

Helping YOUNG PEOPLE
reach their POTENTIAL



ARTHUR ASHE
YOUTH TENNIS AND EDUCATION™

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A Message from the President

It is with much gratitude that I present to you, the Arthur Ashe Youth Tennis and Education community, our organization's FY 2010-2011 Annual Report. Our theme is Helping Young People Reach Their Potential, which reflects our commitment to youth success.

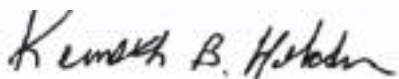
We had many high points this past year, in large part due to the dedication and enthusiasm of our staff, board, community partners, parents, and of course, our young people. For me, these ten stand out as shining illustrations of our programs — each of which help young people achieve success as individuals and active, responsible citizens:

- Adopted a bold and ambitious five-year plan for moving our organization from “good to great”
- Participated in Arthur Ashe Kids' Day at the US OPEN with 40 young people and the Wexler and Lindy families. A highlight: DreShaun Jarmon's amazing performance in the target shooting competition with Kim Clijsters, Roger Federer, and Rafael Nadal
- Named a USTA Regional Training Center and hosted player and coaching workshops alongside many of the USTA's top national coaches
- Designed and implemented our new character education curriculum in partnership with the Hamlin Family Foundation
- Boosted our after-school program to 18 sites and served over 1,000 school children
- Managed the School District of Philadelphia's middle school intramural and inter-scholastic tennis leagues
- 14 girls from our Future Stars and Maximum Performance programs met and played with alumna Traci Green and her Harvard women's tennis team in Cambridge, Massachusetts
- Honored Douglas R. Conant and the Campbell Soup Company as Champions for Children during our 28th Annual Benefit, for their outstanding contributions to our Camden programs and national leadership to promote health and wellness
- Hosted the 1st Annual National Junior Tennis and Learning Cup at the Center with 14 chapters from the east coast for match play, social and cultural activities, and lessons on the life and legacy of Arthur Ashe
- Watched our Goodstein Junior Leaders receive a \$10,000 grant from YOUTHadelphia to involve homeless teenagers in our programming

This year, we've identified two major goals for the organization. The first is restoring the financial viability and size of our 42-year-old summer National Junior Tennis and Learning (formerly known as National Junior Tennis League) program, which operates at public parks and recreation centers throughout Philadelphia. The second is expanding the use of our Center during school hours to present more education and tennis opportunities for children, including partnerships with schools in our area.

Thank you for partnering with us to help over 4,500 young people reach their potential this year — and beyond. Your involvement truly makes a difference.

With much optimism,



Kenny Holdzman
President



Arthur Ashe Youth Tennis and Education Programming

From September 1, 2010 to August 31, 2011

Our mission is to prepare young people, especially those from under-resourced families and communities, for success as individuals and as active, responsible citizens through innovative tennis, education, life skills, and leadership development programming.

Neighborhood-Based Programs

Summer National Junior Tennis and Learning

This program, co-founded by Arthur Ashe in 1969, is our largest and most enduring. To help build champions on and off the court, NJTL provides low-cost tennis instruction, match play, reading enrichment, art and essay contests, and life skills lessons to kids age 7-17. In 2011, we served 1,063 young people at 35 recreational sites throughout Philadelphia, Camden, and Ardmore. We also partnered with Rutgers University, Camden to provide exposure to a college environment for young people and their families who may not have considered college a possibility. This summer we launched our Talent Identification Program for high-potential young people to train with coaches at our Center and learn about opportunities to play during the school year.

Thanks to our NJTL sponsors: Campbell Soup Company, Citizens Bank, Comcast Family of Companies, Lindy Properties, PECO, Philadelphia Parks and Recreation, and PNC.



“ I thought the coaches were OUTSTANDING how they promoted competition and made it FUN. My children ENJOYED both of the COACHES and always looked forward to what they would be TEACHING them next.”

- Heather Cruz, NJTL parent

After School Tennis, Tutoring, and Youth Leadership Initiative

This program is offered in partnership with elementary and middle schools, recreation centers and community organizations. Those served are primarily minority, low-income young people who have had little exposure to the game of tennis. The program includes tennis skill building and games, homework help, and leadership activities. There is a special focus on self-discipline, self-reliance, sportsmanship, and non-violent conflict resolution. In fall 2010, we served 593 young people at 18 sites, and in spring 2011 we served 490 young people at 14 sites.



Arthur Ashe Youth Tennis and Education Programming

From September 1, 2010 to August 31, 2011

Neighborhood-Based Programs (continued)

“What I started learning
is NEVER be a quitter,
never GIVE UP.”

