



I BELIEVE

I can do great things

New York Junior Tennis & Learning, founded in 1971, is the largest youth tennis and education nonprofit in the nation. Our mission is to develop the character of young people through tennis and education for a lifetime of success on and off the court.

Participant, 2019 NYJTL Mayor's Cup presented by Disney.

GROW
WITH
THE
GAME
nyjtl

FY 2019 ANNUAL REPORT



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Dear NYJTL Family and Friends,

WE BELIEVE

...that every child in New York City deserves the opportunity to grow, and we are confident that the life skills gained through our tennis and education programs can provide a powerful catalyst for long-term achievement.

Once again this year we were active in every borough of New York City, operating in all 51 NYC Council Districts and providing free access to tennis in schools, community centers, and on playgrounds year round. Our Community Tennis Program, which has served thousands of children for 48 years, provided programming at 100 sites during the busy summer months when children were out of school.

At the forefront of our strategy to enhance the lives of underserved New York City youth was our ACES Afterschool Program in 31 schools across the city. Through our strong partnership with the NYC Department of Youth and Community Development, ACES offered academic support every weekday afternoon in addition to tennis, including tutoring and mentoring in the Sciences, Technology, English and Mathematics provided by education professionals, teachers and coaches in these schools. We also took pride in capstone events throughout the year that enriched their educational experience with non-traditional forms of learning outside the classroom designed to get kids on their feet, including our STEAM Expo, Arts Showcase and Middle School Leadership Forum.

Nowhere was the commitment to tennis and education stronger than at our flagship Cary Leeds Center for Tennis & Learning in Crotona Park. In addition to the many hours of free tennis time we provided there, we distributed 20,000 books to children, NYC school teachers, and families from the community through our strong partnership with Disney and First Book. Through several private partnerships, we were able to continue offering free SAT preparatory classes for NYJTL high school juniors to help them achieve their dreams of a college education. Finally, with high profile professional tennis events at the Cary Leeds Center leading to the US Open, we were able to introduce children to tennis superstars Nick Kyrgios and Frances Tiafoe for an afternoon on the court, inspiring their interest and their excitement about our sport.

The urgency and need for our tennis and education programs has never been greater. Every program, activity and event is designed to enable underserved children in New York City to **GROW WITH THE GAME**, to set them on a pathway for a lifetime of success on and off the court. We're thankful for our many donors, sponsors and partners and for the many, many volunteers for helping make our life-changing work possible.



George Guimaraes
President and CEO



Martin Goldberg
Chairman

COMMUNITY TENNIS PROGRAM

The NYJTL Community Tennis Program has been serving NYC youth for more than 48 years. Today, the program delivers free tennis instruction to more than 7,500 children ages 5-18 in all five boroughs and all 51 NYC Council districts.



I GROW

through tennis instruction and competition

100

TOTAL SITES FUNDED BY
NEW YORK CITY COUNCIL



72% of the instructors
are NYJTL alumni



More than 7,500 kids
served annually

280

SCHOOLS REPRESENTED
IN THE NYJTL MAYOR'S CUP

NYJTL MAYOR'S CUP



The NYJTL Mayor's Cup presented by Disney is the largest interscholastic tennis tournament in the nation provided free of charge to NYC school children. The 10-day tournament includes public, private, and parochial schools in individual, doubles, and team competition tournaments.

FEATURED AWARDS

Victor Kiam "Going For It" Scholarship Winners
Ethan Leon, Brian Wong, Brooke Kennedy & Stevenson Chittimuri

