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.

VISION

NYJTL’s vision is to enable youth to Grow with the Game.

Impact

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

NYJTL program participant Pierre Ntonga, as featured in The New York Times April 18, 2017 article “Cameroonian Siblings Find a New Interest (Tennis) in a New Land.”
NYJTL has its game plan in place to empower youth to Grow with the Game with ambitious five-year strategic goals and the completion of the Cary Leeds Center for Tennis and Learning in the Bronx.

NYJTL believes that the life skills gained through tennis provide a powerful pathway to academic achievement and has set the bar high, providing the most impactful programs and services to benefit the youth of New York City.

The Cary Leeds Center in Crotona Park in the Bronx is at the heart of much that we do. It’s a world-class tennis and community center, with classrooms for year-round multi-disciplinary learning that positions NYJTL to achieve its mission developing the character of young people for a lifetime of success on and off the court.

In April, more than 300 distinguished guests and community leaders celebrated the final phase of the $26.5 million Cary Leeds Center with the dedication of the Victor Kiam and Pershing Square Stadium Courts, and the Dalia and Larry Leeds Viewing Bridge overlooking this magnificent facility. Looking ahead, plans include bringing back professional tennis tournaments to the Bronx, offering a courtside view of the tennis world for the enjoyment of the community.

The need has never been greater and our staff has never been more motivated. It’s a privilege to serve the children of New York City and we’re proud to be your neighbor.

Most sincerely,
George Guimaraes
President & CEO
Martin Goldberg
Chairman
by the numbers

26,500
hours of annual academic support services provided annually to underserved youth

6,000
new books distributed to NYJTL students through the Disney and First Book partnership

46
years of continuous service

75,000
kids reached through tennis training for physical education instructors at schools

116
free tennis locations throughout all five boroughs of New York City

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Volley Against Violence

NYJTL piloted the Volley Against Violence program, connecting NYPD Precinct 42 officers in the Bronx with children by offering tennis and education programming at the Cary Leeds Center. This program was designed to improve perceptions and relationships among youth, police, and residents in a fun and safe setting.

ACES AFTERSCHOOL PROGRAM
3,500 PARTICIPANTS
NYJTL administers comprehensive afterschool programs in 28 locations throughout NYC, operating from 3:00 – 6:00 pm daily, providing an engaging environment for children during these critical hours.

COMMUNITY TENNIS PROGRAM
6,500 PLAYERS
Youth ages 5-18 receive tennis instruction from trained coaches in schools and public parks in all 51 New York City council districts. Equipment is provided free of charge for use on site, and all ages are invited to participate in tournaments and events.

SCHOOL TIME TENNIS PROGRAM
65,000 SCHOOL CHILDREN
NYJTL offers training sessions six times annually for Physical Education teachers to learn the fundamentals of teaching tennis, including drills and games, during physical education class time in cooperation with the NYC Department of Education.

ADVANCED TRAINING PROGRAM
100 ADVANCED PLAYERS
The NYJTL Advanced Training Program, which is designed for high performance athletes with aspirations to play at the collegiate level, operates at the Cary Leeds Center. Tryouts are held throughout the year and are open to all players. Those selected receive individualized instruction from the Cary Leeds Center coaching staff.
NYJTL partnered with Uniqlo for the #BringTheLove campaign leading up to the US Open. This social media fundraising effort generated $25,000 for programs. Uniqlo also featured NYJTL in its Fifth Avenue flagship store.

USTA EASTERN
In partnership with USTA Eastern, NYJTL implemented the Family and Community Engagement Series (FACES) at the Cary Leeds Center during 2016-17. FACES welcomes families from the South Bronx to participate in tennis, healthy living, and financial literacy programs.

TENNIS CHANNEL
NYJTL students aspiring to become future media professionals utilized the Tennis Channel Broadcast Lab and equipment donated by Tennis Channel to cover the Cary Leeds Stadium Dedication in April 2017 conducting an interview with Billie Jean King that appeared in a segment on Tennis Channel’s national “Court Report.”

WOMEN’S SPORTS FOUNDATION
With the official opening of the Billie Jean King Clubhouse of the WSF, NYJTL extended its multi-year partnership with the Women’s Sports Foundation. The GoGirlGo! curriculum continues to be the cornerstone of NYJTL’s young leadership and empowerment efforts.

DISNEY
NYJTL built upon its partnership with Disney, which resulted in distribution of more than 6,000 books to NYJTL participants from the nationally acclaimed First Book program.

BASELINE PARTNERS
NYJTL is grateful for the continuing support of key partners: CITRS (Character, Integrity, Trust, Relationships, Success), NYC DOE (Department of Education) and DYCD (Department of Youth and Community Department), and USTA Foundation (National Junior Tennis and Learning Network.)
ACES Afterschool students from IS 228K and PS 100X eagerly participated in the February LEGO Robotics Competition combining problem-solving and creativity. IS 228K participants excelled, reaching the semifinals of the competition, which is designed to introduce children to science and technology in a “sporty way.”

