



## Annual Report 2010

Dear Friends,

I've been fortunate to be around tennis most of my life - I've played in the greatest stadiums, reported on some truly spectacular moments but as president of USTA Serves I'm an integral part of creating other "greatest moments" and these pave the way for thousands of kids to give them opportunities we want all kids to get in life - and at USTA Serves we do that through the integration of tennis, education and health programs.



This year I've served on the grants committee and read about so many impressive programs that offer the kind of programming that makes a difference - the kind of difference that results in raising reading grade levels, improved grade point averages, fewer student drop outs and elevated high school graduation rates. This is good stuff.

Over the past year I've visited quite a few programs and have seen first hand the impact these programs have in their communities. I've had the privilege of meeting coaches, teachers, parents and kids in these programs. I'm blown away by the leadership, commitment and high standards these programs offer. USTA Serves provides some of the financial and technical resources the programs need. That combined with strong leadership and other resources, helps these kids thrive, meet and often exceed our expectations. It's that simple.

I had so much fun hosting the Avenue of Aces paver installation party out at the USTA Billie Jean King National Tennis Center where I got to talk directly with donors to find out why they are involved with USTA Serves. They love tennis (I heard so many stories), they love the US Open (they have so many favorite players) and they love that USTA Serves provides so many ways for them to give back so others can have the same benefits that they and their children have enjoyed. It was a love fest.

And over the year I've gotten to know our wonderful staff who do amazing work and are committed to the mission and the kids we serve and, I'm honored to serve with my fellow board members who together with staff bring their power, influence and expertise to guide us through good and not so good financial times always keeping an eye on the ball and the role our great sport plays to help our youth succeed on the court, in the classroom and in life.

Mary Carillo  
President, USTA Serves

## OUR MISSION

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USTA Serves, a 501-C-3 charitable organization was founded in 1994 as the philanthropic entity of the United States Tennis Association. The mission of the USTA is to promote and develop the growth of tennis. The mission of USTA Serves is to support, monitor and promote programs that enhance the lives of at-risk youth and individuals with disabilities through the integration of tennis and education.

## GUIDING PRINCIPLES

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*To recognize* the basic values embedded in tennis and education, including fun, discipline, hard work, improvement and success.

*To promote* fitness, health, citizenship, leadership and self-esteem.

*To support* efforts in tennis and education that help disadvantaged youth and those with disabilities.

*To be inclusive* of youngsters from all cultural and ethnic backgrounds.

*To encourage* children to pursue their goals and highest dreams by succeeding in school and becoming responsible adults.

*“Our partnership with USTA Serves is very important to us. They understood our mission and they’ve helped us tremendously over the years with support and guidance. When we write other grant applications, we’re always asked if we have USTA Serves support—and we’re very proud to say that we do.”*

Nancy Lerner  
Board President  
Zina Garrison Tennis Academy

## TENNIS, EDUCATION AND HEALTH GRANT PROGRAMS

In 2010 USTA Serves awarded over \$1 million to 35,000 youth in 59 tennis and education programs including 7 programs focusing on people with disabilities. This marks the first year that grants were awarded in each of the 17 Sections of the USTA. The number of grant applications increased by 65 percent versus the previous year. A matrix system was instituted whereby programs receiving grants report on attendance, retention, report card gathering, life skills and pre and post health and nutrition information surveys.



The following represents a few of the grant programs and their positive impact on the youth who participate:

### **A’s & Aces** **New Orleans, Louisiana**

A’s & Aces is a non-profit organization which provides academic assistance, life skills, and tennis instruction to more than 350 New Orleans, Louisiana public school children. This USTA Serves grant will fund their First Serve Project which affords 41 third-grade children attending ARISE Academy in the Ninth Ward of New Orleans with four hours weekly of 10 and Under Tennis, academic assistance and First Serve life skills mentoring on the school campus.

### **The Boston Inner City Youth Tennis Program (BICYTP)** **Dorchester, Massachusetts**

The Boston Inner City Youth Tennis Program (BICYTP) is partnering with the Boston Learning Center (BLC), both located in Dorchester, Massachusetts, to provide Out-of-School-Time services, including homework help, tutoring, and academic enrichment to 30 at-risk youth enrolled at BICYTP. The program combines tennis instruction provided by BICYTP with educational services provided by BLC, in an effort to boost the academic performance of the BICYTP students as a pre-requisite to advance through the tennis program.