NYJTL Growth Awards
Chelsea Jones & Jeremy Victoria

USTA Eastern Sportsmanship Awards
Ia Sofocleous & Jeremy Orlicki-So

NYPD 42nd Precinct Service Award
Dylan Chervony & Suri Mejia-Gracia





WE **GROW**
on the court and in the classroom

ACES AFTERSCHOOL PROGRAM

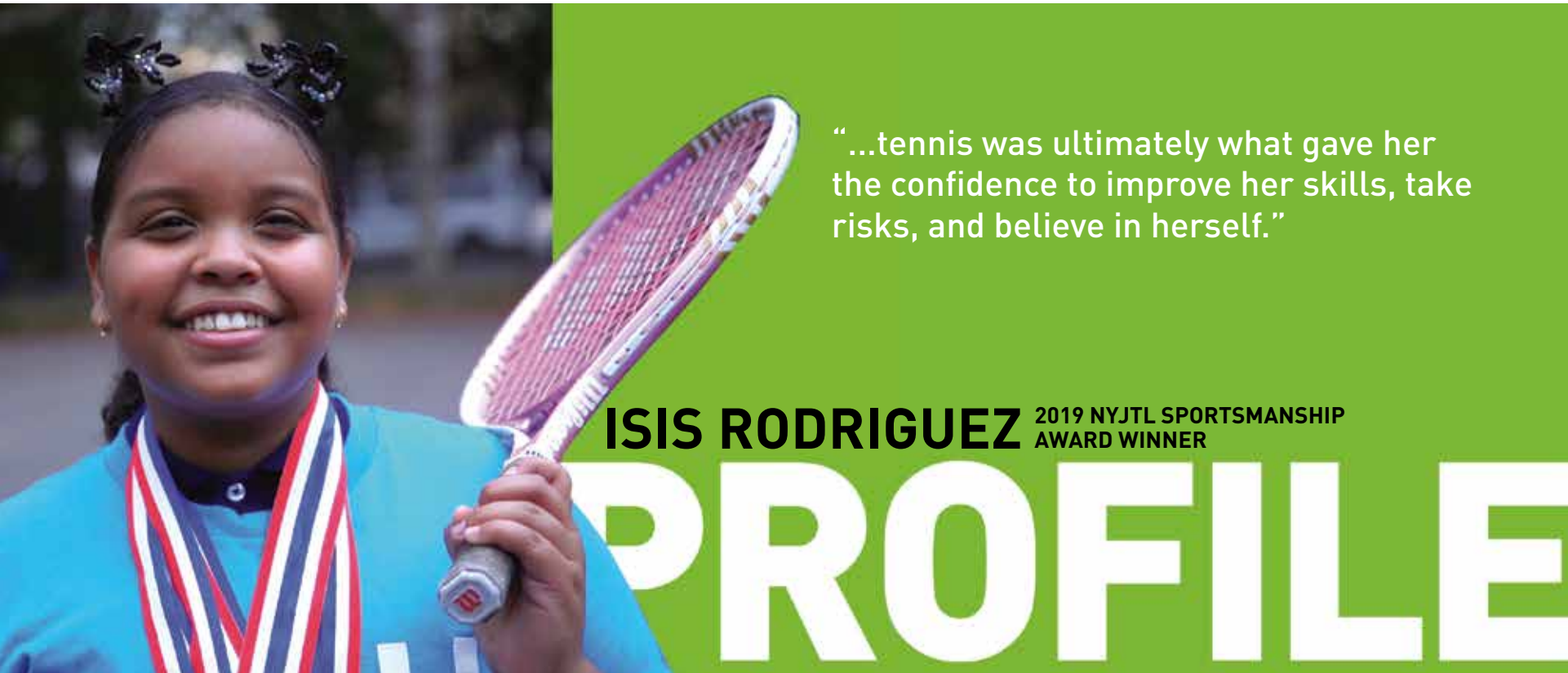


NYJTL administers free, comprehensive after-school and full-day summer programs in 31 locations throughout NYC. The NYJTL ACES program provides STEM instruction, literacy activities, tennis training and competition, character education, tutoring, wellness and nutrition education, arts instruction, and educational field trips to more than 5,000 children each year.

ACES program participants benefit by having the opportunity to experience **seven capstone events** hosted by NYJTL throughout the year.



