



WITH THE GAME

GROW

nyjtl

ANNUAL REPORT 7.1.17 - 6.30.18

A group of diverse children and adults are sitting on bleachers at a tennis court, watching a match. The children are wearing various casual clothes, including t-shirts, shorts, and caps. Some are holding tennis rackets. The adults are also dressed casually. The background shows a tennis court with a blue fence and a clear sky.

ABOUT NEW YORK JUNIOR TENNIS & LEARNING

The mission of New York Junior Tennis & Learning is to develop the character of young people through tennis and education for a lifetime of success on and off the court. Today, NYJTL is the largest grassroots youth tennis and education nonprofit in the nation, operating in all five boroughs and reaching more than 85,000 children annually.

IMPACT

Life skills gained through tennis and education are a catalyst for long-term achievement.



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DEAR NYJTL FAMILY AND FRIENDS



George Guimaraes

It's as true today as it was 47 years ago when Arthur Ashe said *"through tennis, lives can be changed and spirits reclaimed."* New York Junior Tennis & Learning's tennis and education programs transform the lives of children by preparing them with the life skills to achieve their potential regardless of their starting point.

NYJTL is committed to the development of the whole child. In addition to fitness and tennis, NYJTL's widely-acclaimed after school educational enrichment programs include year-round STEM, literacy activities, character education, and wellness and nutrition. Elementary and middle school children in 31 schools participated in our ACES After School Program in 2018.



Martin Goldberg

NYJTL also brings together the entire NYC community from public, private, and parochial schools to compete in the NYJTL Mayor's Cup at the Cary Leeds Center. 2018 marked the 30th anniversary of the Mayor's Cup, which is the largest free interscholastic tennis tournament in the nation. With the support of Disney and First Book, NYJTL distributed 20,000 books to schools and families throughout NYC's five boroughs.

All of us at NYJTL — staff, volunteers, and Board — believe passionately that the life skills gained through tennis provide a powerful pathway to academic achievement. This year we launched our Intensive Training Program (ITP) as the bridge from recreational to high performance play and measured the impact of this program in both tennis performance and improved academic engagement. ITP students rose from the more than 10,000 Community Tennis and ACES program participants.

These are some of the highlights of the important work of NYJTL. We hope you have a richer understanding of our efforts to provide the highest quality tennis and educational programming that will open doors of opportunity to the children of New York City...that they will grow with the game.

We thank you for your continued support.

George Guimaraes
President and CEO

Martin Goldberg
Chairman



The 2018 Mayor's Cup was presented by Disney, culminating with the distribution of 20,000 free books to the Bronx community by First Book.

NYJTL BY THE NUMBERS



CONTINUOUS
SERVICE



85,000
KIDS

REACHED ANNUALLY
THROUGH TENNIS
PROGRAMMING IN NYC



5
BOROUGH
NETWORK OF SERVICES
OFFERED

3 MILLION
HOURS

OF YEAR-ROUND PROGRAMS IN
TENNIS, ACADEMICS, HEALTHY
LIVING, AND CHARACTER
DEVELOPMENT FOR NYC YOUTH

SERVING CHILDREN EVERY DAY

A young man, Giovanni Ramos, is standing in front of the Washington Square Arch in New York City. He is wearing a white polo shirt and a black baseball cap. He is smiling and has his right hand resting on a black metal post. The arch is made of light-colored stone and features intricate carvings. In the background, there are trees and a modern building.

“IN TENNIS YOU LEARN TO KEEP GOING, LOOKING FORWARD, NO MATTER HOW HARD IT MAY BE.”

GIOVANNY’S STORY

Giovanni Ramos has been a player, volunteer, and coach for New York Junior Tennis & Learning for 10 years. After seven years of playing in his local Community Tennis Program, Giovanni was asked by Coach Sharki and Coach Joyce to volunteer at I.S. 204. Giovanni knew that when he heard the kids calling him “Coach Gio”, he had come full circle — the student has become the teacher.

School always came first for Giovanni. He managed his time in the NYJTL programs and also excelled in the classroom. At 18, Giovanni is a freshman at New York University on a full scholarship, and in May, he earned the Victor Kiam “Going For It” Scholarship. He was also awarded the 2018 Irwin Askenase Sportsmanship Award.