## The International Rescue Committee (IRC)

San Diego, California

The International Rescue Committee (IRC) provides opportunities for refugees to thrive in America. Each year, thousands of refugees are invited by the U.S. government to seek safety and freedom. In San Diego, California and many other regional offices across the country, the IRC helps refugees to rebuild their lives. The grant will be used to grow its "Sports Plus" program which offers in-depth tutoring and advanced tennis lessons among its many after-school programs.

## KIPP Endeavor Academy

Kansas City, Missouri

KIPP Endeavor Academy was founded in 2007 based on the belief that all students can and will learn when provided with a quality education. The grant will support the academic component which, in addition to tennis instruction, provides the children with public speaking and computer programming skills, college preparation classes, after school tutoring, cooking instruction to promote good nutrition and other life skills and sports activities.



## Our Military Kids

McLean, Virginia

Our Military Kids offers funding to children of deployed Reservists, National Guard members and severely injured soldiers. 48 percent of National Guard and Reserve families receive a cut in pay when they are deployed. Many don't live near military bases, so getting affordable care for their children is a top priority. These soldiers don't ask for gift baskets, socks or sweets. Instead they say, "Just take care of our children." The USTA Serves grant will be used to provide at least 25 children with tennis lessons, tutoring and special attention to relieve the stress and anxiety the kids experience having a parent away in service for months at a time. This is their time to feel safe, have fun and participate in activities that help them increase their self-confidence, independence and develop coping skills to deal with their unusual stress.



*“The grant will give these children the opportunity to get off the streets and onto the tennis courts, learning life-long skills created in a safe mentoring environment that will carry over into their everyday lives.”*

Up a Break, Inc.  
Atlanta, Georgia

## Reach for College Washington D.C.

Reach for College in Washington, D.C. is designed for first generation students going to college. For many students completing the complex process of filling out the application forms is daunting. Most students can't receive help from home because their parents are unfamiliar with the process. Reach for College challenges these students and offers classes in career planning and exploration, high level reading and writing, time management and SAT prep, financial aid and scholarship application help, as well as practical life skills like interviewing and banking. The participants spend 4 hours per week on tennis and 2 hours on academics. 100 percent of the applicants apply to college; 85 percent are accepted and 76 percent attend.

## Tennis For Charity Cincinnati, Ohio

The mission of Tennis For Charity, the charitable arm of the Western & Southern Financial Group Masters, is to promote the interests of tennis in the Greater Cincinnati, Ohio Community. The USTA Serves grant will help 550 kids participate in weekly educational and fitness instruction, in addition to competitive tennis. Weekly activities include visits to local libraries, speakers from the Cincinnati Police department addressing safety, drug and alcohol awareness and speakers from the Cincinnati Health Department addressing positive nutritional choices.

## Up a Break, Inc. Atlanta, Georgia

Up a Break, Inc. provides junior tennis program support and mentoring to the disadvantaged youth, ages 5-18, of Atlanta, Georgia's inner city Washington Park community. The USTA Serves grant will allow the organization to double the number of tennis players it currently serves, helping the children to build self esteem and respect for others, foster a healthy lifestyle and instill values of sportsmanship, responsibility and discipline, while also helping to improve their academic performance and attendance.





## MaliVai Washington Kids Foundation (MWKF)

Jacksonville, Florida

MaliVai Washington Kids Foundation (MWKF) is located in an area of Jacksonville, Florida where the need was greatest. The programs promote academic achievement and positive life skills in youth through the game of tennis. Their comprehensive after-school programs are offered to first grade through high school students in age-appropriate modules. The First Serve Life Skills curriculum is combined with homework assistance, tutoring, health education, character development and tennis.

One Hundred percent of the participants who go through MWKF's Tennis and Tutoring program graduate on time from high school and have gone on to attend college. Over 80 percent are first generation college bound and over 40 percent are the first in their family to graduate from high school.

## HERO, Inc.

White Plains, New York

HERO, Inc. (Help Expand Recreational Opportunities) in White Plains, NY runs adaptive tennis programs reaching more than 1200 people, primarily Hispanic and African-American males with a broad spectrum of behavioral and learning disabilities, illnesses including cerebral palsy, multiple sclerosis, Down Syndrome and others termed at risk. The purpose is to provide positive health and social environments that improve overall health, fitness and physical abilities; cognitive skills and life skills such as cooperative behavior and sportsmanship and to have fun.

## Portland After-School Tennis & Education

Portland, Oregon

Portland After-School Tennis & Education's "After-School Program" targets schools within the Portland Public School System where over 80 percent of their students receive USDA Free & Reduced Lunch Program.