- Nasir, NJTL-Camden



The Camden Project

This after-school and summer tennis and nutrition program features partnerships with the Camden public schools, Camden Rutgers University, and Cooper Hospital. In 2010-2011, it served 330 young people at nine sites. The Camden project will be adding more sites through the generosity of the Campbell Soup Company and Citizens Bank.

QuickStart

This USTA-sponsored program brings children 5-10 years of age into the game by using special equipment, shorter court dimensions, and modified scoring, all tailored to a youngster's age and size. In the 2010-2011 year, QuickStart was offered at 18 Philadelphia-area sites for a total of 24 sessions and served more than 1,000 young people.

Partnership with School District of Philadelphia

We provided after-school tennis and leadership programming to 756 young people at ten sites through the Intra-Mural Middle School Tennis Program. We also hosted the School District's Middle School Inter-Scholastic League, which provided tennis competition for 15 Philadelphia middle schools. New in 2011, we partnered with the School District to deliver a pre-season player and coaching development program for high school girl players and their coaches. We served 92 players and 10 coaches through the program and hosted a tournament for all participants in August 2011.

“I have tried to live so that people would
TRUST MY CHARACTER...
Sometimes I think it is almost a weakness
in me, but I want to be seen as FAIR
and HONEST, TRUSTWORTHY,
KIND, CALM, and POLITE.”

- Arthur Ashe



Center-Based Programs

Future Stars

This program identifies 40 talented young people from ages 6 to 12 from diverse backgrounds, predominately from lower income families and communities who demonstrate athletic ability, dedication, and a love of the game. Each Future Star receives coaching assistance, private lessons, access to match and tournament play, and video analysis. After two years, our initial cohort of 22 students has graduated and six students are now enrolled in Maximum Performance, our top clinic; and ten students are enrolled in Junior Advanced, another step in the pipeline to Maximum Performance.

Community and School Groups at the Center

We make the Center available to community and school groups for day-time school trips and adaptive tennis programming for special needs students, supported by the Elizabeth Murdoch Foundation. In the past three years we have provided programming for over 30 groups, consisting of 500 young people.

Indoor Clinics and Camps

As a USTA Certified Regional Training Center, we play a vital role in training and developing junior players and tennis coaches throughout USTA Middle States section.

Last year over 2,000 young people participated in indoor programs at our Center. With a library and computer classroom, it offers a safe place for children to socialize, finish homework, or exercise before or after their scheduled clinic. Each of the indoor programs includes life skills and access to educational resources.

Our indoor programs include:

- *Munchkin* (4-7 year old beginners)
- *Junior Development, Junior Competitive, Junior Advanced* (beginner, intermediate, advanced)
- *Maximum Performance* (tournament caliber players)
- *Summer and Holiday Camps and Tournaments*

Character, Integrity, Trust, Relationships, Success

In fall 2010, our education team and the Hamlin Family Foundation partnered to create a youth development character and education curriculum that helps young people respond to real world situations. This past year we launched a pilot program for the curriculum for more than 50 young people focusing on character, integrity, trust, relationships, and success.



“Arthur Ashe Youth Tennis and Education has done a **WONDERFUL JOB** of developing talent in the Philadelphia community, and we are **THRILLED** to add the program to our list of USTA Certified Regional Training Centers.”*

- Martin Blackman, Senior Director,
Talent Identification and Development,
USTA Player Development

* Our Regional Training Center emphasis is on talent development of young people from families and communities who are under-represented in the higher levels of the game.

Goodstein Junior Leaders

This program features tennis, leadership exercises and workshops, service-learning projects, and summer employment. After a decade at our Center, we have expanded it to involve young people from our neighborhood-based sites thanks to the Lewin Family Foundation. In the past year, participants have been actively involved with volunteerism and community service, service-learning, organizational governance and decision-making, fund development, and advocacy. Their activities include a variety of causes, including homelessness, hunger relief, literacy, recycling, and environmental awareness.

Thanks to the Harvey Goodstein Charitable Foundation, we have accomplished a win-win scenario for both AAYTE and our young people. Their support enabled us to implement an exciting new component of our youth leadership programming which actively builds on the ingenuity of our young people, especially our Goodstein Junior Leaders, in the challenging work of identifying and securing funding to ensure that our programs continue to meet the needs and expectations of the young people and families who rely on us.

Former Participant Stories

Summer 2011

Every year a number of our former participants return during their summer vacations to work as instructors and mentors in our programs. They serve as role models for our current students, earn money for college, and also reconnect with former coaches. Here are some of their recent stories:



Nia J. Leonard began playing in the National Junior Tennis and Learning (NJTL) program when she was ten years old and has been a fixture in the organization ever since. In 2004, Nia made the move to become a Junior Instructor (JI) after being inspired by the JI's she had as a player coming up through the program. She has worked every summer since then and is now the Site Manager at Drexel University. When asked why she comes back year after year Nia said, "The kids and tennis keep me here. I like seeing people who come back every year and how much they've grown and how much better they are. I enjoy being a part of their development." Now a senior at Temple University, Nia is studying elementary education and special education.