PROGRAMS

TENNIS AND
EDUCATION
ARE A
PATHWAY FOR
ACHIEVEMENT

ACES After School Program

- Serving nearly 3,500 K-12 youth
- 31 year-round, school-based academic enrichment programs

All NYJTL ACES participants receive the following at no cost to families:

- STEM instruction
- Literacy activities
- Tennis training and competition
- Character education
- Tutoring
- Wellness and nutrition education
- Arts instruction
- Educational field trips

Community Tennis Program

- NYJTL has created the most expansive community tennis network in the nation, serving all of NYC's five boroughs.
- During the critical summer months, the Community Tennis Program operates in 39 sites, providing youth programming for working families at no cost.
- In the last year, Community Tennis facilitated the instruction of more than 7,500 NYC youth in all 51 Council districts.

School Time Tennis Program

- Trainings are run by NYJTL's certified coaches, with the purpose of instructing Physical Education teachers on how to teach the fundamentals of tennis in school.
- 250 teachers received new rackets, balls, lesson links, coach's guides and portable mini-nets for their schools.

2018 NYJTL VISUAL ARTS SHOWCASE:

LEARNING DOESN'T ONLY TAKE PLACE IN THE "TRADITIONAL" CLASSROOM; NYJTL CHALLENGES ITS STAFF TO IGNITE A PASSION FOR LEARNING WITH PROGRAMS EVERYWHERE — THE CLASSROOM, THE TENNIS COURT, AND THE STAGE.

The selection of CUNY York College as the location for the 2018 NYJTL Visual Arts Showcase, in the heart of New York City, was no coincidence. The school represents where the students' journeys can take them if they work diligently in pursuit of their passion. Now in its third year, the showcase uses the allure and bright lights of the stage to teach the students about the bigger picture — the stage of life.



350 **27**
STUDENTS SCHOOLS


INTENSIVE TRAINING PROGRAM

Bridging the Gap Between Recreational and High Performance Play

96% of participants improved their athletic development

37% increase for participants in core life skills: perseverance, attitude, commitment, competitive spirit, self-direction, and critical thinking

4 to 1 student-to-coach/court ratio allows for more stroke repetition and increased quality of training



NYJTL piloted the Intensive Training Program (ITP) for eight weeks in the summer of 2017 for 48 participants. The goal was to identify students from the more than 10,000 currently enrolled in NYJTL's city-wide Community Tennis and ACES After School programs who, with additional training and mentoring, had the potential to join NYJTL's Advanced Training Program and eventually qualify for collegiate athletic scholarships. With smaller student-to-coach ratios, increased access to tennis, and an emphasis on character development, ITP was created to bridge the gap between NYJTL recreational, community-based programs and tournament-level play.

Due to its success, NYJTL launched the program officially with year-round programming at no cost for participants.

CARY LEEDS CENTER FOR TENNIS & LEARNING


YOUR Community Center

The Cary Leeds Center for Tennis & Learning is the flagship home of NYJTL, situated in the heart of the Bronx. The award-winning facility includes a two-story, 12,000 square-foot clubhouse with classrooms, access to 20 courts, and two stadium courts, which seat up to 800 spectators.

Leading the world-class facility, seven-time Grand Slam Champion and three-time Olympian, Executive Director of Tennis Liezel Huber offers robust high performance tennis programs alongside husband and long-time WTA tour coaching veteran Tony Huber.

In addition to tennis, the following programming was offered free to participants:

- MyMoney Financial Literacy Workshops
- Montefiore Healthy Living Workshops
- SAT College Preparatory Classes
- Monroe College Workshops
- Computer and Coding Classes
- * FACES (Family and Community Engagement Series)
- Chase Return the Serve
- Serve & Connect (Connecting NYPD 42nd Precinct with the community)



6,000 HOURS
FREE COURT TIME OFFERED EVERY YEAR TO
THE COMMUNITY'S UNDER-RESOURCED YOUTH

15,000 PLAYERS
WALKED THROUGH THE DOORS
LAST YEAR FOR PLAY AND PROGRAMMING

NYJTL MAYOR'S CUP

30 Years of Bringing NYC Kids Together

The NYJTL Mayor's Cup, the largest interscholastic tennis tournament in the nation, celebrated its 30th anniversary in 2018, and its third year hosted at the Cary Leeds Center for Tennis & Learning.