Sixty percent of the program time focuses on reading and literacy. PAST&E uses the award winning Playbooks Readers Theatre to encourage reading and self-confidence in the students, following the nationally recognized First Serves Life Skills Curriculum. 40 percent of the program time is devoted to fitness and tennis activities. Students also learn about nutrition and "create and eat" a healthy snack at each session. Seventy-seven percent have raised their grade point averages at least ½ a grade, 82 percent have raised their reading levels, and 30 percent are the first in their families to graduate from high school.



## THE FOLLOWING PROGRAMS WERE AWARDED 2010 GRANTS BY USTA SERVES

Abundant Waters  
New York, NY

Arthur Ashe Youth Tennis & Education Inc.  
Philadelphia, PA

A's & Aces  
New Orleans, LA

Atlanta Community Tennis Foundation, Inc.  
Atlanta, GA

Azleway, Inc.  
Tyler, TX

Black Women in Sport Foundation  
Philadelphia, PA

Boston Inner City Youth Tennis Program  
Dorchester, MA

Boy's & Girls Clubs of Camden County, Inc.  
Camden, NJ

Boy's & Girls Clubs of Greater Peoria  
Peoria, IL

Boy's and Girls Clubs of Martin County, Inc.  
Hobe Sound, FL

Capital Region Youth Tennis Foundation, Inc.  
(15-Love)  
Albany, NY

CREATE Tennis, Inc.  
Washington, DC

Ethel Walker School, Inc.  
Simsbury, CT

First Serve – New Mexico, Inc.  
Santa Fe, NM

Flagstaff Community NJTL  
Sedona, AZ

Greater Baltimore Tennis Patrons Association, Inc.  
Baltimore, MD

Harlem Junior Tennis Program, Inc.  
New York, NY

Harper for Kids  
San Francisco, CA

Hebni Nutrition Consultants, Inc.  
Orlando, FL

HERO, Inc.  
Purchase, NY

I Have a Dream Foundation of  
Boulder County  
Boulder, CO

Innecity Tennis Foundation  
Minneapolis, MN

International Rescue Committee, Inc.  
San Diego, CA

Jewish Council for Youth Services  
Chicago, IL

Katie at the Bat  
Narberth, PA

King Street Center  
Burlington, VT

KIPP Endeavor Academy  
Kansas City, MO

Latin American Youth Center  
Washington, DC

MACH Academy, Inc.  
Augusta, GA

MaliVai Washington Kids Foundation  
Jacksonville, FL

Mentoring USA, Inc.  
New York, NY

Milwaukee Tennis & Education Foundation, Inc.  
Milwaukee, WI

Net Results Junior Tennis  
Denver, CO

New York Junior Tennis League  
Woodside, NY

NJTL of Indianapolis  
Indianapolis, IN

NJTL of Trenton  
Trenton, NJ

Orthotic and Prosthetic Assistance Fund  
(OPAF)  
Waterloo, IA

Our Military Kids, Inc.  
McLean, VA

Portland After-School Tennis & Education, Inc.  
Portland, OR

Prince Georges Tennis and Education  
Foundation, Inc.  
Upper Marlboro, MD

Project Lovematch, Inc.  
Saddle River, NJ

Puerto Rico Agricultural Extension Service  
San Juan, PR

Reach for College, Inc.  
Washington, DC

Richmond Recreation and Parks Foundation  
Richmond, VA

Rodney Street Tennis & Tutoring Association  
Wilmington, DE

Say Yes to Education, Inc.  
Syracuse, NY

Sportsmens Tennis Club  
Dorchester, MA

St. Paul Urban Tennis  
St. Paul, MN

Tenacity  
Boston, MA

Tennis for Charity, Inc.  
Cincinnati, OH

Tennis Opportunity Program, Inc.  
Chicago, IL

United Neighbors, Inc.  
Davenport, IA

University of Akron  
Akron, OH

Up a Break, Inc.  
Marietta, GA

Urban Leadership Development Group  
Amissville, VA

Washington Tennis & Education Foundation  
Washington, DC

Youth at Heart, Inc.  
Tulsa, OK

Youth Tennis Advantage  
Oakland, CA

Zina Garrison All Court Tennis Academy  
Houston, TX



## SCHOLARSHIPS

Each year, USTA Serves awards scholarships to deserving youth who have participated in USTA and other organized tennis programs, have demonstrated high academic achievement and require financial assistance. In 2010 we awarded \$401,000 in scholarships to 80 students representing every Section of the USTA. Sixty-three high school seniors received College Educational Scholarships, and seven of the students received prestigious, named awards. Ten additional 6th through 11th graders received Player Incentive Awards, a one-time \$500 award to encourage the development of USTA youth tennis program participants with great potential and a commitment to academic excellence.

