projected 2025 achievements. This report is a showcase of First Tee-Greater Richmond's accomplishments and highlights the transformative impact that each of you has made on the lives of our young people. Thank you for your unwavering support for our mission. Because of you, First Tee-Greater Richmond has successfully reached new milestones, expanded our youth programs and our reach throughout the Greater Richmond area, and touched

the lives of more youth than ever before. Our commitment to instill values like Integrity, Respect, and Perseverance through the game of golf remains at the core of our mission. Your contributions – whether through funding, volunteering, or participating in our programs – allow us to engage even more youth and develop important life skills while enjoying this great game.

We are excited about the opportunities that await us. We will continue to innovate our programs and offerings, ensuring that we meet the needs of our participants and advance our mission. Your engagement and support will be vital to this endeavor and we thank you for being an integral part of our journey. Together, we are not only teaching young people how to play golf, but how to navigate life's challenges.

Best,



Mike McCann, Chair, Board of Directors

Our Numbers 2024



66

Trained First Tee
Coaches

113

Classes and Camps
Offered

116

Program Volunteers

127

School Program
Locations

551

Community Program
Participants

2,897

First Tee Program Participants

67,308

School Program Participants

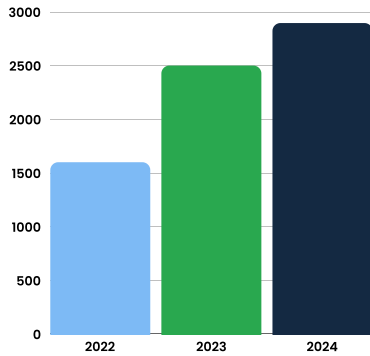
70,756

Total Youth Served

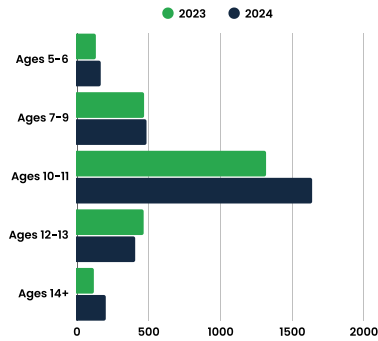


2024 Programming Report

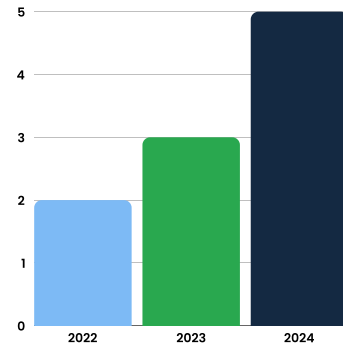
Participant Engagement



Unique Participants

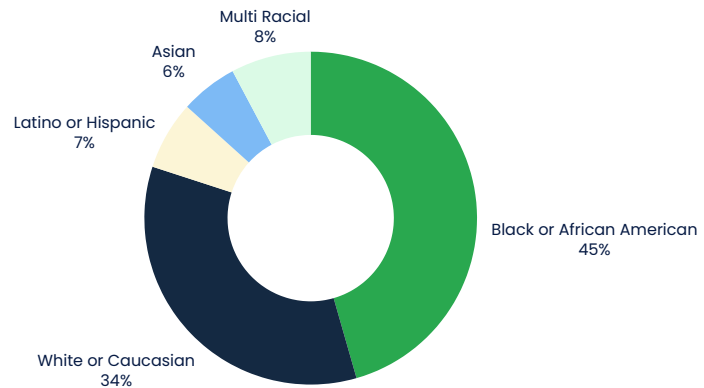
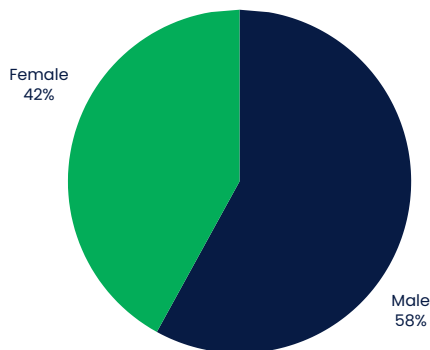