- 1. Youth Leadership Summit**
The Youth Leadership Summit allows kids to develop social-emotional skills in a safe space while building their own unique leadership style.
- 2. NYJTL STEAM Expo**
The STEAM Expo gets children out of their seats to expand their creativity, ingenuity, and critical thinking while working on hands-on STEM and arts activities.
- 3. Arthur Ashe Kids' Day and National Essay Contest**
The National Essay Contest encourages kids to establish their written voice through the inspiration of NYJTL founder and universal role model, Arthur Ashe.
- 4. Chase Return The Serve**
- 5. NYJTL Visual Arts Showcase**
- 6. NYJTL Mayor's Cup**
- 7. NYJTL Fall Festival**



“...tennis was ultimately what gave her the confidence to improve her skills, take risks, and believe in herself.”

ISIS RODRIGUEZ 2019 NYJTL SPORTSMANSHIP AWARD WINNER

PROFILE

The most commonly used word to describe Isis Rodriguez is humble, whether it be from her mom, her coach Jeff, her site director Vilmarie, or one of her teammates. Tennis has transformed Isis; she credits the sport and NYJTL’s ACES Afterschool Program for helping her find herself, for awakening an interest and passion she did not know she had. Once extremely shy and afraid to speak, tennis was ultimately what gave her the confidence to improve her skills, take risks, and believe in herself.

Isis is a leader on and off the court, both winning decisive matches for her team and also supporting and encouraging her teammates from the sidelines. Her spirit is infectious. Her mom has noticed, her teammates have noticed, and NYJTL noticed. Isis was named captain this year of her ACES afterschool tennis team and led them to victory in the Elementary Team division at the 2019 NYJTL Mayor’s Cup.

Isis’s transformation through tennis translated to success in school as well. Her classmates started seeing her as a leader in the classroom. Homework was always completed because she could not play tennis until her schoolwork was done.

This year, Isis’s new middle school does not have an NYJTL ACES Afterschool Program, but she and her mom have a plan to continue her success through a local Community Tennis Program where she can continue making great strides in her tennis and character development.

The NYJTL Sportsmanship Award recognizes a student who shows great character and sportsmanship on and off the court, as evaluated by NYJTL coaches, mentors, and educators.



WELCOMES MORE THAN
15000
PATRONS THROUGH ITS DOORS ANNUALLY

HOUSES THE
INTENSIVE TRAINING
PROGRAM WITH
6000
YEAR-ROUND PLAYERS

OFFERS
6000
HOURS OF FREE COURT TIME TO
THE SURROUNDING COMMUNITY

CARY LEEDS CENTER FOR TENNIS & LEARNING

The Cary Leeds Center for Tennis & Learning is a \$26.5 million state-of-the-art facility offering free and commercial programming. The Center hosts many free events for the public throughout the year, including the First Book and Disney book distribution, where 20,000 free books are handed out to the community, five SAT preparatory classes for 125 NYJTL participants and local high school students and six School Time Tennis Program sessions to instruct PE teachers on how to teach the fundamentals of tennis in school.



UNIQUE NYJTL EXPERIENCES

YONEX AT CARY LEEDS CENTER

Eventage, a boutique event production agency, selected NYJTL as a recipient of Project Kindness, an initiative to celebrate its 20 years of success by giving back to the community. The agency introduced Yonex to NYJTL to support NYJTL's Serve & Connect, a program designed to improve perceptions and relationships among local youth and police officers at the Cary Leeds Center. Yonex brought tennis superstars Nick Kyrgios and Frances Tiafoe to meet and inspire the kids from the Serve & Connect program and generously donated more than \$8,500 of equipment and apparel to kids and officers in the program. Officers from the NYPD's 42nd Precinct have donated their time since the program's inception.

TB10 IN INDIAN WELLS

Tie Break Tens and NYJTL partnered to create more short-form competitions for NYC youth by launching a month-long series of tournaments throughout NYJTL's Community Tennis spring program locations. These 10-point tiebreak tournaments led to a final elimination tournament at the Cary Leeds Center on February 1-2. Tie Break Tens rewarded the four boy and four girl winners from NYJTL with an all-expenses paid trip to the BNP Paribas Open to watch the professionals play, attend the TB10 Showdown featuring Rafael Nadal and to compete in the ultimate TB10/NYJTL tournament. Ultimately, all eight kids were winners, experiencing a trip of a lifetime and enhancing their competitive skills through this innovative partnership.