### 2010 USTA SERVES SCHOLARSHIP RECIPIENTS



#### **Marian Wood Baird College Scholarship - \$15,000**

Marina Oliver, Greenleaf, WI



#### **Dwight Mosley Scholarship Award - \$10,000**

Alyssa Emoto, Gresham, OR and Timothy Stanton-Davis, Charlottesville, NC



#### **Dwight F. Davis Memorial Scholarship - \$7,500**

Neil Goel, Albuquerque, NM and Nicole Riddle, Skowhegan, ME



#### **Eve Kraft Education & College Scholarship - \$2,500**

McKenzie Harrison, Cataula, GA and Max Rubin, Cherry Hill, NJ

## 2010 USTA SERVES SCHOLARSHIP RECIPIENTS

### College Educational Scholarship

**\$6,000**

Justin Abrams, Eagan, MN	Anthony Hoang, Alexandria, VA	Hannah Mills, Northport, AL	Jonathan Raude, Rego Park, NY
Samuel Barth, Kansas City, MO	Amanda Hooper, Wilsonville, OR	Christina Moloney, Glenmont, NY	Claire Revekant, Pittsford, NY
Emily Chang, Maryland Heights, MO	Jasneet Hora, San Ramon, CA	Francesca Moloney, Glenmont, NY	Lauren Sciarra, Winona Lake, IN
Jessica Ching, Kailua Kona, HI	Hector Irizarry, Lajas, PR	Melissa Monette, Mililani, HI	Daneka Stryker, Irvine, CA
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Ivy Gramm, Tobaccoville, NC	Nicole McAllister, Groton, MA	Cynthia Ramirez, Tucson, AZ	Derek Young, Framingham, MA

### College Textbook Award

**\$1,000**

Quoc Huynh, Honolulu, HI	Alex Ngo, Wyoming, MI	Joshua Scales, Kaufman, TX	Dylan Soukup, Tucson, AZ
Semarley Jarrett, Mount Vernon, NY	Aaron Rouza, Wilsonville, OR	Neshelle Scott, Jacksonville, FL	

### Player Incentive Awards

**\$500**

David Arroyave, Floral Park, NY	Laura Flynn, El Paso, TX	Xavier Shuda, Ewing, NJ	Arielle Williams, Southfield, MI
Ashley Beavers, Muskogee, OK	Hannah Rahman, Tarpon Springs, FL	Anthony Tsodikov, San Francisco, CA	
Caroline Crisostomo, Reston, VA	Jordan Schenck, Eden Prairie, MN	Hannah Watene, Louisville, KY	

## FUNDRAISING ACTIVITIES AT THE US OPEN

### USTA Serves Opening Night Gala at the US Open



USTA Serves held its 10th Anniversary Opening Night Gala with special guest, Alec Baldwin and 180 other notables including New York City Mayors Michael Bloomberg and David Dinkins, Vogue's editor-in-chief Anna Wintour, USTA President Lucy Garvin, USTA Serves past presidents Pam Shriver, Patrick McEnroe and current President Mary Carillo in the President's Suite in Arthur Ashe Stadium. It was an unforgettable sold-out evening where guests enjoyed fine dining, a dazzling stadium court opening night celebration and exciting tennis matches.

### USTA Serves Pro Am at the US Open



Celebrating our 8th year of hosting a champion packed Pro-Am was a dream come true for 12 lucky amateurs who played with Tennis Hall of Famers and Champions at the USTA Billie Jean King National Tennis Center on the second Friday (Women's Semifinals Day) at the US Open. Mats Wilander, Pat Cash, Mary Joe Fernandez, Gigi Fernandez, Mark Woodforde, Tracy Austin, MaliVai Washington and other Tennis Hall of Famers and Champions joined amateurs from around the world, including Debra Moura Lyra, Miss Brazil, for this fun-packed event followed by lunch in the players' dining room, culminating with an exciting afternoon watching the Women's Semifinals in a luxury suite.