Participants by Age Group

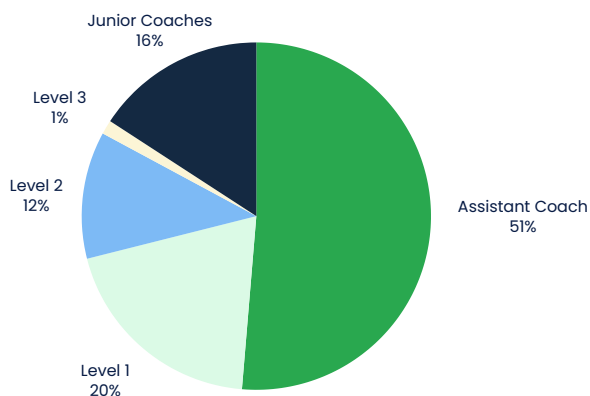


National Opportunities

Demographics



Active Coaches (66)



New PGA TOUR Superstore Opens in Richmond



First Tee – Greater Richmond was proud to welcome a PGA TOUR Superstore to our market, bringing incredible opportunities for our participants and the broader golf community. As a dedicated partner of First Tee, PGA TOUR Superstore has been instrumental in supporting our mission to empower young people through the game of golf. Their commitment to youth development extends beyond equipment and instruction, as they actively invest in programs that build character, confidence, and leadership skills in young golfers. The addition of a PGA TOUR Superstore in Richmond means our participants will have greater access to top-tier resources, mentorship, and learning experiences that will enhance their development both on and off the course.

A key component of this partnership is the First Tee Leadership Series presented by PGA TOUR Superstore, which provides invaluable opportunities for our participants to grow as leaders. This program is designed to equip young people with essential life skills such as resilience, teamwork, and goal-setting through engaging workshops and hands-on experiences with store leadership. By connecting participants with industry professionals and community leaders, the Leadership Series helps prepare them for success in school, careers, and beyond. We are excited about the lasting impact this partnership will have on our youth and look forward to working together to create transformative experiences that empower the next generation.



2024 Coach Spotlight

Coach Anthony

Level 2 Coach | Year 3

The Tattersall Youth Development Center

First Tee Chesterfield Golf Course



What inspired you to become a First Tee Coach?

I identify with the approach of using golf as a tool to help kids become better humans. I was first introduced to the game through the Hook A Kid on Golf program as a child, so I already had an appreciation for youth golf programs and the impact they can have.

Do you have a background in golf?

Yes! I started playing golf through the Hook A Kid on Golf program, then played competitively in high school at Hermitage HS and at a small HBCU in North Carolina, Elizabeth City State University.

What is the most important lesson or key commitment you try to instill in your participants?

I emphasize Collaborating with Others—teamwork, communication, and respect are essential both on and off the course. These qualities are foundational to maintaining a functioning society, and I love reinforcing them through the game.

What is the most rewarding part of coaching?

Seeing the kids' smiles and excitement each week is by far the most rewarding part. It's amazing to watch them have fun playing a game I love, and I take pride in creating a class environment where they can enjoy themselves and develop valuable skills.



Our 2024 Events

HBCU Skills Challenge

In conjunction with the Dominion Energy Charity Classic, the HBCU Skills Challenge took place on Saturday, October 19th at the Country Club of Virginia's Tuckahoe Creek Course and practice facility. During this event, First Tee - Greater Richmond participants were paired with student-athletes from Virginia Union and Virginia State golf teams where they competed in driving, chipping, and putting. Elijah Thompson (First Tee participant) and Joseph Boone (VUU) won the event.



Elijah Thompson and Joseph Boone





Redmond Cup

The 2024 Redmond Cup, presented by Troutman Pepper, concluded on July 11, 2024, at Belmont Golf Course with First Tee – Greater Richmond clinching the title in a dramatic playoff against First Tee – Greater Washington, D.C.

After two days of competition, both teams were tied with scores of 165. The playoff was decided on Belmont's first hole, where Niki Chan sank a 15-foot birdie putt to secure the victory. Individual honors were shared between chapters. In the 12-hole division, Washington, D.C.'s Jordan Wallace and Miles Maravilla posted a best-ball score of 100 to claim medalist honors, while Niki Chan and teammate Henry Powell finished second with a score of 102. In the 9-hole division, Richmond's Brandon Martin and Oliver Dorfman secured first place with a two-round scramble score of 63, edging out Washington, D.C.'s Tyler Lambert and Luke Hardy by two strokes.