CHASE RETURN THE SERVE
In July, the third annual Chase Return the Serve event entertained more than 150 children at the Cary Leeds Center. In partnership with the USTA Foundation and Chase, NYJTL hosted a day of exercise, tennis, zumba, and arts and crafts with a focus on healthy living. Through the USTA Foundation, Chase provides a grant to facilitate additional free NYJTL youth programming throughout the year.

MAYOR’S CUP
The 29th Annual Mayor’s Cup brought together more than 600 participants and teams from 160 public, private, and parochial schools representing elementary, middle school, and high school divisions. The competitions were held at the newly completed Cary Leeds Center in early June. Comprised of 14 events, the Mayor’s Cup is the largest annual free interscholastic tournament in the nation. Beacon High School has the honor of holding both the Girls’ and Boys’ Varsity titles.

FALL FESTIVAL
This annual autumn event held on Columbus Day brought hundreds of children out for tennis fun and fall joys such as pumpkin picking and decorating, face painting, and other treats.

TENNIS NIGHT WITH DAD
With the support and active involvement of Bronx Borough President Ruben Diaz, Jr., Tennis Night with Dad, held at the Cary Leeds Center in May, was a family-building experience where parents and children spend time bonding and playing tennis.

ARTHUR ASHE KIDS’ DAY
In order to continue to cultivate love and passion for the sport of tennis and all the benefits it brings to a child’s life, NYJTL brings hundreds of children from its programs out to the US Open to enjoy the activities and fun.

ACES YOUTH EVENTS
With a curriculum focused on character education, academics, and multi-disciplinary learning, NYJTL afterschool participants enjoyed celebrations in DOE schools, including a STEM Expo, a Youth Leadership Summit, and a Performing Arts Showcase.
On April 9, 2017, NYJTL celebrated the completion of the final stage of construction of the Cary Leeds Center for Tennis & Learning in Crotona Park. With the dedication of the Victor Kiam and Pershing Square Stadium Courts and the Dalia and Larry Leeds Viewing Bridge, the Cary Leeds Center can host more than 800 spectators for major amateur and professional tennis tournaments.

Photographed above: Bill Ackman, Tory Kiam, Martin Goldberg, Larry Leeds, Billie Jean King, George Guimaraes, John Rosenwald and Bronx Borough President Ruben Diaz, Jr.
The $26.5 million Cary Leeds Center for Tennis & Learning is the flagship home of NYJTL. The award-winning facility includes a two-story 12,000 square foot clubhouse with classrooms, access to 20 courts, and two stadium and exhibition courts, which seat up to 800 spectators.

30,000 children live within a three-mile radius

6,000 hours of free tennis court time provided annually to underserved youth

22 tennis courts available including 10 covered in winter months and two stadium courts

13 full-time staff members committed to providing world-class tennis instruction for all

365 day-per-year commitment to engaging and educating parents and families

cary leeds center

The $26.5 million Cary Leeds Center for Tennis & Learning is the flagship home of NYJTL. The award-winning facility includes a two-story 12,000 square foot clubhouse with classrooms, access to 20 courts, and two stadium and exhibition courts, which seat up to 800 spectators.
Leadership Luncheon

For over 30 years, thanks to the generosity of the Benenson family who has underwritten expenses of the luncheon, 100 percent of the luncheon proceeds have directly supported NYJTL programs. The 2016 Leadership Luncheon celebrated two living legends, Nick Bollettieri and former New York City Mayor David Dinkins, both of whom have been lifetime supporters of NYJTL since its founding in 1971. Eighth graders from the MS 241 Aces Afterschool Program read their poems on leadership and growth to event attendees.

fundraising

SUMMER GALA
NYJTL’s Annual Summer Gala at the Boathouse in Central Park attracted more than 500 VIPs and young professionals for an August evening of dancing and dining, raising $200,000 in 2016.

DOUBLES BY THE DUNES
“Serious tennis, serious fun” is the mantra for the annual NYJTL Doubles by the Dunes tournament co-chaired by NYJTL Board members Kyle Kliegerman, Rob Rahr, and Matthew Snyder. The doubles competition yielded $100,000 in donations to NYJTL programs in 2016.

REMEMBERING DALIA LEEDS
The Dalia Leeds Memorial Foundation was established following her passing in 2016 to ensure that free quality tennis instruction will continue to be provided in perpetuity to underserved children.

NYJTL NEXT
The mission of NYJTL Next is to develop the next generation of NYJTL leaders through volunteer and service opportunities for young professionals. Currently, there are more than 200 committed supporters in the NYJTL Next network.
Larry Leeds and family members remember mother Dalila and son Cary on the day after what would have been Cary’s 60th birthday.