For the first time, the tournament offered the innovative UTR (Universal Tennis Ranking) system. Among its many benefits, UTR is the ranking system used by college coaches to evaluate the talent of players

hoping to continue their tennis careers at the collegiate level.

In addition, through NYJTL's partnership with USTA Eastern, individual girls and boys quarterfinalists received free entries to the USTA Eastern College Showcase Day.

NYJTL and the Asociación de Tenis de Puerto Rico partnered to bring 10 talented tennis players from the USTA Caribbean Section to participate in the early rounds of the event as an opportunity to highlight Puerto Rico's hurricane recovery needs and also celebrate its top tennis talent.



900

ENTRIES REPRESENTING 160
PRIVATE, PUBLIC AND PAROCHIAL
SCHOOLS IN NYC

2018 MAYOR'S CUP AWARD RECIPIENTS

NYJTL Growth Award

Devrin Vargas

USTA Eastern Sportsmanship Award

Alyssa An & Luca Photopoulos

UTR "Impact Story" Award

Shawn Mitchell Yon

NYPD 42nd Precinct Service Award

Samantha Hill & Brian Garland

Victor Kiam "Going For It" Scholarship

Giovanny Ramos, Jenna Murphy, Ruben Chico & Christian Blanco

Elementary School Team

P.S. 100 X

Middle School Team

Hunter Middle School

Boys Varsity Team

Beacon High School

Girls Varsity Team

Beacon High School

- **Boys Elementary School Singles (Yellow)**

Dominick Mosejczuk, *St. Joan of Arc*

- **Boys Elementary School Singles (Green)**

David Clarke, *P.S. 68 X*

- **Boys Middle School Singles**

Evan Lee, *Professional Children's School*

- **Boys Middle School Doubles**

Jake David & Nicholas Vasilescu, *East Side Middle School*

- **Boys Varsity Doubles**

Connor Morris & Robbie Werdiger, *Horace Mann*

- **Boys Varsity Singles**

Ethan Leon, *Beacon School*

- **Girls Elementary School Singles (Yellow)**

Claire An, *Brearley School*

- **Girls Elementary School Singles (Green)**

Iliana DeArmas, *P.S. 153 Q*

- **Girls Middle School Singles**

Arina Oreshchenkova, *I.S. 96 Seth Low*

- **Girls Middle School Doubles**

Patricia Grigoros & Julia Werdiger, *Home School/ Horace Mann*

- **Girls Varsity Doubles**

Celina Liu & Jennifer Yu, *Stuyvesant High School*

- **Girls Varsity Singles**

Deliala Friedman, *Bay Ridge Prep*



PARTNERS

NYJTL is able to deliver the highest quality programming and create one-of-a-kind experiences for NYC youth, thanks in part to its generous partners and supporters.



As of 11.1.18

JADE'S STORY

Jade Killikelly is a young woman filled with gratitude and pride. Upon being named the 2018 Seymour Propp Achievement Award recipient for outstanding progress in the Intensive Training Program, Jade thanked her family, and then coaches Hector, Hayden, Harel, Tony, and Liezel. Jade's list is long because she has been with NYJTL for 11 years.

Now 16 years of age, Jade is a junior in high school, the captain of her high school tennis team and current member of the New York State Catholic High School Tennis Championship team.

Jade has shown equal commitment to excelling on the court and in the classroom. She was the winner of the 2015 Sectional Arthur Ashe Essay Contest and has hopes to play Division I tennis in college. Her long-term dream is to become a pediatrician.

**"I WANT TO WORK
REALLY HARD AND
SEE HOW FAR I CAN GO."**





FUNDRAISING

Giving Back Makes a Difference

Leadership Luncheon

NYJTL honored Larry Leeds at the 2017 Leadership Luncheon for his unwavering devotion to the Cary Leeds Center for Tennis & Learning and Liezel Huber for her selection as Executive Director of Tennis to lead the Center. The November afternoon was a smashing success raising over \$500,000 and featuring celebrities Tommy Hilfiger, John Lloyd, and Nick Bollettieri to present during the ceremony.