The tournament featured six First Tee chapters: First Tee – Greater Richmond, First Tee – Greater Washington, D.C., First Tee – Greater Philadelphia, First Tee – Hampton Roads, First Tee – Triangle, and First Tee – Virginia Blue Ridge. Beyond the competition, participants enjoyed activities such as attending a Richmond Flying Squirrels baseball game and an inspiring talk from VCU men's basketball coach Ryan Odom at the sponsors dinner.

This victory marked Richmond's fourth Redmond Cup title and their first since 2013, reaffirming the chapter's prominence in regional competition.



First Tee National Opportunities

PURE Insurance Championship

Pebble Beach, CA

This opportunity provides First Tee participants a national stage on which to showcase the skills and values they've learned at their chapter. Throughout the week, teens can network with peers, PGA TOUR Champions players and leaders from the business world who are competing in the amateur field, gaining exposure to the opportunities golf can provide both on and off the course. During the tournament, which is hosted at iconic Pebble Beach Golf Links, each teen is paired with a golf legend who provides mentorship as they compete for the pro-junior title.

First Tee and title sponsor PURE Insurance are committed to ensuring teens from underserved communities have access to this event. Golf resume, personal growth through First Tee and socioeconomic need are all considerations in determining the field.



Niki Chan
18 | Manchester High School

In Honor of Joe Louis Barrow, Jr.

First Tee Game Changers Academy

Minneapolis, MN

This opportunity is a five-day learning and empowerment academy. Participants selected to attend participate in important conversations embracing topics of self-awareness, inclusivity, and community building. The experience is designed to enlighten, inspire, encourage, and position our teens to be Game Changers in their communities.



Rita Eovino
17 | Monacan High School



Justin Hartsfield
15 | L.C. Bird High School

First Tee Innovators Forum

Phoenix, AZ

This opportunity equips and empowers First Tee teens to develop a meaningful service project in their communities. Selected participants learn from industry leaders through a distinct enrichment experience among selected First Tee teens who share a similar desire to generate change in their communities.



Lucas Le
16 | Godwin High School



Samuel Freeman
15 | Maggie Walker Governor's School

2024 Financials

Support & Revenues

General Contribution & Grant Revenue	\$1,797,836
Program Revenue	\$119,441
Operational Revenue	\$3,061,144
Special Events	\$288,164
Total Support and Revenues	\$5,266,585

Expenses

Programs	\$3,856,977
General & Admin	\$514, 881
Fundraising	\$428,954
Total Expenses	\$4,800,812

Tattersall Rounds



25,925

Belmont Rounds



40,193

Richmond Baskets



26,371

Supporters

1607 Capital Partners
2nd Order Solutions
Fran Absher
Marshall Acuff
Tom Ager
Jacob Ainsworth
Mary and Manuel Alas
Taylor and Brian Alas
Altria Client Services
American Endowment Fund
American Online Giving
Foundation, Inc
Betty Ann and Buck Ames
Barbara and David Anderson
Dave Anderson
Anna Julia Cooper School
John Antonietta
Aon
Andrea Archer
Thomas Armstrong
Kenneth Aspinall
Sandra and Ian Asplundh
Lenora and James Atkinson
Camp and Tappan August
Carol and Gene Autry
Rob Bailey
Jo Baird
Patrick Baly
Marion and Samuel Baronian
Caroline Baronian
Patsy and John Barr
Mary Ellen and Scott Barton
Gina and Jason Bass
Ryan Bauersachs
Connor Beck
Bell Greek
Nancy and Scott Belleman

