

RALLY TO REBUILD



2020 ANNUAL REPORT

MISSION



The mission of the USTA Foundation (USTAF) is to bring tennis and education together to change lives.

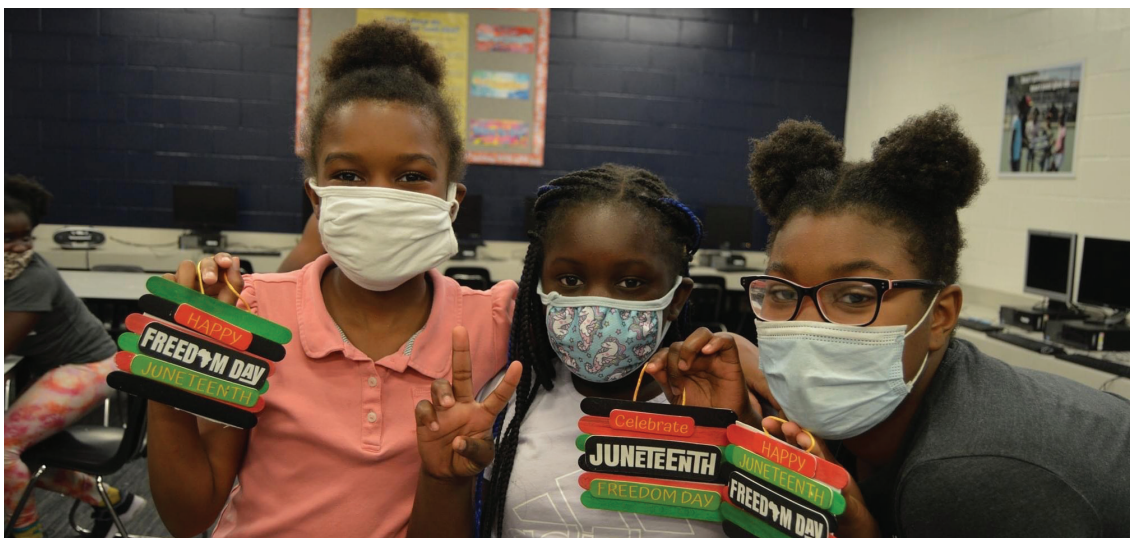
USTAF uses the sport of tennis as a vehicle to help under-resourced youth become more engaged in school and learning with the goal of succeeding in tennis and in life.

USTA Foundation Incorporated is a 501(c)(3) charitable organization incorporated as the philanthropic entity of the United States Tennis Association Incorporated (USTA).



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MESSAGE FROM THE CHAIR, PRESIDENT AND EXECUTIVE DIRECTOR



HERE'S TO THE FUTURE!

Dear USTAF Family & Friends,

Never was a greeting so important to thank so many of our supporters who stepped up to the plate and smashed a 'grand slam' for the USTA Foundation (USTAF) in 2020.

Mixing the 'grand slam' metaphor for tennis and baseball works in this case because we literally hit it out of the park in exceeding our 2020 fundraising goal which was aggressive, and which we quite simply shattered.

The "Rally To Rebuild" campaign set a 2020 fundraising goal of \$4 million, and that was pre-pandemic when we all assumed we would have a "normal" year working with our 250 NJTLs to continue to grow our programs.

Then everything came to a sudden halt in March. Our NJTLs suffered major losses in local funding, and as everyone is aware, there was no such thing as an in-person fundraising gala.

However, when the going got tough, the tough got going, and when we asked for help, you responded with gifts of more than \$6.5 million for the "Rally To Rebuild" campaign—more than 50% ahead of our initial goal.

Donations from our USTA Foundation 'Family and Friends' included more than \$3.5 million from individual donors, plus two major grants of \$1 million each from the Manitou Fund and Jersey Mike's, and a matching \$1 million gift from USTA Foundation Board members.

Needless to say, turning what could have been a catastrophic fundraising year into a positive outcome has made us reset our goals for the future. We are energized to continue making a difference in the lives of underserved youth, and we are now planning to set a three-year goal of \$20 million for our next fundraising effort. "Rally For The Future" will ensure that existing NJTLs will continue to build capacity while at the same time we will be able to bring new chapters into the NJTL family.

On behalf of more than 160,000 youth from across the nation, please accept our heartfelt thanks for keeping them engaged. We are truly grateful for all of our USTAF 'Family and Friends'.



Chris Evert
Chair



Thomas Chen
President



Dan Faber
Executive Director

CHRIS EVERT RALLY TO REBUILD MEDIA TOUR

To help promote the “Rally to Rebuild” campaign, USTA Foundation chairperson Chris Evert took to the airwaves over the summer as a guest on local and national news shows, including Good Morning America.

