

nyjtl

serving all of new york city



ANNUAL REPORT
1.1.14-6.30.16

“Our idea is to use tennis as a way to gain and hold the attention of young people so that we can teach them about matters more important than tennis.”

—Arthur Ashe



mission

The mission of NYJTL is to develop the character of young people through tennis and education for a lifetime of success on and off the court.

about nyjtl

For 45 years, NYJTL has been changing lives through tennis and education. Arthur Ashe and Lewis “Skip” Hartman founded NYJTL in 1971. Today, it is the largest nonprofit youth tennis and education program in the nation. Through tennis, academic enrichment, healthy living and character development programs, NYJTL teaches life and tennis skills to 75,000 underserved K-12 youth throughout New York City.

NYJTL celebrates the diversity of the children who participate in every program, serving youth from all five boroughs. All NYJTL community and afterschool programs are offered at no cost to the participants.





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dear nyjtl friends and family,



Dr. Deborah Antoine

“Build it and they will come” were the buzz words for the believers who became supporters of the Cary Leeds Center for Tennis & Learning, NYJTL’s magnificent flagship home in Crotona Park.

And when the \$26.5 million facility opened in the South Bronx on June 15, 2015, they came! The community has embraced the Cary Leeds Center that offers 6,000 hours of free tennis, summer camps, and afterschool programs to approximately 30,000 children and their families within the surrounding area.

Seeing smiles on the faces of thousands of children and their families engaged in tennis and healthy living activities over the past year confirms the vision of founder Skip Hartman and the NYJTL Board that the Cary Leeds Center would be transformational for the neighborhood and beyond.



Martin Goldberg

Making the Cary Leeds Center a reality involved the formation of a unique public/private partnership between NYJTL and the City of New York, most critically the Bronx borough led by borough president Ruben Diaz, Jr. It is impossible to thank everyone who gave tirelessly of their energies over nearly a decade to create an award-winning world-class tennis and learning center.

Notably, there are two contributors who deserve our most heartfelt ‘thank yous.’ Board members Larry Leeds and Tory Kiam together assumed leadership of the capital campaign, spreading their infectious enthusiasm and bringing in more than “1000 Friends of NYJTL”—including many luminaries from New York City philanthropic circles.

There is truly no way to express our gratitude except to invite everyone to the Leeds Center to experience firsthand the dream being lived daily by New York City children.

Most sincerely,

Dr. Deborah Antoine
President & CEO

Martin Goldberg
Chairman

nyjtl

by the
numbers

3 million
hours of year-round programs
in tennis, academics, healthy
living and character
development for NYC youth

500,000
hours of free community
tennis in 100% of NYC
council districts

10,000
children mentored annually by
400 dedicated NYJTL staff

100%
of Advanced
Training Program
seniors
attend college

75,000
kids reached through tennis
training for PE instructors at
schools in all 5 boroughs

45
years of
continuous service





programs & education

ON AND OFF THE COURTS

Each year:

- More than 6,000 children received free equipment and tennis instruction and learned about healthy lifestyles.
- Seven indoor tennis clubs donated nearly 300 hours of court time to NYJTL for 800 dedicated players who participated in clinics from 6:00 – 8:00 am on Saturday and Sunday mornings for 20 weeks during Winter Early Morning Programs.
- NYJTL implemented training services for more than 275 physical education teachers committed to including tennis instruction in their schools' curricula reaching up to 75,000 children. In addition, NYJTL supplied nets, balls, and racquets to the School Time tennis programs. In 2016, the training was held at the Cary Leeds Center.
- Special Populations Festivals, Disney Kids' Day Parade, Fall Festival providing pumpkins for everyone, and EmblemHealth "Healthy Living Family Nights" are among the many events serving the community.

COMMUNITY TENNIS PROGRAM

Underserved youth ages 5-18 receive free tennis instruction from trained coaches in schools and public parks in all 51 New York City council districts throughout the year.

Offering tennis instruction in four boroughs, the winter 2015 NYJTL tennis program accommodated 376 players. This number swelled to 5,438 participants in the spring when NYJTL operated programs at 27 locations in all five boroughs. With a dedicated staff of nearly 100 for eight weeks at 37 locations, NYJTL provided New York City youth with more than 3,000 hours of tennis.