Paul Bender
Ric Bergstrom
Berkadia
Susan and Tom Bernhardt
Katherine and Jack Berry
Frank Besosa
Richard Betts
Peggy Bice
Gregory Birsinger
The Blackbaud Giving Fund
Lisa and Roby Blair
Rose Bland
Brian Blaylock
Mary Bliley
Blueprint Financial Group
Brad Bone
Robert Bonney
Adam Botteicher
Churchill Bowles
Jean and Greg Bowman
Doug Bradham
Lloyd Bradshaw
Chevonne Braxton
Jim and Kennan Brightwell
Elizabeth Brightwell and Joseph
Southall
Kelly Briglia
Bruce Briglia
Kathy Briglia
Michael Briglia
Leo Briglia Divine
Scott Broaddus
Austin Brockenbrough
Kyle Brogdon
Shari Brown
Juliet Brown
Mary Craig Bryant

Holden Bryant
Mark Budzinski
Chadwick Burns
Junior Burr
Mary Beth and Tom Burton
Tim Caddigan
Camp-Younts Foundation
Betty and Charlie Caravati
Scott Carr
Maria and Scott Carreras
Matt Carter
Colby Carter
Dan Casella
Nevia Cashwell
John Catlett
Molly and David Charnes
Hunter Charnock
Julia and William Chenault
The Chrisman Family
Foundation
Julia Chu
Nat Chusing
Lois Clark
Matthew Clark
Lynn Clark
Tylar Clarke
Kristine and Philip Clites
Pat Coakley
Coca-Cola Bottling Co.
Consolidated
Mary and Orion Colfer
The Commonwealth
Foundations
Community Foundation Greater
Richmond
Mr. and Mrs. Thomas Cooper
Patric Cooper
Derrick Cooper

Maddie and Lee Coppock
Julia and Bobby Cowgill
Kelly and Kevin Cox
Martha and Barry Crawford
Lars Crowder
Justin Cullivan
Tony Curtis
Curtis&Co
Jane and Cliff Cutchins
James Darling
Davenport & Company
Martha and Chas Davidson
Tina Davis
Susan and Art Davis
Madison Day
Whit Day
Karen and Dean Deaver
Jeanne and Michael Decker
Tihut Degfae
John Deitz
Michael DeRuosi
Alex Divine
Chris Dodson
Dominion Energy
Mary Sue and Tom Donahue
Evan Donnellan
Ryan Dorfman
Richard Dorfman
Leslie Doty
Ashley Doyle
Jonadell and Mark Dray
Tim Driscoll
David Driver
Liam Duffy
John Duni
Dawn Durrett
Manuel Dwyer
Julia and Troy Dye
Cheney and Berkeley Edmunds

Chris Edmunds
Marvin Edwards
Baker Elmore
Darlene and George Emerson
Mike Eovino
Fahrenheit Advisors
Shannon Fake
Polly Stephens and Michael Fatsi
Andrew Feller
Fidelity Charitable Gift Fund
First Citizens Bank
James Fitzpatrick
Courtney and Paul Fleming
Ann Folkner
Beverly and Roger Fortino
Forvis Mazars, LLP
Clifford Foster
Elizabeth Fox
Ryan Francis
Patricia Franklin
Donnie Frick
Courtney Friedlein
Charles Fry
Karen Frye
Fulton Bank
Gallagher Re
Julia Galleher
Elizabeth and Matt Gardner
Christy and Thomas Garner
Helen and Muscoe Garnett
Roberta Garnett
Algin Garrett
Ted Gary
Vicky Gates
Moncure Geho
Charles Geho
Sherwin Ghaphery
Vinny Giles

Christopher Giles
Jeffery Ginn
Miller Golliday
George Goodridge
Kirsti and Matt Goodwin
Allen Goolsby
Scott Gordon
Laura Gorsuch
Matthew Gorsuch
Hunter and James Gottwald
GradCapital, LLC
Billy Green
George Greenfield
Blaire and Doug Greenwood
Anne Gordon Greever
Patrick Gregory
Mike Grotewiel
Chris Guedri
Katie and Hunter Guerin
Tim Gundlach
Michael Gundlach
Brooke Gurnari
Guy Carpenter & Company
Hackney Real Estate Partners
Kate Hall
Troy Hall
Clark Halladay
Eddie Harhai
Reed and Scott Harrison
Jelani Hartsfield
Tracy Harvey
Candace Haske
Ryan Havermann
Anne Hawkrige
Sarah and Grady Hebert
Sterling Hening
Heritage Wealth Advisors
Herndon Foundation
Richie and Lee Hilbert