Kenny Greene began playing tennis when he was nine years old and played at AAYTE while he was a student at Masterman High School. He is still playing, now on scholarship as a member of the Division One tennis team at Hampton University. Kenny credits the organization with allowing him to travel across and outside the country and to meet people from all walks of life. When asked why he chose to work over the summer in the NJTL program, he said, "I know what the program did for me as a young upcoming inner city male. It's only right that I give back to the program in hope of providing youth with the same opportunities."



“Arthur Ashe Youth Tennis and Education encourages our young people to **UTILIZE** their tennis skills as entree into the **COLLEGE LEVEL** of competition. Many of our players certainly have the **ABILITY** to reach that **GOAL**.”

- Jon Glover, Co-Director of Player Development





Kiara Ocasio, a student at Hobart and William Smith Colleges in Geneva, NY, was a Site Manager at Jardel playground in our NJTL program. She was nine years old when she started playing at our old facility in Manayunk and continued with us while a student at St. Hubert Catholic High School for Girls. "My experiences within the NJTL program have helped me develop my coaching skills, my communication skills, and most of all my patience." She returns to work with us over the summer because "so many people involved in the program have become like family to me. AAYTE has taught me so much as well as provided me with the opportunity to make lifelong friends. Also, working with the NJTL program has been an amazing experience from the beginning. Being a part of helping kids develop their skills in tennis and teamwork has been a blessing."



“I appreciated **LEARNING**
about how important
INTEGRITY is in your **LIFE**.
I liked the **CONNECTION**
that if you have **integrity** it will
LEAD to people **TRUSTING**
you, which flows right into having
GOOD and **SOLID**
relationships and helps you
be **SUCCESSFUL**.”

- Nadiyah, Future Stars



Arsenio Culver played at the Center between 1990 and 2009 under the mentorship of Lance Lee, our Vice President of Tennis and National Partnerships. He attended Cheltenham High School and is currently a senior at Norfolk State University, playing number one singles for the past two years, and is ranked 17th in the region. This summer he was an instructor for the Maximum Performance Training Camp.

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“I realize that my coaches have HIGH expectations
for ME and now I have them for MYSELF.”

- DreShaun, Maximum Performance Clinic

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and become LEADERS. It's an IDEAL
mentorship program for our YOUTH.”

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“I NEVER cut corners during tennis practice. This gives me DISCIPLINE in my LIFE off the court.”