Speaking to longtime friend and tennis fan Robin Roberts on GMA, Evert spoke of the importance of the campaign, which ensured that not a single NJTL chapter was forced to shut its doors permanently in 2020. In all, 209 chapters provided at least four weeks of tennis programming, while 186 chapters provided at least four weeks of educational programming throughout the pandemic.



The 18-time Grand Slam champion also discussed how tennis is a “natural” fit for the age of social distancing, and how NJTL chapters will continue to promote the sport as a safe and healthy experience for young players of all ages and abilities.

“We’re recommitting right now because of the results of COVID-19. Everything hasn’t been taking place, but we want to make sure that the programs that we have, servicing 160,000 kids, that they have a safe place, a safe haven,” Evert said on Good Day L.A.

Speaking to the local audiences in California, Evert highlighted the activities of NJTL chapters in Inglewood, South Pasadena and Los Angeles as well as the work of former US Open champion Sloane Stephens and her charitable foundation in Compton.

In an interview with Rosanna Scotto on Good Day New York, Evert added: “We want to get these kids back playing, being disciplined and having goals,” highlighting the work that former USTA president Katrina Adams does with the Harlem Junior Tennis and Education Program, as well as NJTL chapters in the Bronx and Brooklyn.

PRE-COVID EVENTS

Prior to the onset of the COVID-19 pandemic, USTAF staged successful events in Florida for both supporters and scholar-athletes.

The USTA Foundation Programs & Services team invited NJTL participants from five Florida chapters to attend College Match Day events at the USTA National Campus providing aspirational experiences for the junior players during the 2020 college tennis season. At each match, groups of 20 to 25 children participated in clinics, were recognized on court, and accompanied the players for team introductions and the coin toss for both singles and doubles.



In February, student-athletes from the MaliVai Washington Youth Foundation in Jacksonville and Aces In Motion in Gainesville attended the University of Florida vs. Florida State men's match, and Frontline Outreach Sports Center participants cheered for the Notre Dame and USC women.



In March, the Posh Rock Tennis Foundation, serving central Florida, and Team Junior Tennis, which operates in Pinellas County, Tampa Bay and the Manatee, Sarasota and Charlotte area, traveled to support the women's match between Top 10 powerhouses Florida State and Ohio State at the season's final College Match Day event.

With the Pacific Northwest Section, USTAF hosted "An Evening with Tracy Austin" at the Seattle Tennis Club in conjunction with Team USA's Fed Cup tie at Angel of the Winds Arena in Everett, WA. The former world No. 1 was the guest of honor at the event, engaging with donors and answering questions about her Hall of Fame career.

PRE-COVID EVENTS *Cont'd*

Also in February, USTAF organized two “friendraising” events on the East and West Coast. More than 40 USTAF supporters were invited to the quarterfinals at the Delray Beach Open where legendary coach Nick Bollettieri joined the group to share tennis stories and insights as well participating in a lively Q&A.



CAROL KIMMELMAN ATHLETIC AND ACADEMIC INITIATIVE PROVIDES ASSISTANCE FOR STUDENTS AND TEACHERS IN LOS ANGELES

When COVID-19 forced schools in the Los Angeles area to close in March, the USTA Foundation coordinated with the Carol Kimmelman Athletic and Academic Initiative immediately to mobilize support for students working with the Los Angeles Unified School District to deliver 400 tablets to students for remote learning, 800 tennis racquets, balls and activity guides and 5,000 shoes and socks to students in need.

“Thank you so much for the generous donations of 800+ pairs of shoes... the community will be overwhelmed in joy with this donation.” – Wendy Cholico, Local District South, Gardena, CA



When the 2020-21 school year was forced to start remotely, the Carol Kimmelman Athletic and Academic Initiative stepped in to provide 5,000 high school students with more than 90,000 hours of English, math and reading instruction, and supported more than 200 teachers with professional development in the areas of physical education, science and math, and college readiness and test prep.

MANITOU FUND AND JERSEY MIKE'S GIFTS UNDERWRITE NJTL CAPACITY BUILDING

With two major gifts of \$1 million from the Manitou Fund and Jersey Mike's directed to USTAF's Capacity Building and youth scholarship and leadership programs, USTAF continued to prepare future leaders in 2020.