Jeff Hill
Scott Hill
Connor Hill
Linwood Hines
Ryan Hippeard
Brent Holifield
Brian Holstein
Hourigan Construction Corp
Adam Hovermale
Corie Hovis
Deborah Howard
Howden Tiger
Bev and Mac Hudgins
Phyllis and James Huffman
Tripp Hughes
Matthew Hundley
Matt Hundley
Jonathan Hunt
Bryan Huntley
Independence Golf Club
Billy Irvin
Brandt and Stephen Isaacs
James River Nurseries
Chris Jamison
Elizabeth Jarvis
Justin Jasper
Duece Jewell
Beth and Pete Johnson
Ron Jones
Courtney Jones
Chris Jones
Stephanie and Bryan Jones
Leila and Walter Jones
Shannon Jones
Kathryn and Jeffery Jones
Nancy Jo and Chris Kantner
Laurie Keenan
Keiter
John Keith

Patricia Kibler
Judy and Tommy Kidd
Ben Kiser
Thomas Krahe
Nancy and Bob Kristofak
Aaron Krug
Allison Krumpe
Jeff Labrecque
Giovanni Lagnerini
Julie and Ed Lane
Lansing Building Products
Michael Lantz
Margaret and Carl Lavinder
Kathy and Jay Lawler
Matt Lazas
John Leahy
Christopher Lennon
Cathy Levy
Le Lew
Lingerfelt Development
Lockton Re
Nick Logue
Joy Londrey
Beth Longest
Andrew Lopez
John Luke
Diana Lupe
Carol Lutterbein
Kelly Lyle
Margaret and George Macon
Jonathan Maisey
Fannie Mallonee
Lisa and Jim Mallory
Francie Mann
Kathie and Steve Markel
Markel Corporation
Carrie Marshall
David Marshall
Cynthia Marsteller

Cathy Mason
Stephen McCall
Amy and Michael McCann
Mike McCarthy
Rudolph McCollum
McCollum At Law, P.C.
Kimberly and Richard McCullough
Christy McCurdy
Matt McDavid
A.J. McFadden
Virginia McGehee
Margaret McGehee
Megan McGhee
Mark McGonagle
Rosanna and Gary McGowan
David McGroarty
McGuireWoods Consulting
Boodie McGurn
Thomas McInerney
McKay Wealth Management
Group
William McLean
Melissa McMahon
Barrett Mears
Mercedes Benz of Richmond
GT Mercer
Patricia Merrill
David Messenger
Gregory Metcalf
Metro-Richmond Score Golf
Association
Nick Mexal
Lynn Meyer
Michelle and Keith Middleton
Hillary and Michael Mikeska
Meredith and Perry Miles
Grant Millsaps
Suzanne and Bill Mistr
Brian Mitchell

Marlene and Bob Mizell
Carol and Lou Moelchert
Mark Monahan
Monterey Peninsula Foundation
Pat and Mike Moore
Tish Moore
Russell Moore
Aaron Moores
Kris Morgan
Diane and Christopher Morgan
Brian Morley
Susan and Jason Morris
Lane and Billy Mosby
Deane and Frank Mountcastle
Mraz Charitable Trust
Ted Muenkel
Jeff Mullen
Lindalee and Richard Mulligan
Munich Reinsurance
Donovan Murphy
Matt Murphy
Richard Murray
Min Mushinin
Beth and Robert Musick
Angus Musser
Ryan Mutter
Candace and Ray Nasser
National Financial Services
Karen Nerden
Michael Neuvel
Natalie Newfield
Next Round
Brandy Nickel
Robert Nickle
Jeff Nugent
Will O'Brien
Connor Odell
Ronnie and Jack O'Keefe
Old Dominion Drywall



John O'Neill
Carolyn Orr
Melissa O'Toole
Margaret and Ben Pace
Thomas Padgett
Pam Saylor and Judy Grubb
Steve Papa
Mary Parsley
Tammy Parsley
Patrick Patten
Clayton Patton
Pauley Family Foundation
Pam and Rob Peebles
John Perrin
David Perry
Scott Peterfy
Janice and Pete Pettit
PGA Tour Superstore
PGA Tour
PGA Tour First Tee Foundation
Adam Pink
Jonathan Platt
Cathy Plotkin
Graham Poehler
Nikki and Scott Pomeroy
John Port
Robert Porter
Bill Potter
Frannie and Bryce Powell
Preserve Belmont
Pricewaterhouse Coopers LLP
Ginger and Doug Pridgen
John Prince
John Principato
Sophia Pryor
Michael Pugh
Anita and Hal Purcell
Susan Rasmus
Raymond James