NYJTL relies on the generosity of its donors to fully support its youth tennis and education programs

Doubles by the Dunes

Doubles by the Dunes is an annual afternoon of “serious tennis, and serious fun” co-chaired by NYJTL Board members Kyle Kliegerman, Robert Rahr, and Matthew Snyder. With lunch, drinks, and an auction, this event attracts the city’s elite tennis players and businessmen for a fun afternoon raising over \$100,000 to benefit NYJTL programs.

NYJTL Next

The mission of NYJTL Next is to develop the next generation of leaders through volunteer and service opportunities. Currently, there are more than 200 people in the NYJTL Next network. From joining an event planning committee to volunteering as an after school mentor, there are many opportunities to help and to contribute.

Diamond Doubles

NYJTL hosted its first ladies clinic and round robin at East Hampton Indoor Tennis. Liezel and Tony Huber led the afternoon of play ensuring that every participant got the most out of her game in the three hours of competitive fun and fundraising.

Summer Gala

The 2017 Summer Gala was held on August 2 at the iconic Loeb Boathouse in Central Park. The fundraiser was a fun and festive evening complete with music, dancing, gondola rides, magicians, and a silent auction. The event attracted 500 VIP attendees from the New York City community, raising over \$200,000 to support NYJTL programs, making a difference in the lives of children across all five boroughs.

For more information on future events, please contact development@nyjtl.org.



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\$100,000 - \$249,999

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FINANCIALS



REVENUES

	FY2018	FY2017	FY2016
Government grants	\$10,643,370	\$10,491,996	\$10,337,782
Foundation and Corporate grants	510,369	402,597	317,875
Program revenue	5,000		10,515
Cary Leeds Center — program fees	1,400,566	1,089,925	675,491
Contributions			
General	80,855	103,340	52,908
Capital	201,081	135,196	633,994
Special Events (Net)	1,793,485	1,746,624	1,730,542
*Tournaments			214,561
In-Kind Contributions	229,122		
Miscellaneous Income	93,201	50,882	57,183
TOTAL REVENUES	14,957,049	14,020,560	14,030,851

EXPENSES

Program services			
Tennis	892,758	836,830	1,198,935
Cary Leeds Center	2,041,821	1,606,295	1,305,379
Education	8,809,290	9,045,703	9,124,965
Total program services	11,743,869	11,488,828	11,629,279
Management and general	1,876,672	1,645,538	1,088,107
Fundraising	709,733	552,735	546,485
TOTAL EXPENSES	14,330,274	13,687,101	13,263,871