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 11.1.19

WE INSPIRE

a community of learners

Disney has been a long-time partner of NYJTL, supporting the NYJTL Mayor's Cup and donating \$250,000 to the Cary Leeds Center for Tennis & Learning to create the Disney Creative Learning Center. In 2018, Disney brought in its partner organization, First Book, to create a free book distribution for NYC families and school children. Thanks to the help of Disney and First Book, 20,000 free books (in English and Spanish) were handed out to the community in March.



FEATURED PARTNERS



FUNDRAISING

Leadership Luncheon

In 2018, NYJTL honored Michael Cayre, President of Midtown Equities, and Katrina Adams, Chairman and President of the United States Tennis Association, for their leadership in philanthropy and tennis. Steve Simkin, Vice President, NYJTL Board of Directors and Todd Martin, CEO, International Tennis Hall of Fame had the honor of presenting the awards. The event also recognized two standouts of our program. Jade Killikelly received the Seymour Propp Achievement Award and Giovanni Ramos was awarded the Irwin Askenase Sportsmanship Award, and Bill Weise was presented the NYJTL Service Award. The annual NYJTL Leadership Luncheon underwritten by the Benenson Family Foundation raised more than \$650,000 for NYJTL's free tennis and education programs.

Boathouse Bash

The 2018 Boathouse Bash was once again held at the Loeb Boathouse in Central Park. The evening gathered more than 500 of the organization's most dedicated donors, a mix of high-profile executives, philanthropists, and members of NYJTL Next, the next generation of passionate leaders. Party attendees enjoyed music, dancing, gondola rides, magicians, and a silent auction, raising more than \$200,000 to support NYJTL kids.



FEATURED FUNDRAISING

DOUBLES BY THE DUNES

NYJTL Board members Kyle Kliegerman, Rob Rahr, and Matthew Synder chaired the 24th annual Doubles by the Dunes presented by the Hospital of Special Surgery, with the court time graciously donated by East Hampton Indoor Tennis. The co-chairs brought together an exclusive 16-team round robin competition filled with NYC's most successful and philanthropic tennis players who support the mission of NYJTL. The 2018 event generated more than \$60,000, all to benefit free tennis and education programs for NYC youth.



\$100,000 - \$249,999

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\$50,000-\$99,999

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FINANCIALS

	FY2019	FY2018	FY2017
REVENUES			
Government grants	\$11,200,840	\$10,643,370	\$10,491,996
Foundation and Corporate grants	514,342	510,369	402,597
Program revenue	78,082	5,000	
Cary Leeds Center — program fees	1,932,568	1,400,566	1,089,925
Contributions			
General	161,131	80,855	103,340
Capital		201,081	135,196
Special Events (Net)	1,725,544	1,793,485	1,746,624
In-Kind Contributions	307,680	229,122	
Miscellaneous Income	269,315	93,201	50,882
TOTAL REVENUES	16,189,502	14,957,049	14,020,560
EXPENSES			
Program services			
Tennis	926,305	892,758	836,830
Cary Leeds Center	2,330,184	2,041,821	1,606,295
Education	9,278,551	8,809,290	9,045,703
Total program services	12,535,040	11,743,869	11,488,828
Management and general	1,856,849	1,876,672	1,645,538
Fundraising	1,068,334	709,733	552,735
TOTAL EXPENSES	15,460,223	14,330,274	13,687,101
Operating surplus before net assets and depreciation expense	729,279	626,775	333,459
Depreciation expense	(620,953)	(616,071)	(580,434)
CHANGE IN NET ASSETS	108,326	10,704	(246,975)
Net assets — beginning of year	11,803,541	11,792,837	12,039,812
NET ASSETS - END OF YEAR	\$11,911,867	\$11,803,541	\$11,792,837

Four years ago, Christopher Perez had never lifted a tennis racket. While searching for a new sport, he happened upon NYJTL's Community Tennis Program at the Cary Leeds Center in Crotona Park. The availability of free tennis lessons introduced Christopher to a lifelong sport that now plays a central part in his life. Despite the long commute – he takes two buses to get to the Cary Leeds Center each day – he began showing up for every possible opportunity to play and quickly improved, getting accepted into the Intensive Training Program and then recently invited to join the NYJTL Tournament Team.