Elizabeth and Brandon Ream
Red Gates Foundation
Eugenia and David Redmond
Cheryl and Scott Redmond
Relationship Foundation of Virginia
RenRe
Rencourt Foundation
Nelson Reveley
Revels Turf and Tractor
Kristi and Lance Reynolds
Billy Rhodes
George Riegel
Jason Riegel
Daniel Riegel
Jim Riley
Malia and Scott Rinaldi
Ray Roberts
William Roberts
Libby and Greg Robertson
William Robins
Charlotte Robins
Maura Robinson
Sally and Stewart Roddey
Carol and Jim Rogerson
Kristine Rohrbaugh
Peter Rossetti
Helen Rosson
Lynne Runner and Farley Shiner
Michael Runyon
Judy and Richard Rurak
Brian Sachtjen
Andrew Sageser
Salomon & Ludwin
John Santilli
Alexandra and Brock Saunders
Laura Leigh and Jake Savage
Dona and Behle Schaaf
Anne Taylor and Alexander Schaaf



Katy and Edward Schaaf
Tracy and Brent Schneider
Barbara Schneider
Schwab Charitable
Paul Sheehy
Erik Shellenhamer
John Sherman
G. Shrestha
Anne Silverstein
Sterling Simmons
William Skeen
Elizabeth Slate
Katherine and Alex Sleeker
Jim Smack
Shelton Smith
Charles Smith
Brooks Smith
Warren Smith
Richard Smith
Molly Snow
Paul Sorensen
Joseph Southall
Southern Bank
SouthState Bank
Kristen and Joshua Spain
Spider Management
Elizabeth and Timothy Spivey
Janet and David Spruill
Carol Stanfield
Jennifer Stern
Brian Stevens
Sandy Stoddart
Stoever Palmore
Jacquelyn Stone
Laura and Patrick Strickler
Janet Stuhldreier
Nathanael Summer
Kenny Swab
T. Rogers & Associates, Inc.

Bocky and Frank Talbott
Roddy and Fred Tattersall
Kelly and Kirk Tattersall
Angela Taylor
Michelle Terry
Jessica and Drew Tester
The Bob and Anna Lou
Schaberg Foundation
Edward Thompson
Bob Thompson
Alicia Thompson
Andrew Tichenor
Tito's Vodka
Tony Tomich
Jake Topolski
Amanda Tornabene
TowneBank Richmond
David Townsend
Clint Trapp
Troutman Pepper Hamilton
Sanders LLP
Joe Tuck
Evan Tucker
Ross Tudor
Ted Ukrop
Nicole and Jeff Ukrop
Jayne and Robert Ukrop
Shannon and Rob Ukrop
United Way of Greater
Richmond & Petersburg
Arthur Utley
Tyson Utt
Nicholas Velardi
Violet Velardi
Lauren Velardi
Kyle Wade
Zita Walton
Laura and Mike Walton
Melissa and Michael Warwick
Gary Watkins

Tim Watson
Glenn Webb
Emily and Todd Weinstein
Farrar and Charles Wentworth
Scott Whirley
Jennifer White
Kathleen and William Whyte
The Widgeon Foundation
Beth Wilkerson
David Wilkinson
Bonnie and Kenneth Willard
Harold Williams
Williams Mullen
Tammy and Charles Willis
Trevor Wind
William Windle
Andrew Wingard
Hunter Wood
Judy and Bob Wood
Madison Wootton
Worth Higgins & Associates
Lindsay and Coley Wortham
Kathy and Robert Wrenn
Betty and Buster Wright
Kent Wykoff
Sandra Yarbrough
Gary Zimmermann
James Zocco
Zachary Zywasco

**Get
Involved.
Donate.
Coach.
Play.**



greater richmond