NYJTL instructors are highly regarded in the tennis community. In 2015, coach Victor Caraballo was named Emirates Airlines US Open Series Mentor of the Year in a national competition. Victor was a part of the Community Tennis Program coaching staff and was selected to travel and coach the NYJTL Excellence Team in 2015.

ADVANCED TRAINING PROGRAM



For the first time in 2015, more than 200 players tried out for the NYJTL Advanced Training Program (ATP) with 100 juniors selected to receive summer training at the newly-opened Cary Leeds Center for Tennis & Learning. By 2016, 240 talented players participated in the ATP tryouts, demonstrating the strength of the summer program.

ATP players receive free entry into designated USTA tournaments and USTA Junior Team Tennis league play and subsidized travel to Sectional and National tournaments.

In 2014, 28 ATP participants were ranked in the top 100 (with 13 in the top 25) of the USTA Eastern Section, with three earning national top 100 rankings.

Since 2012 a core group of ATP players have been training together and have achieved increasingly impressive results in USTA Junior Team Tennis (JTT).

100%
of NYJTL's ATP seniors
have attended college, many
earning scholarships.

In 2014, competing in the 14 & Under JTT division, the NYJTL team won the Metro League, moved on to the Eastern Sectionals in Albany emerging as champions, and capped its season with a third place finish at USTA Junior Team Tennis National Championships in South Carolina.

In 2015, the boys and girls competed in the JTT 18 & Under division. The NYJTL team rose to the challenge reaching the finals in the Eastern Section 18 & Under tournament. Now in their second year of JTT 18 & Under play, the 2016 players have won the USTA Eastern Sectionals and will play in the USTA Junior Team Tennis Nationals again in the fall.

ACES AFTERSCHOOL PROGRAM

NYJTL's ACES Afterschool Program operates from 3:00-6:00 pm daily offering tennis instruction, academics, healthy living and character education in 30 school-based partnerships providing a safe and nurturing environment for children during the crucial out-of-school hours. More than 90 percent of ACES participants live in high-poverty households.

Since 2012-13, ACES enrollment has increased by 35 percent. In 2014-15, 3,400 children were engaged for more than 500 hours of activities on the court and in the classroom during the school year, and students who participated year-round received up to 1,000 hours of tennis and academic programming.

Evaluations completed by the independent TASC Research Team reported that nearly 60 percent of NYJTL participants increased both their english and math grades from the first to the final marking period in 2014-15 representing more than 10-15% improvement over 2013-14.

Beginning in January, 2016, 60 ACES program participants from all five boroughs traveled to the Cary Leeds Center to play in Youth Tennis Leagues (YTL) established in partnership with the USTA and Junior Team Tennis. YTL was introduced as part of the ACES tennis curriculum for middle school students to benefit from intermediate training and competitive league play as a transition to prepare for NYJTL Tournament Team tryouts. Players try out to be part of the Tournament Team and train in the Advanced Training Program.



awards 2014-15

ARTHUR ASHE ESSAY CONTEST

This national writing competition is sponsored by the USTA Foundation. It honors the life of Arthur Ashe by encouraging students to learn, write and explore his legacy. All NYJTL students are encouraged to enter. In 2014, there were 600 entries by NYJTL participants. In 2015, nearly 1,000 essays were submitted by NYJTL.

2014 NATIONAL WINNER

Srinath Mahankali, who participated in the 10 U competition, was one of only 10 National Winners.



2014-2015 REGIONAL WINNERS

Age Group	NYJTL Award Winners
10 U	Addyson Abreu, Ramsey Colon Fabian Firu, Alyssa Gordon Frederick Prince III, Destini Robinson
12 U	Michael Figueroa, Jessica Perez Amanda Rivera, Jackson Skog
14 U	Maria Halimi, Maurice McCowen Alexander Mishiyevev, Alyssa Tirado
16 U	Aren Marfey, Camille Uy
18 U	Isabel Balillo, Anthony Coneo Zorriana Johnson, Genji Noguchi