Operating surplus before net assets and depreciation expense

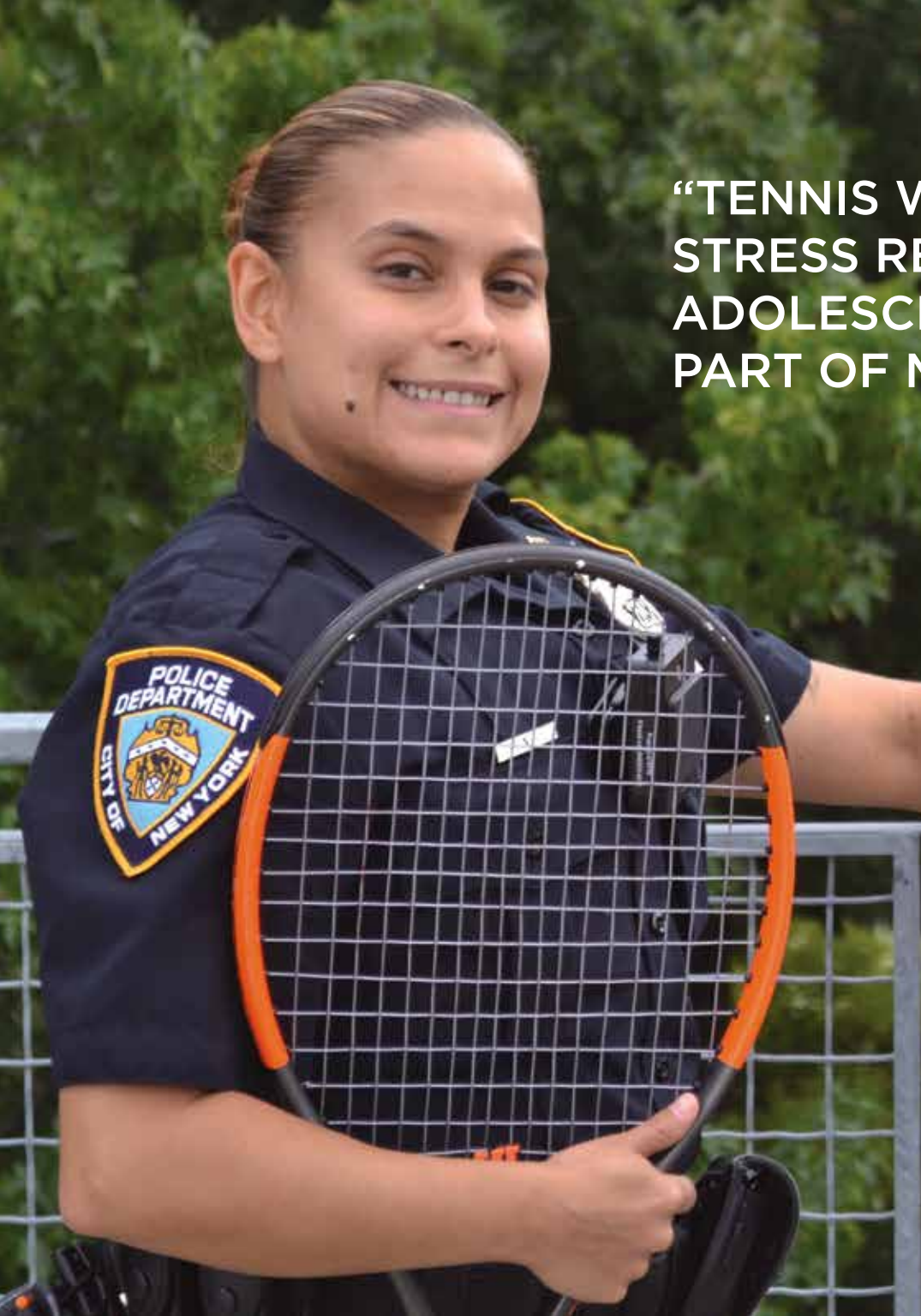
Depreciation expense	(616,071)	(580,434)	(573,051)
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CHANGE IN NET ASSETS

Net assets — beginning of year	11,792,837	12,039,812	11,845,883
Restatement			

NET ASSETS - YEAR-END	\$11,803,541	\$11,792,837	\$12,039,812
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* In FY2017 and FY2018 (7.1.17-6.30.18), tournaments are included in Cary Leeds Center - program fees.



“TENNIS WAS MY ESCAPE AND STRESS RELIEVER AS AN ADOLESCENT. TODAY, IT IS A PART OF MY SOUL.”

DAISY’S STORY

Daisy Rivera Sanchez is protecting city streets working for NYPD 49th Precinct in the Bronx, where she was born and raised.

Daisy first found NYJTL while playing basketball in the park at age 11. Coach York invited her to join the Community Tennis Program at Bronx International Youth Tennis Center Courts, and she never looked back.

At the age of 16 she started coaching alongside her mentors at Bronx International. In 2010, Daisy became an ACES After School Program site director for P.S. 146 as another way to give back to the sport that built her confidence and purpose.

When Daisy graduated from John Jay College with a bachelor’s degree in Criminal Justice, she realized her true passion for giving back, starting her career as a police officer.

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 Sidney Migdon
 Mark Rachesky
 Robert Rahr
 Matthew Snyder
 Rebecca Stein

Emeriti

Skip Hartman, *Chairman*
 Lawrence B. Benenson
 Peter Malkin

As of 11.1.18



NYJTL Board members at the annual Summer Gala, including former Mayor David N. Dinkins.

NYJTL Leadership

George Guimaraes
President & CEO

Angie Calderwood
Executive Director of Development

Joe Ceriello
Senior Director, Marketing & Communications

Yolette Charles
Director of ACES After School Programs

Scott Daly
Director of Community Tennis

Chris Dong
*Director of Operations & Administration,
 Cary Leeds Center for Tennis & Learning*

Liezel Huber
*Executive Director of Tennis,
 Cary Leeds Center for Tennis & Learning*

James R. O'Neill
*Executive Director of Government &
 External Affairs*

Chris Ramdhani
Chief Financial Officer

Tellah Taylor
Director of Human Resources

Jen Wohl
Chief Education Officer



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