



ANNUAL REPORT

2013



Dear Friends,

USTA Serves is dedicated to enhancing the lives of under resourced youth, individuals with disabilities, and wounded, ill, and injured service members and their families through the combination of tennis and education. The programs we support are making a very real and important impact in communities across the country, changing lives and providing hope to those who need it the most.

USTA Serves is in the business of serving up dreams and ensuring that everyone, regardless of their situation, understands that their dreams matter. This year, our National Junior Tennis and Learning Network is celebrating its 45th anniversary, and through its more than 600 chapters nationwide, we have been able to help more than 300,000 under resourced youth find an active, fun and safe environment in which to learn and grow.

One shining example of the way in which we're positively impacting lives is 11-year-old Destiny. She participates in the Harlem Junior Tennis and Education Program at New York's Harlem Armory. There, Destiny learned much more than how to play tennis; she's learned self-discipline, and improved her self-confidence and study skills. She's also developed better eating habits and, in an age of rampant childhood obesity, has become more fit and better focused. As a guest speaker at a recent gala for the program, Destiny said, "HJTEP is not only teaching me how to play tennis, they also are teaching me how to play in the game of life."

We continue to be amazed at the success stories that emanate from the programs that we support, and we look forward to continuing—and increasing—that support, so that more lives can be touched and enhanced. Since 2000, USTA Serves has awarded more than \$17 million in grants and scholarships to more than 270 programs in 47 states. Last year alone, more than \$395,000 in scholarship funds were awarded to 58 high school seniors, and more than \$1,200,000 was disbursed to tennis and education programs and organizations that serve individuals with disabilities. That's a bottom line that continues to pay dividends, as more than 90 percent of our scholarship recipients attend college for four years.

What's more, we're supporting programs that provide recreational and rehabilitation programs for our wounded veterans; using tennis as a vehicle to help them reintegrate with their families and communities. By getting these men and women in the game, we're helping to get them back into their lives by improving their physical, mental and emotional health.

We're committed to continuing our important work and appreciate your support in helping us to do so. Through the powerful and proven combination of tennis and education, we will continue to serve up dreams and do all that we can to make those dreams a reality.



Mary Carillo
President



Daniel J. Faber
Executive Director

2013 ANNUAL REPORT

Organizational Background and Mission Statement:

USTA Serves Incorporated (“USTA Serves”) is a 501(c)(3) charitable organization that was incorporated in 1994 as the philanthropic entity of the United States Tennis Association Incorporated. The mission of USTA Serves is to support, monitor and promote programs that enhance the lives of under resourced youth and individuals with disabilities through the integration of tennis and education.

USTA Serves provides financial support to tennis and education programs nationwide that provide positive role models and academic assistance as well as instruction in health, nutrition and life skills to under resourced children and people with disabilities. USTA Serves also provides technical support to the programs to help maximize program efficiencies, analyze effectiveness and shares best practices with other programs.

USTA Serves awards tennis and academic scholarships to high school seniors in all 17 Sections of the USTA and acknowledges outstanding 6th – 11th graders with Player Incentive Awards to reward and encourage continuing academic excellence and tennis participation.

Our Guiding Principles:

- 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 individuals from all cultural and ethnic backgrounds.
- To encourage individuals to pursue their goals and highest dreams by succeeding and becoming responsible adults.

Tennis, Education and Health Grant Programs:

We all know how important statistics are in tennis. These are the statistics of tennis and education programs supported by USTA Serves in 2013:

- 91 percent of USTA Serves scholarship recipients attend college for four years.
- 100 percent of participants are taught tennis and the valuable life lessons learned from our sport.

In 2013, USTA Serves disbursed more than \$1.2 million in grants to tennis and education programs, including programs focusing on people with disabilities.



Partnership with USTA National Junior Tennis and Learning (NJTL)

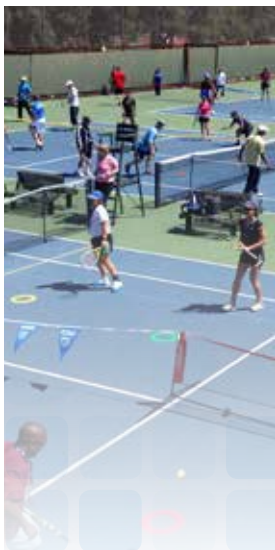
USTA Serves works with the USTA National Junior Tennis and Learning (NJTL) network of more than 600 non-profit youth development organizations with diverse populations between the ages of 5 and 18 to provide free or low-cost tennis, education and life skills programming whose goal is to develop the character of young people by emphasizing the ideals and life of co-founders Arthur Ashe, Sheridan Snyder and Charlie Pasarell. Over 70 percent of our funded programs are part of the NJTL network. The following represents a few of USTA Serves funded programs and how they have impacted the individuals who participate.