2014-15 MAYORS CUP AWARDS

ACADEMIC AWARDS

JAVITS SCHOLARSHIPS

Ayan Ahmed	Freddie Leung
Isadora Braune	Emi Lewis
Celine Figueroa	Eric Morgenstern
Jahnelle Martin Howe	Lauren Murphy
Christopher Huynh	Niveisha Plummer
Kevin Huynh	Mrudhanee Sharma
Samantha Ippolito	Karla Torres
Zorriana Johnson	William Trang
Daniel Langerman	Jun Yuminaga

JANA HUNSAKER AWARD

Kemal Aziz	Emi Lewis
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KAE JONES SPORTSMANSHIP AWARD

Paulina Daugis	Christian Gloria
Brittney Ferreira	Michael Pisarek

VARSITY ACADEMIC TEAM AWARD

Mary Louis	Brooklyn Tech High School
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CARY LEEDS MEMORIAL AWARD

Anthony Santino	Grace Tom
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KYLE BARTON AWARD

Sachin Ragavan	William Trang
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BRIAN WATKINS LEADERSHIP AWARD

Isadora Braune	Sofia Pascual
Kevin Huynh	Henry Wilson

KIAM "GOING FOR IT" SCHOLARSHIP

Joshua Basaldua	Daniel Nover
Zorriana Johnson	Douglas Nover

ANDRE LAHENS SPORTSMANSHIP

Ginella Grimes	Christina Huynh
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GREG CARRINGTON SPORTSMANSHIP

Anthony Coneo	Mike Shepard
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ANDREW STRASSER SPORTSMANSHIP

Tomi Alalade	Brittney Ferreira
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ANDREW FEINBERG SPORTSMANSHIP

Tyler Kim	Diana McCready
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CLAUDETTE TOWNSEND MEMORIAL AWARD MAYORS CUP OVERALL SPORTSMANSHIP

Isabella Cooper	Ethan Nittolo
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COMPETITIVE AWARDS

SINGLES WINNERS

Natalie Eordekian	Mike Shepard
Shawn Jackson	Lantis Wang
Nadejda Maslova	Brianna Williams
Ethan Nittolo	Shelly Yaloz
Sujay Sharma	

DOUBLES WINNERS

Isaac Rose Berman and Andrew Leung
Alexus Gill and Isis Gill
Alexus Gill and Michelle Khaimov
Ameer Hosain and Garrett Sopko
Douglas Nover and Anthony Santino

TEAM EVENTS

ELEMENTARY SCHOOL

PS 187 M and PS 215 K

MIDDLE SCHOOL

MS 167

HIGH SCHOOL

Beacon High School and Nightingale-Bamford School



events

MAYORS CUP

With more than 600 entries, the Mayors Cup All-Scholastic Tennis Championships is the largest tennis tournament in the nation. Elementary, middle school, and high school students representing public, private, and parochial schools from the entire New York City metropolitan area have been competing against each other since 1988 in both individual and team competitions.

DISNEY KIDS' DAY PARADE

One of the most creative highlights for NYJTL summer program participants is designing banners incorporating Disney characters and tennis themes. The colorful banners are carried by the enthusiastic young artist/athletes in the annual Disney Kids' Day Parade.

In 2014 and 2015, more than 1,500 participants marched past the iconic World's Fair Unisphere at the US Open. In 2016, the Disney Kids' Day Parade and the Mayors Cup were held at the Cary Leeds Center.



partnerships with purpose



HEALTHY LIVING/EMBLEMHEALTH

In 2014, the EmblemHealth Healthy Living Program reached 1,200 students at 15 schools. Educational materials were translated into three languages. In 2015, the EmblemHealth Healthy Living Program was expanded to 30 sites, including schools and NYJTL CTP locations, serving more than 3,000 students. In 2016, Healthy Living Nights were added, with 550 families attending seminars conducted by EmblemHealth representatives.

CHARACTER EDUCATION/CITRS

NYJTL has partnered with nationally-acclaimed CITRS (Character, Integrity, Trust, Relationships, Success) to support character education as an important component of all NYJTL programs. The CITRS program has been integrated into classroom and on-court activities through staff training with the goal of developing strong, responsible, and honest scholar-athletes based on character virtues such as sportsmanship and respect.

DISCOVER DAY/DISCOVERY COMMUNICATIONS

In 2014 and 2015, 50 Discovery Communications employees presented South Bronx elementary school students and their parents with the opportunity to discover tennis for the first time at “Discover Day” tennis clinics. The goal of the “Day of Discovery” is to try something new, which was met with enthusiasm by students and parents.