Eric Hadar and family members celebrate the opening of the Eric D. Hadar Family Foundation Courtyard Terrace.
Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former 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former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees former New York City Mayor David Dinkins (L) and Leadership Luncheon honorees from R) were presented by Billie Jean King and Tennis Channel CEO Ken Solomon, respectively.

The state-of-the-art Cary Leeds Center was selected for the filming of an Under Armour commercial featuring Grand Slam Champion Andy Murray. NYJTL’s Tournament Team participated alongside their idol.

Leadership Luncheon honors former New York City Mayor David Dinkins (L) and...
MEET CHRISTOPHER
Christopher, 15, is serious about his game. Born in the Dominican Republic, he traded in his baseball bat for a tennis racquet. Christopher discovered the Cary Leeds Center while walking through the park one day, fell in love with the game, and never looked back. In less than two years, Christopher’s meteoric improvement has landed him a spot on NYJTL’s Tournament Team.

“Tennis has taught me to have more discipline and to strive more for what I want.”

MEET CHRISTINA
Christina, 16, is at the top of her game. This NYJTL veteran has been playing in the program for 11 years — ever since she can remember. Now a nationally-ranked junior, a member of NYJTL’s Tournament Team and an honors student at Bronx High School of Science, Christina has her sights set on college tennis and a bright future.

“Skills I learn on court like perseverance, hard work, and mental toughness have significantly impacted my life off court.”
## Financials

### Revenues

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<th>FY2017</th>
<th>FY2016</th>
<th>FY2015</th>
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<tr>
<td>Government grants</td>
<td>$10,491,996</td>
<td>$10,337,782</td>
<td>$10,370,119</td>
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<tr>
<td>Foundation and Corporate grants</td>
<td>402,597</td>
<td>317,875</td>
<td>281,584</td>
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<tr>
<td>Program revenue</td>
<td></td>
<td>10,515</td>
<td>53,250</td>
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<td>Cary Leeds Center — program fees</td>
<td>1,089,925</td>
<td>675,491</td>
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<tr>
<td>Contributions</td>
<td></td>
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<tr>
<td>General</td>
<td>103,340</td>
<td>52,908</td>
<td>91,185</td>
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<td>Capital</td>
<td>135,196</td>
<td>633,994</td>
<td>2,220,578</td>
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<td>Special Events (Net)</td>
<td>1,746,624</td>
<td>1,730,542</td>
<td>1,483,161</td>
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<td>Tournaments</td>
<td></td>
<td>214,561</td>
<td>150,324</td>
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<td>Miscellaneous Income</td>
<td>50,882</td>
<td>57,183</td>
<td>164,235</td>
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<td><strong>Total revenues</strong></td>
<td>$14,020,560</td>
<td>$14,030,851</td>
<td>$14,814,436</td>
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### Expenses

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<th>FY2017</th>
<th>FY2016</th>
<th>FY2015</th>
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<tr>
<td>Program services</td>
<td></td>
<td></td>
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<tr>
<td>Tennis</td>
<td>836,830</td>
<td>1,198,935</td>
<td>1,309,279</td>
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<td>Cary Leeds Center</td>
<td>1,606,295</td>
<td>1,305,379</td>
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<td>Education</td>
<td>9,045,703</td>
<td>9,124,965</td>
<td>9,440,809</td>
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<td><strong>Total program services</strong></td>
<td>11,488,828</td>
<td>11,629,279</td>
<td>10,750,088</td>
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<td>Management and general</td>
<td>1,645,538</td>
<td>1,088,107</td>
<td>807,642</td>
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<td>Fundraising</td>
<td>552,735</td>
<td>546,485</td>
<td>557,768</td>
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<tr>
<td>Start-up cost (Leeds construction)</td>
<td>201,871</td>
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<td><strong>Total expenses</strong></td>
<td>$13,687,101</td>
<td>$13,263,871</td>
<td>$12,317,369</td>
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### Operating surplus before net assets and depreciation expense

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<th>FY2017</th>
<th>FY2016</th>
<th>FY2015</th>
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<tr>
<td>Depreciation expense</td>
<td>$333,459</td>
<td>$766,980</td>
<td>$2,497,067</td>
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<tr>
<td>(580,434)</td>
<td>(573,051)</td>
<td>(10,863)</td>
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<td>Change in net assets</td>
<td>(246,975)</td>
<td>193,929</td>
<td>2,486,204</td>
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<td>Net assets — beginning of year</td>
<td>12,039,812</td>
<td>11,845,883</td>
<td>8,909,679</td>
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<td>Restatement</td>
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<td>450,000</td>
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<td><strong>Net assets — end of year</strong></td>
<td>$11,792,837</td>
<td>$12,039,812</td>
<td>$11,845,883</td>
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(A) In FY2017, Tournaments are included in Leeds Center.
“Through tennis, lives can be changed and spirits reclaimed.”

— Arthur Ashe