Dallas Tennis Association

Addison, Texas

For more than 30 years, the Dallas Tennis Association (DTA) has developed, managed and operated programs that serve underprivileged children in the Greater Dallas community. Programs benefit inner-city, at-risk youth whose lives may be surrounded by poverty and hardship, the hearing impaired, and children with other disabilities who might not have access to organized sports activities – while also providing them the tools needed to succeed in life. In fact, participants in the advanced, Slam Jammer II & III programs have a 100 percent high school graduation rate, and all graduates have gone on to college.



DhhEAF (Deaf & hard of hearing Educational Athletic Foundation)

Los Angeles, Calif.

DhhEAF (Deaf & hard of hearing Educational Athletic Foundation) is an innovative nonprofit program that teaches life lessons to hearing-impaired youth through tennis. Since early 2003, DhhEAF has reached more than 2,000 hearing-impaired students in Southern California. The program focuses on providing this underserved population with an opportunity to learn and practice a lifelong physical activity in a pro-social environment. Evidence-based strategies are used, incorporating developmental principles that emphasize the balance between mental, physical, and emotional health and well-being. These strategies have been effective in avoiding drug abuse, teen pregnancy, depression and violence-resolution issues.



InnerCity Tennis Foundation

Minneapolis, Minn.

InnerCity Tennis (ICT) was founded in 1952 in Minneapolis to help young tennis players with limited means thrive physically, emotionally and socially within the game of tennis. Over the last six decades, ICT has grown to serve thousands of children and youth with much more than tennis training. ICT's mission is to provide innovative educational programming, physical activity and tennis to ensure that the youth and families it serves develop a passion for lifelong physical well-being, learning, exemplary character and a personal commitment to improving the world.



Sportsmen's Tennis & Enrichment Center

Dorchester, Mass.

Sportsmen's Tennis & Enrichment Center (STEC) has a 50-plus year history of community investment in Boston's inner-city neighborhoods, yielding hundreds of tennis and academic college scholarships for low-income Boston youth. Over a decade ago, the ability to have a positive impact on youth far beyond the tennis court led Sportsmen's to refine its focus and mission to prioritize academic achievement. As a result, The Learning Center at Sportsmen's was established, providing a comprehensive suite of educational and structured enrichment activities for students in grades K-12, serving more than 200 children each year.



San Diego District Tennis Association

San Diego, Calif.

The San Diego District Tennis Association hosted its 2nd National Tennis Camp for Wounded, Ill, and Injured Service Members and Veterans from June 12-15, 2013 and provided qualified tennis instruction over four days, along with opportunities for socializing off the courts. The primary goal was to instill a love for tennis by introducing participants to the sport, helping them improve their skills and hosting friendly competitions. Long term, the SDDTA hopes the experience will lead its participants to want to continue to play tennis with family and friends once they return to their hometowns – aiding in their physical, mental, and emotional recoveries.

THE FOLLOWING PROGRAMS WERE AWARDED 2013 GRANTS BY USTA SERVES:

Aceing Autism, Inc. West Hollywood, Calif.	Down The Line And Beyond Foundation Haverford, Pa.	International Rescue Committee San Diego, Calif.	Rodney Street Tennis And Tutoring Wilmington, DE
Adaptive Tennis Association of North Carolina Raleigh, N.C.	Earthen Vessels Outreach Pittsburgh, Pa.	Jerry Alleyne Memorial Fund Hartsdale, N.Y.	San Diego District Tennis Association San Diego, Calif.
An Achievable Dream Newport News, Va.	East Palo Alto Tennis & Tutoring Palo Alto, Calif.	Jewish Council For Youth Services Chicago, Ill.	Southern Children's Network Fayetteville, Ga.
Apple Ridge Farm Roanoke, Va.	Educational Foundation For School District 50 Westminster, Colo.	Junior Tennis Ambassadors Coto De Caza, Calif.	Southern Crescent Youth Tennis Peachtree City, Ga.
A's & Aces New Orleans, La.	Embrace Your Dreams Bethlehem, Pa.	Junior Tennis Champions Center College Park, Md.	Special Populations Tennis Roswell, Ga.
Atlanta Youth Tennis & Education Foundation Atlanta, Ga.	FAST-D, Inc. Bloomfield Hills, Mich.	King Street Youth Center Burlington, Vt.	Sportsmen's Tennis Club, Inc. Dorchester, Mass.
Birmingham Area Tennis Association Birmingham, Ala.	First Serve - New Mexico Sante Fe, N.M.	Legacy Youth Tennis And Education Philadelphia, Pa.	St. Paul Urban Tennis Program St. Paul, Minn.
Black Women In Sport Foundation Philadelphia, Pa.	Four Aces Racquet Club Greenville, Miss.	Mach Academy Augusta, Ga.	Stephanie Waterman Tennis Lenexa, Kan.
Bob Pass Tennis & Education Foundation Merrifield, Va.	Freeman Junior Development Program Dallas, Texas	MaliVai Washington Kids Foundation Jacksonville, Fla.	Tenacity, Inc. Boston, Mass.
Booker T. Washington Community Service Center San Francisco, Calif.	Genesis School Inc. Kansas City, Mo.	Marty Hennessy Junior Tennis Foundation Las Vegas, Nev.	Tennis & Education, Inc. St. Paul, Minn.
Boys & Girls Clubs of Central Virginia Charlottesville, Va.	Greater Baltimore Tennis Patrons Timonium, Md.	Mentoring Usa, Inc. New York, N.Y.	Tennis For Charity, Inc. Cincinnati, Ohio
California Police Activities League San Leandro, Calif.	Greater Lakes Adaptive Sports Association Lake Forest, Ill.	Milwaukee Tennis and Education Foundation Menomonee Falls, Wis.	Tennis Success, Inc. Corpus Chirsti, Texas
Camp Pendleton Armed Services YMCA Camp Pendleton, Calif.	Hamilton County Community Tennis Association Carmel, Ind.	NJTL of Indianapolis Indianapolis, Ind.	Todd Martin Development Fund Lansing, Mich.
Capital Region Youth Tennis Foundation Albany, N.Y.	Harlem Junior Tennis & Education New York, N.Y.	New Haven Youth Tennis, Inc. Guilford, Conn.	United Neighbors, Inc. Davenport, Iowa
Carl E. Sanders Family YMCA Atlanta, Ga.	Harper For Kids San Francisco, Calif.	New York Junior Tennis & Learning New York, N.Y.	Washington Tennis & Education Foundation Washington, D.C.
Challenge Alaska Anchorage, Alaska	Hawaii Pacific University Honolulu, Hawaii	USTA National Junior Tennis & Learning of Trenton Trenton, N.J.	Xs Tennis And Education Foundation Chicago, Ill.
Community Partners/Fbo Dhheaf Los Angeles, Calif.	Hebni Nutrition Consultants Orlando, Fla.	Norwalk Grassroots Tennis, Inc. Norwalk, Conn.	Youth At Heart, Inc. Tulsa, Okla.
Courier's Kids New York, N.Y.	Hero, Inc. Purchase, N.Y.	Pacific Southwest Youth Tennis Foundation Los Angeles, Calif.	Zina Garrison All Court Tennis Houston, Texas
Dallas Tennis Association Dallas, Texas	I Have A Dream Foundation of Boulder County Boulder, Colo.	Portland After School Tennis & Education Portland, Ore.	
Danbury Grassroots Tennis & Enrichment Program Danbury, Conn.	Inner City Tennis Clinics Inc Painesville, Ohio	Prospect Park Alliance, Inc. Brooklyn, N.Y.	
Desertarc Palm Desert, Calif.	Innecity Tennis Foundation Minneapolis, Minn.	Reach For College!, Inc. Washington, D.C.	
	Inter-American University of Puerto Rico San Juan, P.R.	Recreation Wish List Committee Washington, D.C.	

SCHOLARSHIPS

Each year, USTA Serves awards scholarships to deserving youth who have participated in organized tennis programs, have demonstrated high academic achievement, and require financial assistance. In 2013, we awarded \$395,000 in scholarships to 58 students representing each of the 17 geographic areas that are governed by the United States Tennis Association, Incorporated, USTA Serves' sole member.

2013 USTA SERVES SCHOLARSHIP RECIPIENTS

Marian Wood Baird College Scholarship - \$15,000

Haley B., Ind.

Dwight Mosley Scholarship Award - \$10,000

Angela C., Wash.

Marvin P., Nev.

Dwight F. Davis Memorial College Scholarship - \$10,000

Vincent O., Fla.

Vivian H., Tenn.