TENNIS CHANNEL BROADCAST LAB AT CARY LEEDS CENTER

Tennis Channel donated professional broadcast equipment to NYJTL and trained NYJTL staff to use the equipment. Media programs debuted at five middle schools in 2015, with one student media team producing a film that was honored at the New York City Department of Youth and Community Development (DYCD) second annual film festival.

GOGIRLGO!/WOMEN'S SPORTS FOUNDATION

GoGirlGo! is an award-winning curriculum and sports education program that is the cornerstone of NYJTL's young leadership and empowerment efforts. GoGirlGo! works to improve the health of girls and to keep them involved in physical activity by supporting programs and organizations that work with girls. Sixty NYJTL staff members were trained at the Women's Sports Foundation (WSF) Leadership Institute. Thirty ACES sites have staged popular GoGirlGo! events.

GOVERNMENT PARTNERS

NYJTL offers its ACES, CTP, and STP activities in all five boroughs, thanks to the generous support of NYC DYCD, New York State Education Network, and in partnership with the Department of Health and Mental Hygiene, and the Department of Education. NYJTL wishes to thank the Mayor's Office and the New York City Council and the New York State Legislature for their support.



fundraising

LEADERSHIP LUNCHEON

For 30 years, 100% of the proceeds from NYJTL's Leadership Luncheon have directly supported NYJTL programs thanks to the generosity of the Benenson family who have underwritten all expenses for NYJTL's major annual fundraiser held at the Grand Hyatt in midtown Manhattan.

Looking ahead to the 2016 Olympics, "Golden Dreams" was the theme of the 2015 Luncheon that raised more than \$450,000. NJTL founder and Hall of Famer Charlie Pasarell introduced two-time Olympic gold medalists Gigi and Mary Joe Fernandez, who spoke about achieving their "golden dreams" and the importance of making "golden dreams" a reality for present and future NYJTL participants. Fellow honoree Jeanne Moutoussamy-Ashe delivered a stirring video tribute to her late husband Arthur Ashe.

In 2014, led by 2013 NYJTL Luncheon honoree Ken Solomon, NYJTL introduced a "text to pledge" campaign. The room erupted in applause and gave a standing ovation when Larry and Dalia Leeds texted a pledge for \$1 million to the Cary Leeds Center for Tennis & Learning capital campaign, bringing the family's total contribution to \$3 million of the total \$26.5 million needed to complete the project.

When 2014 Leadership Luncheon honorees Hall of Fame president Todd Martin and Avon Products Chairman Doug Conant were introduced, the ballroom was abuzz with excitement that generated additional pledges from current and new supporters. NYJTL raised a total of \$1,880,000 in combined Leadership Luncheon and Cary Leeds Center contributions making October 29 the single biggest fundraising day in the organization's history.

REMEMBERING DALIA LEEDS

The entire NYJTL family mourns the passing of Dalia Leeds on April 27, 2016.

"Dalia profoundly cared about making life better for others, and so many thousands of children are the beneficiaries of her kindness and generosity. Thank you Dalia. You will be forever in our hearts."

— Dr. Deborah Antoine

To preserve her legacy, the Dalia Leeds Memorial Fund has been established to ensure that free quality tennis is provided to children who benefit from it most for many years to come.

Dalia Leeds is pictured above (third from right) attending the 2014 NYJTL Leadership Luncheon.



SUMMER GALA WITH THE STARS

The Loeb Boathouse in Central Park is the iconic setting for the Summer Gala each year. 500 guests are entertained with music, dancing, gondola rides on the lake, tarot card reading, caricatures, silent auction and raffle. \$175,000 was raised in 2015.

DOUBLES BY THE DUNES

"Serious tennis, serious fun" is how the 16 loyal Doubles by the Dunes teams describe their annual summer outing in Easthampton, Long Island. Co-chaired by NYJTL Board members Kyle Kliegerman, Rob Rahr, and Matthew Snyder, the event raised \$180,000 in 2014 and 2015 to support NYJTL programs.