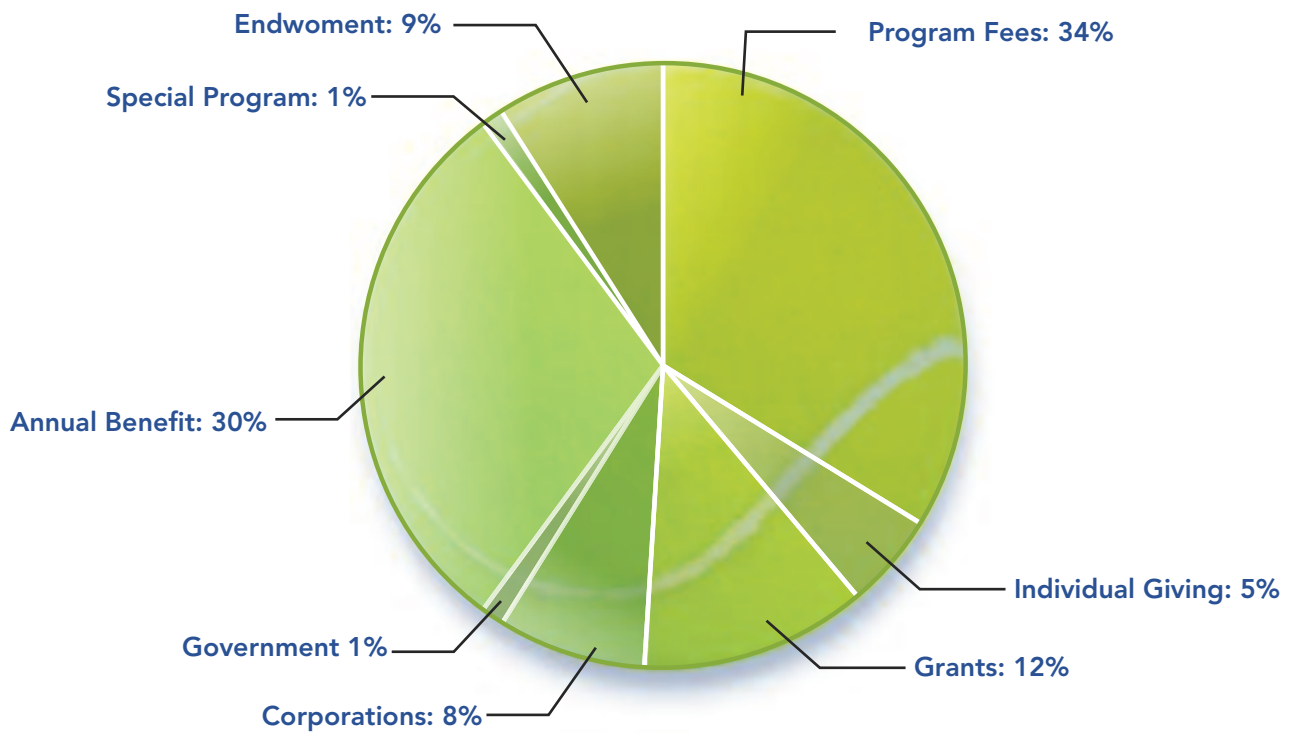
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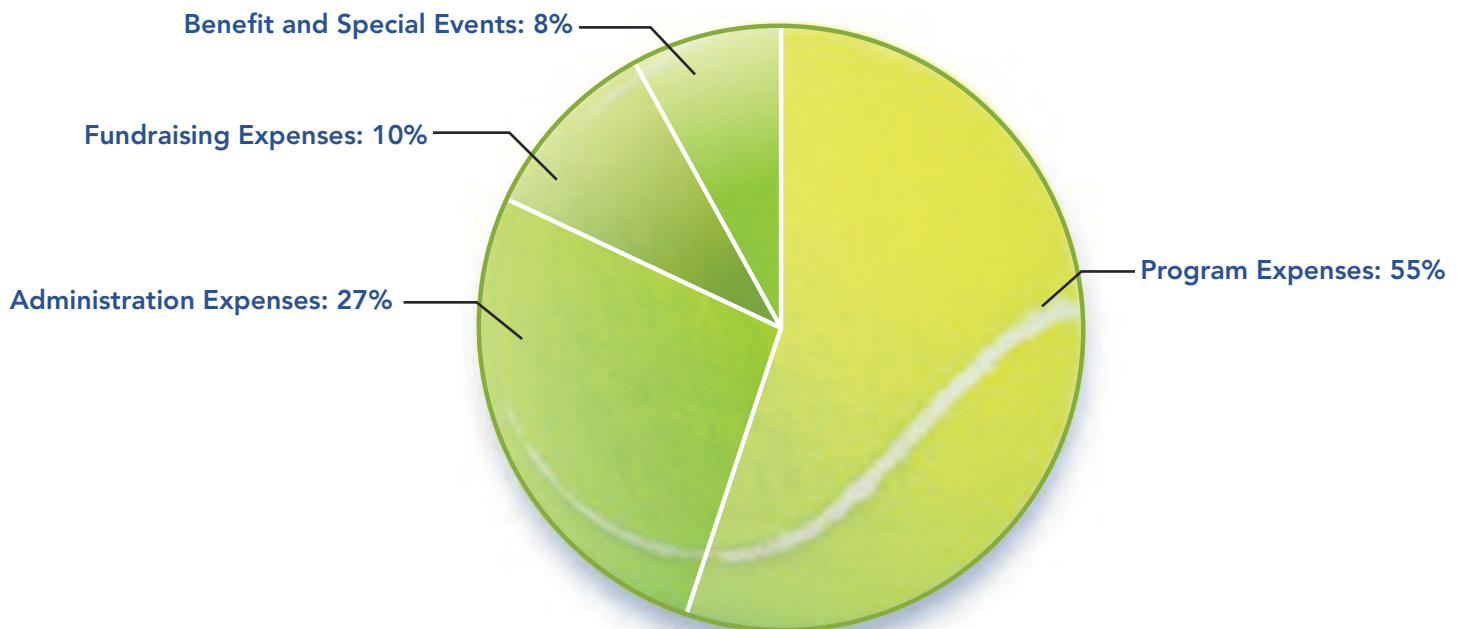
Jacquie and Eric Patterson
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Gifts In Honor of Jack Present
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Janet Winston
Norma and Henry Wise
Diane and Ivan Wolfson
Dan Wu
Peter Wunsch

INCOME SOURCES (FY 2011)



FUNCTIONAL EXPENSES (FY 2011)



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