Rosalind P. Walter College Scholarship - \$10,000

James M., Tenn.

Lauren H., Ky.

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

Cooper J., Pa.

Lara D., Fla.

2013 USTA SERVES SCHOLARSHIP RECIPIENTS

College Educational Scholarship \$8,000

Brook B., Va.	Lolade F., Fla.	Sydney R., Mich.
Alexandru B., Ariz.	Lorena G., Calif.	Andrew S., Ind.
Jelani B., N.J.	Jason H., Ohio	Andjela S., B.C.
Ricardel B., Mass.	Lydasia H., Texas	Madison S., N.Y.
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Daniel D., Wyo.	Brian M., N.Y.	Justin W., Calif.
Tara E., Ohio	Molly P., Wis.	Madeline W., Va.
Courtney E., Tenn.	Jorge R., Texas	

College Textbook Award \$1,000

Jason S., N.Y.	Caroline C., Va.
Colton P., N.M.	Victoire S., Nev.
Rylee R., Texas	Connor L., Ore.
Samantha T., R.I.	Connor S., Ind.
Jaime R., N.J.	Ja'Haun F., Ga.
Ne-Tyeau T., Tenn.	

Player Incentive Award \$500

Swetha T.	Sean M.
Steven N.	Alanna D.
Gretchen F.	Yolanda C.
Eric G.	Hannah T.
Kendall A.	Maxim Z.

SPONSOR SUPPORT



Emirates Airline supports USTA Serves' efforts by providing funding for USTA Serves to reach out to more under resourced youth and individuals with disabilities. Emirates Airline supports the Pro-Am at the US Open and provides grant funds to programs that provide tennis, education and health programming.



Esurance partnered with USTA Serves to host a private clinic with the Bryan Brothers at the 2013 Arthur Ashe Kids' Day, for students from Hurricane Sandy-affected schools in the Far Rockaways, N.Y.



Moët & Chandon joined USTA Serves at the 13th Annual USTA Serves Opening Night Gala at the US Open. Through Moët's support, USTA Serves was able to provide grants to tennis and educational programs and college scholarships to high school seniors that will offer an opportunity to improve the lives of more under resourced youth and individuals with disabilities.

FUNDRAISING EVENTS



USTA Serves Pro-Am in the Hamptons

In 2013, Jim Courier, Patrick McEnroe, John McEnroe, Ryan Harrison and Martina Hingis helped USTA Serves kick off their second annual Pro-Am in the Hamptons with an afternoon of tennis at East Hampton Indoor Tennis followed by an evening reception at The Bridge. USTA Serves and USTA Player Development collectively had 100 new supporters. This second year event brought in just over \$100,000 to collectively support USTA Serves' and USTA Player Development's initiatives.

FUNDRAISING EVENTS



USTA Serves Opening Night Gala at the US Open

The Opening Night Gala is an unforgettable experience and the major fundraiser that supports the mission of USTA Serves. Each year guests are treated to fine dining in the President's Suite followed by court-side viewing of the opening night celebration and exciting tennis matches. A huge financial success in 2013, the Gala's revenue surpassed the \$600,000 mark. This event sells out annually and in 2013, featured USTA Serves supporter Kevin Spacey. Joining Kevin in 2013 as honored guests were Billie Jean King and Bob and Mike Bryan. Two hundred other celebrities, business leaders, elite athletes and guests joined together to raise funds in support of our grants and scholarships.



USTA Serves Pro-Am at the US Open

Each year the Pro-Am at the US Open is a dream come true for 12 lucky amateurs who get the chance to play with Tennis Hall of Famers and Champions at the USTA Billie Jean King National Tennis Center on the second Friday at the US Open. In 2013, Jimmy Arias, Pat Cash, Michael Chang, Jim Courier, Martina Navratilova, Gigi Fernandez, Todd Martin, Tracy Austin, MaliVai Washington and other world-class players joined amateurs from around the world for this fun-packed event followed by lunch and an exciting afternoon watching the women's semifinals from a luxury suite. We are very appreciative that these champions and amateurs choose to support USTA Serves and give back to the sport they love.