NYJTL NEXT

NYJTL Next is the initiative to develop the next generation of leaders through volunteer and service opportunities. From joining an event planning committee to volunteering with a child after school, to one day serving on the NYJTL Board of Directors, there are many opportunities to help and to contribute to NYJTL. There are more than 200 people in the NYJTL Next network! Members attended NYJTL events and volunteered at the Mayors Cup Finals and Festival, and also served on the Summer Gala Committee.

NEW 'FACES' IN 2016

The Family and Community Engagement Series (FACES) is a free tennis and education pilot program at the Cary Leeds Center that commenced in January, 2016. The FACES vision is to give an opportunity to South Bronx families surrounding Crotona Park to play tennis and have fun and engaging experiences on and off the court. Families enroll as a group and commit to youth tennis lessons, family play days and parent workshops exploring ways to keep the entire family healthy. FACES families reflect the Crotona community, which is 70 percent Hispanic. Often, parents are fluent Spanish speakers with limited English proficiency. In an effort to make programming accessible and inclusionary, all workshops, resources, materials, and discussions are offered in both English and Spanish.



“When I go on the court, I feel like a pro.”

—Ingrid Sanchez, 11 years old, Brooklyn

cary leeds center



On June 15, 2015, the Cary Leeds Center for Tennis & Learning, constructed in a public-private partnership with the NYC Department of Parks and Recreation, opened to wide acclaim with more than 500 donors and guests joining in the celebration. The Cary Leeds facility houses a two-story 12,000 sq. ft. clubhouse and educational spaces, as well as 20 courts (10 bubbled for winter/indoor use) plus two stadium and exhibition courts. These courts will seat up to 800 people and are scheduled to open in April, 2017. The Cary Leeds Center is the flagship home for NYJTL, providing free year-round instruction and play for youth ages 5-18, from beginners to nationally-ranked junior players. NYJTL also provides space for educators to help youth improve school performance. With access to classroom space and study centers, teachers and counselors offer young people a quiet and safe place to benefit from a wide range of educational programs. These are centered on healthy living, character education, and academics and include tutoring, homework assistance, SAT and Regents test preparation and project-based learning.

The Cary Leeds Center provides more than 6,000 hours of free tennis court time annually to the community's underserved youth, who, with access to this multi-use facility, finally have a home court advantage.





cary leeds center: one year later

More than 7,000 children participated in on-court and off-court activities at the Cary Leeds Center during the first year of operation.

HIGHLIGHTS

Students from all NYJTL programs (ATP, Junior Pathway Program, CTP, ACES, FACES) came for tryouts, took private and group lessons and clinics, and signed up for camps and youth programs. Junior tournaments offered competition at both the local and national levels.

More than 1,000 adults also participated in various programs including open play, USTA leagues, clinics, private lessons, and events.

In 2015, USTA Eastern selected NYJTL to host Camp Eastern (July 26-30) at the Cary Leeds Center. This

five-day, four-night sleepaway camp is offered to 36 high school students from throughout the USTA Eastern Section.

NYJTL entered a partnership with Breakthrough New York, a nonprofit organization that transforms the lives of motivated, low-income students by offering college-preparatory services. Breakthrough New York uses classroom space at the Cary Leeds Center, which is the organization's first site in the Bronx.

Community and professional development groups, USTA Eastern, and private parties held successful events at the Cary Leeds Center.





donors

\$500,000–\$1,000,000

Leeds Family Foundation

\$250,000–\$499,000

Frances and Benjamin Benenson Foundation
Disney Worldwide Services, Inc.

\$100,000–\$249,000

Karen and Bill Ackman
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Women's Sports Foundation

\$50,000–\$99,999

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\$10,000–\$24,999

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nyjtl impact

NYJTL asked students and their parents a series of questions about their participation in NYJTL tennis and education programs. Here's what they had to say:

YOUTH

79%

of students feel more confident as a result of participation in NYJTL programs



PARENTS

81%

say their child is a better tennis player

69%

say their child's grades improved as a result of participation in NYJTL education programs

83%

of parents say their child is more confident overall because of NYJTL



SPECIAL POPULATIONS

Supported by Goldman Sachs volunteers in 2014 and 2015, NYJTL hosted four summer tennis festivals in July and August, serving students with special needs.