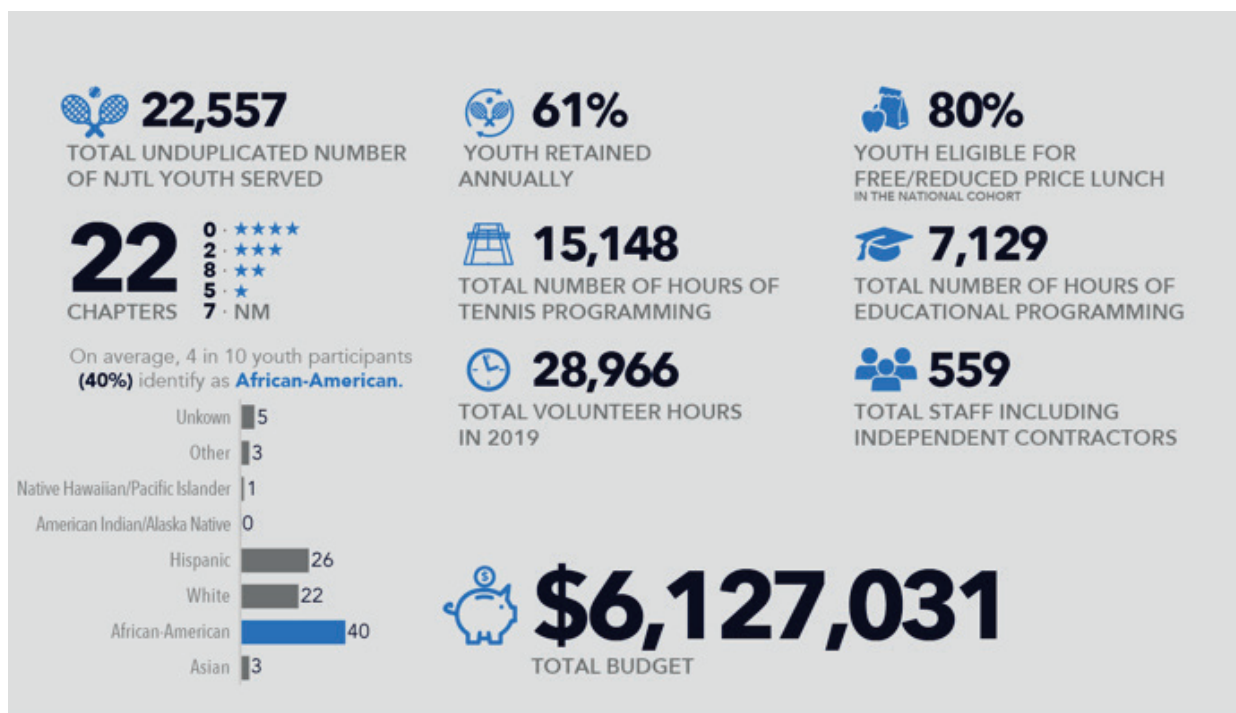
In November, the Foundation held a virtual graduation ceremony for the second national cohort of the Capacity Building program, acknowledging 22 NJTL chapters that completed the intensive, three-year program.

The USTAF National Capacity Building program has resulted in significant improvements for these organizations, specifically in the areas of fundraising, budgeting, Board management and programming. Assistance provided to the chapters included funding, technical assistance, in-person training and special assignments to help the chapters build infrastructure and develop sustainability to effectively and efficiently serve youth and develop future leaders in under-resourced communities.

The Manitou Fund gift will also directly serve scholar-athletes through college scholarships awarded to students with financial need who demonstrate leadership and achievement in both tennis and academics.

In addition, the grants will be used to establish an annual Youth Leadership and Tennis Summit bringing the NJTL network together for learning and leadership.

USTAF CAPACITY BUILDING DEMOGRAPHICS



NJTL SPOTLIGHT: FAMILY BIZ BUILDER

While tennis was never an integral part of Peggie Henderson's upbringing in Tunica, Mississippi, she's making sure that the sport is front and center for her hometown's next generation as Executive Director of the NJTL chapter Family Biz Builder (FBB).

The origins of Family Biz Builder trace back to 2014 when Henderson returned to her roots in the area after two decades away. Henderson was compelled to give back to her hometown when she observed that young people were affected by much of what characterized the area in her youth – poverty and low literacy. Her goal was to develop a growth mindset among youth through sport, character development and education.

With Henderson's passion at the helm, the organization's growth has also been aided in a tangible way since 2018 through the USTA Southern Blueprint for Success program, a collaborative effort between the USTA Foundation, USTA Southern and the Southern Tennis Foundation. This capacity building program provides financial, management and technical assistance to selected NJTLs to help expand their influence and impact in their communities.

"That really put us in the position that we're standing in today," Henderson said. "I recognized that the strength of any organization is in the business side of it, because we had to show a return on the investment that we were given. With the business and the programming side together, we can get the outcomes we want. We've gone through SWOT analysis, and because of capacity building, we were able to get training in grant-writing, strategic planning, accounting and more... and I can say that we're stronger since coming through this than we were before."

A firm believer in the classic mantra that "it takes a village to raise a child," Henderson now remains more committed than ever to building a better future for Tunica youth.



CHASE RETURN THE SERVE

For the seventh year, US Open sponsor Chase provided grants totaling \$252,000 to 12 NJTL chapters through its widely acclaimed Chase Return the Serve initiative, offering critical financial support to maintain year-round tennis and education impacted by the pandemic.