US Open Paver Program

The Avenue of Aces® is our most visible donor-sponsored program at the USTA Billie Jean King National Tennis Center – home to the US Open. Inaugurated in 2005, the Avenue of Aces®, is a collection of personalized bricks and pavers that form the pathway from the East Gate Plaza to Arthur Ashe Stadium. In 2010, we inaugurated a “neighborhood” concept on the Avenue of Aces®, starting with legendary champion Billie Jean King. Since then we’ve added eight additional US Open Champion neighborhoods, each having a personalized paver that anchors their own “neighborhood” on the Avenue, supporting the mission of USTA Serves. In 2013, the champion neighborhoods include: Billie Jean King, John McEnroe, Chris Evert, Randy Snow, Pete Sampras, Martina Navratilova, Ivan Lendl, Stefanie Graf and Andre Agassi. Supporters can see their names near their favorite champion and be part of the US Open, while also giving back to tennis.

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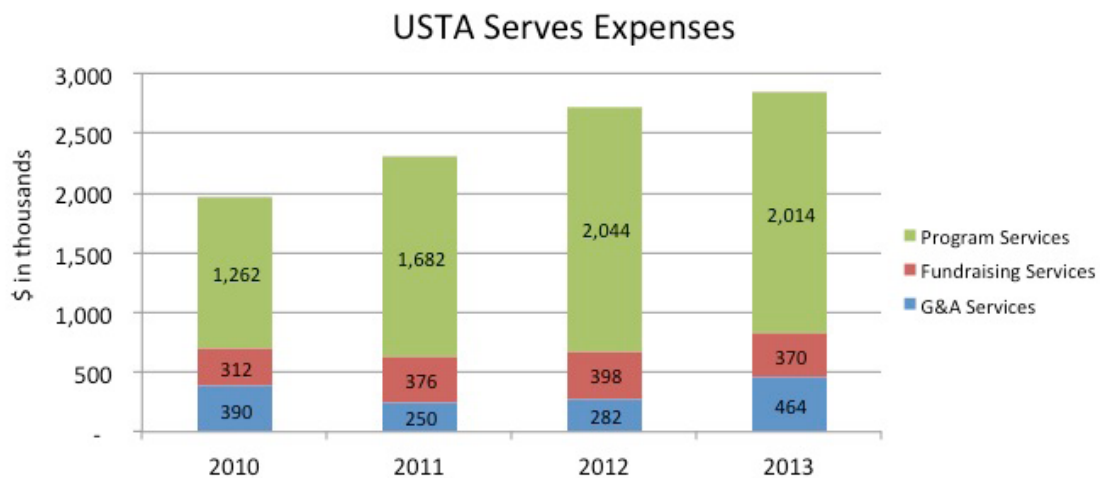
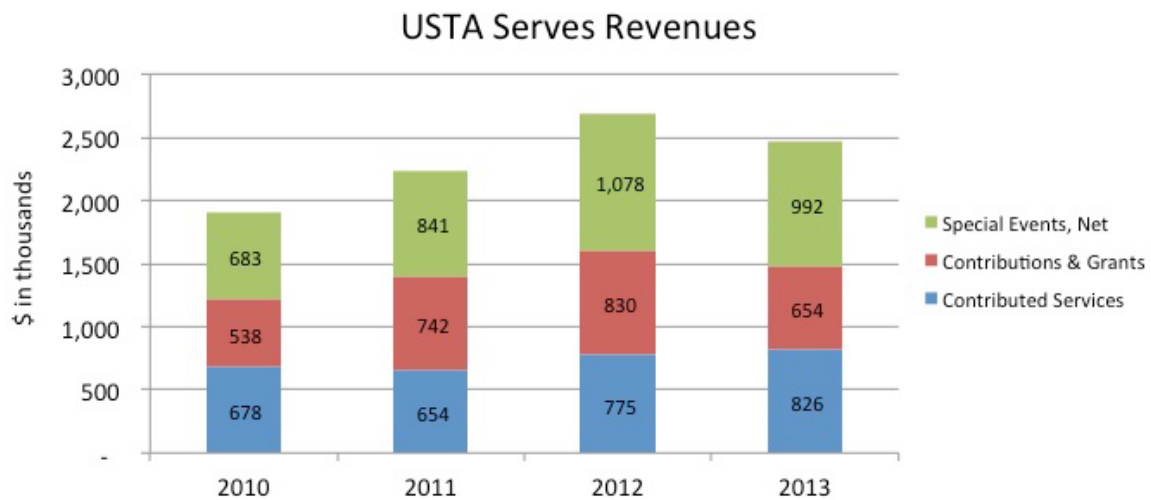
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USTA SERVES FINANCIALS

USTA Serves is grateful to the United States Tennis Association Incorporated 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 for 2013.



Complete 2013 audited financial statements are available at the office of USTA Serves Incorporated, 70 West Red Oak Lane, White Plains, NY 10604. The statements 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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