More than 800 students participated in 2014 at sites including Roosevelt Island, IS204 in Queens, Linden Park in Brooklyn and Bronx International Youth Tennis Center. In 2015, the NYJTL Special Populations Program worked with fifty-three schools from District 75. Many schools were able to take part in weekly tennis lessons at various NYJTL sites in each borough. Special Populations Tennis festivals were held in Manhattan (MS167), Queens (IS204), Cary Leeds Center Crotona Park (Bronx) and Linden Park (Brooklyn). All students received a certificate of participation and a blue ribbon.

financials

	FY2016	FY2015	SIX MOS. ENDED 6/30/2014 ¹
REVENUES			
Government grants	\$10,337,782	\$10,370,119	\$3,963,166
Foundation and Corporate grants	317,875	281,584	204,158
Program revenue	10,515	53,250	41,115
Cary Leeds Center — program fees ²	675,491		
Contributions			
General	52,908	91,185	66,236
Capital	633,994	2,220,578	649,093
Special Events (Net)	1,730,542	1,483,161	0
Tournaments	214,561	150,324	46,815
Miscellaneous Income	57,183	164,235	43,608
Total revenues	14,030,851	14,814,436	5,014,191
EXPENSES			
Program services			
Tennis	1,198,935	1,309,279	610,388
Cary Leeds Center	1,878,430		
Education	9,124,965	9,440,809	3,505,414
Total program services	12,202,330	10,750,088	4,115,802
Management and general	1,088,107	818,505	328,956
Fundraising	546,485	557,768	153,436
Start-up cost (Cary Leeds Center construction)		201,871	1,229
Total expenses	13,836,922	12,328,232	4,599,423
Change in net assets	193,929	2,486,204	414,768
Net assets — beginning of year	11,845,883	8,909,679	8,494,911
Restatement ³		450,000	
Net assets — end of year	\$12,039,812	\$11,845,883	\$8,909,679

1. Organization changed its fiscal year ending 12/31 to 6/30 at the end of FY 2013.

2. FY 2016 was the first year of operations for the Cary Leeds Center for Tennis & Learning.

3. Multi-year pledge receivables omitted in FY 2015.

nyjtl alumni

Although 100 percent of NYJTL Advanced Training Program (ATP) participants are accepted into colleges and necessarily “graduate” from NYJTL programs when they receive their high school diplomas, some of the best and brightest have returned to join the NYJTL team during the summer—a win-win for everyone.

Stephanie Rances started playing tennis at age four. Her cousin brought her to NYJTL tryouts at age eight to Cunningham Park in Jamaica, Queens. She recalls freezing mornings when she played tennis at 6:00 am indoors at the USTA National Tennis Center.

By the age of 15, Rances was ranked in the top 32 in the Eastern Section having earned a Bronze medal in the 14 U division of the Empire State Games.

A graduate of Francis Lewis High School, she earned an academic scholarship at the University of Massachusetts where she has been a double major in Hotel Tourism Management and Communications.

During the summers, she has worked with NYJTL both on and off the court where she has been joined by fellow ATP grad Christopher Jou, who majored in neuroscience at Johns Hopkins University and is attending medical school at SUNY Downstate Medical College in Brooklyn.

Jou’s story is similar to Rances’s. He started playing tennis at age seven in the NYJTL Early Morning Program at the USTA National Tennis Center and then moved to Cunningham where he steadily improved his rankings from #30 in the 12’s to top 20 in the 14’s and reaching a high of #9 in the 16’s.

On the court, Jou played #1 at Stuyvesant High School for four years and was the City champion in doubles. Academically, Jou also excelled, earning a Javits Scholarship.

Jou has worked at NYJTL every summer since he was 16 years old. He has set a high bar for current NYJTL participants while offering a first hand “prescription for success”.

“NYJTL has taught me many lessons that I’ve integrated into my tennis game. To this day, I find myself still incorporating many of these same values in my everyday life.”

—Christopher Jou



nyjtl board of directors



Members of the 2015 NYJTL Board of Directors and Luncheon Committee members are joined by 2015 Leadership Luncheon honorees Gigi Fernandez, Mary Joe Fernandez, and Jeanne Moutoussamy-Ashe and NJTL co-founder Charlie Pasarell.

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*“NYJTL has impacted my character
by showing me what teamwork really is.”*

—Shakira Gomez, 13 years old, Bronx



nyjtl

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