He entered the NYJTL Mayor's Cup the last few years and played on his high school tennis team, earning the Varsity MVP award for three years. In his spare time, Christopher also coaches at the Crotona Park Community Tennis Program site to inspire the next generation to discover the sport that he loves so much.

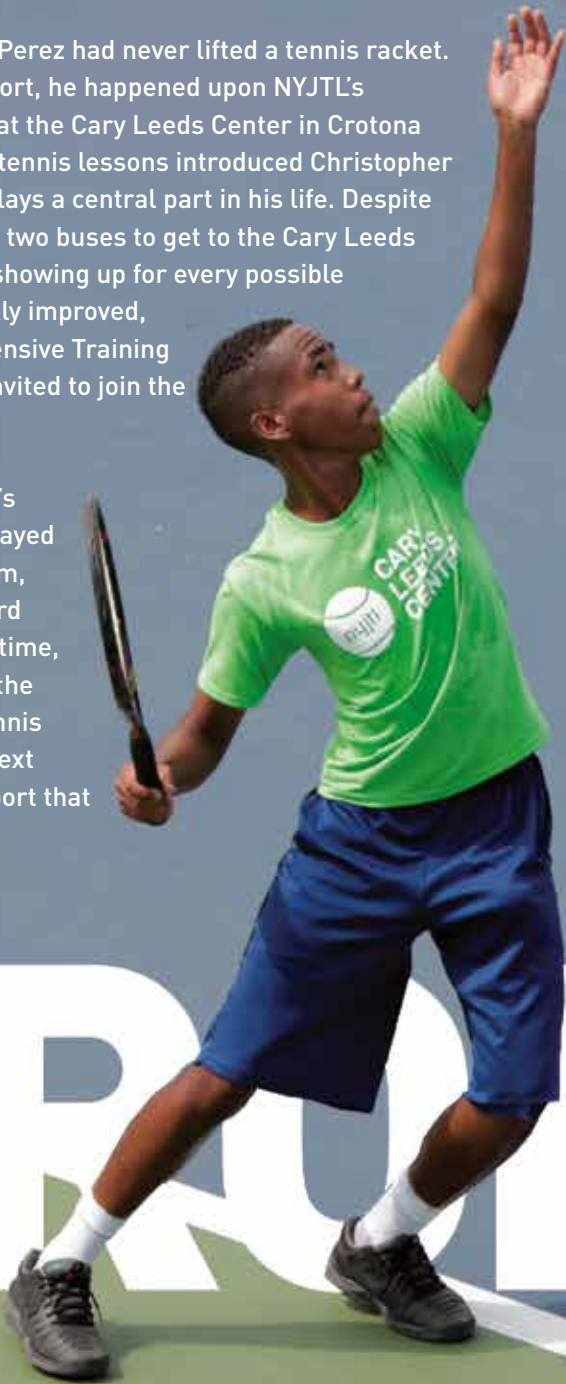
Christopher's passion for tennis has taught him valuable life skills that he also applies off the court and in the classroom. Juggling school, high school tennis team practice, getting to the Cary Leeds Center several times a week, and competing in tennis tournaments requires commitment and time management skills. He is a senior at Herbert H. Lehman High School in the Bronx, and his favorite subjects are science and technology.

He is currently applying to colleges that will enable his dream to become a software engineer. NYJTL is proud to recognize Christopher Perez as the 2019 Seymour Propp Achievement Award winner.

The Seymour Propp Achievement Award recognizes an exemplary student who has demonstrated growth in tennis and life skills during their participation with NYJTL.

“Christopher's passion for tennis has taught him valuable life skills.”

CHRISTOPHER PEREZ
2019 SEYMOUR PROPP ACHIEVEMENT AWARD WINNER



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As of 11.1.19



NYJTL Board members at the 2018 Leadership Luncheon.

NYJTL Leadership

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