### USTA Serves Avenue of Aces at the USTA Billie Jean King National Tennis Center



Inaugurated in 2005, the Avenue of Aces, comprised of engraved bricks and bronze pavers, is located on the grounds of the USTA Billie Jean King National Tennis Center and forms a pathway from the East Gate entrance to Arthur Ashe Stadium. In 2010, we inaugurated a "neighborhood" concept on the Avenue of Aces, starting with Billie Jean King. Supporters were offered the opportunity to order pavers in her neighborhood, in a specially designed area, close to Billie Jean's paver.

"I applaud the work USTA Serves is doing to give young boys and girls opportunities to excel academically, become healthier and more fit and learn skills to help them succeed in life." – Billie Jean King

Our fundraising efforts at the US Open helps us contribute \$850,000 towards scholarships and tennis and education grants nationwide.

## 2010 USTA SERVES DONORS

Individual donations account for 72 percent of revenues. We are appreciative of each donation whether it's \$5 or \$500,000

### \$25 - \$99

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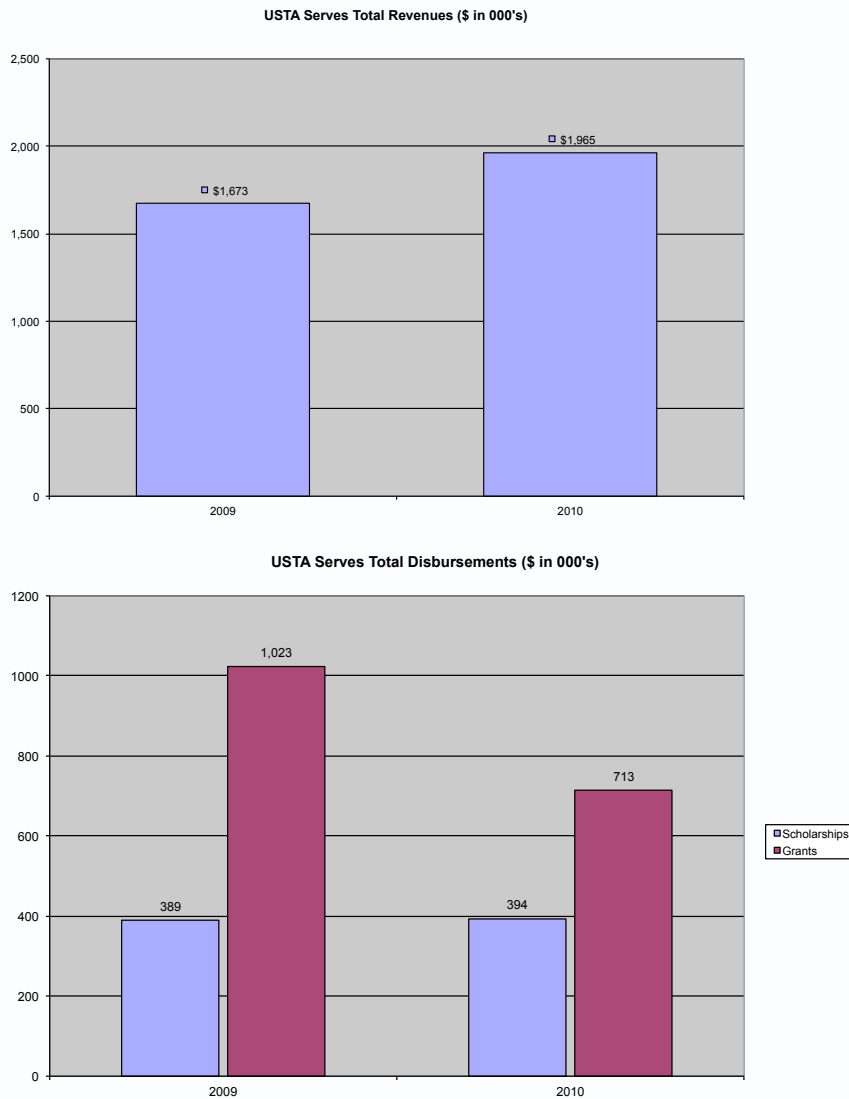
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USTA Serves is grateful to the USTA for underwriting the majority of its administrative expenses, as well as to our individual, corporate and foundation contributors whose generosity provides college scholarships and program grants to worthy candidates across the country. Our team works diligently to direct all of our resources to changing lives through tennis and education.

The charts below provide information about the revenue and disbursements of USTA Serves in 2010.



A complete 2010 audited financial statement is available at the office of USTA Serves, 70 West Red Oak Lane, White Plains, NY 10604. The statement can be seen upon request between 9:00 a.m. and 5:00 p.m., Monday through Friday. Photocopies are also available upon written request.

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