The First Break Academy in Carson, CA retained its Academic Director throughout the shutdown and through the summer, while the Houston Tennis Association in Texas provides A.C.E. learning virtually for the first time thanks to technology assistance and laptops supplied through the Chase Return the Serve support.

New York Junior Tennis and Learning invested in activity backpacks for all program participants filled with supplies to ensure no supplies were being shared and to provide participants with the necessary tools to participate in virtual schooling.



The MaliVai Washington Youth Foundation in Jacksonville, FL purchased laptops and Zoom subscriptions for students who were able to 'sign out' a laptop to work on their schoolwork at home and use laptops in their elective classes.

Annually, Chase Return the Serve Fun Day events, which were canceled in 2020, have been very popular among NJTL youth who enjoy a fun-filled day of tennis activities and camaraderie.

Chase has contributed \$1.5 million to the Chase Return the Serve program since 2014.

The NJTL chapters in 12 markets which received 2020 grants included:

A's & Aces – New Orleans, LA

Dallas Tennis Association – Addison, TX

First Break Academy – Carson, CA

Houston Tennis Association – Houston, TX

Legacy Youth Tennis & Education – Philadelphia, PA

MaliVai Washington Youth Foundation – Jacksonville, FL

Metropolitan Tennis and Education Group – Upper Marlboro, MD

New York Junior Tennis & Learning – Woodside, NY

Portland Tennis & Education – Portland, OR

San Francisco Recreation & Parks – San Francisco, CA

Tenacity – Boston, MA

The ACE Project – Riverdale, IL

2020 NJTL ESSAY GRANT

Deloitte was the presenting sponsor of the USTAF's 2020 NJTL Essay Grant. To be considered for a grant to their NJTL chapters, more than 1,000 students submitted applications along with essays in 350 words or less that answered the following question:

Everyone measures success differently. How do you strive for success in terms of your character development, education or tennis?

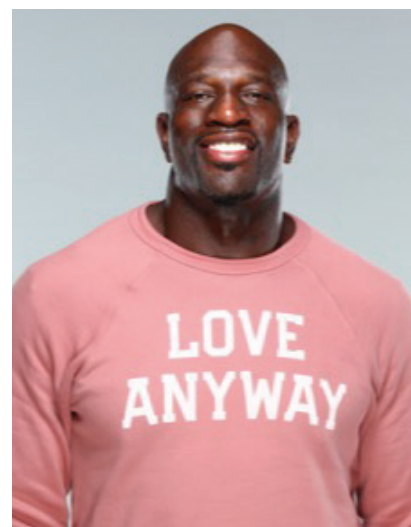


Ten outstanding essays were selected from five age groups representing a boy and girl in each age group: Under 10, 11-12, 13-14, 15-16, and 17-18. Their NJTL chapters each received grants of \$6,000 to underwrite participation costs and administrative expenses.

In a special virtual ceremony on Saturday, September 26, the student-athletes were recognized by celebrities and champions of the USTAF NJTL program. WWE superstar Thaddeus M. Bullard, known as Titus O'Neil in the ring, gave the keynote address, and current and former USTAF Chairs Chris Evert and James Blake, and Daymond John of ABC's Shark Tank, a member of the USTAF Celebrity Council, were also featured speakers.

Barbara Wynne, a co-founder of NJTL of Indianapolis, USTAF Board President Tom Chen, and USTAF Executive Director Dan Faber joined the salute to the student-athletes.

Deloitte executives Dr. Terri Cooper, Chief Inclusion Officer, and New York managing partner Roger Arrieux also offered their words of wisdom, while Courtney Mainwaring, treated the students to a mindfulness and meditation session stressing the importance of blocking out distractions to achieve goals -- a skill to be applied in tennis, in education and in life.



COLLEGE SCHOLARSHIPS

In 2020, USTAF awarded \$320,000 in scholarship assistance to 33 deserving student-athletes in pursuit of higher education.

USTAF provides financial assistance annually to youth who require financial assistance for college matriculation. Criteria for successful applicants include participation in USTA and other organized youth tennis programs, high academic achievement, and engagement in their communities.

The 2020 recipients also demonstrated their resilience and strength of character by continuing to excel in the face of unprecedented circumstances brought on by the COVID-19 pandemic.

Student-athletes from 16 states representing 20 NJTL chapters received six different scholarship awards:

Marian Wood Baird College Scholarship - \$15,000

Daniela P-C.

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

Hannah W.

Joshua W.

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

Dayelline E-B.

Shane L.

Dwight Mosley Scholarship Award - \$10,000

Summer C.

Trinity G.

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

Camille B.

Martial D-K.

Donald Lawson Tisdell College Scholarship - \$10,000

Blake K.

Isabell C.

Nyesha N.

Tanner R.

Brian H.

Jeremy C

Origen G.

Thelma S.

Brian K.

Joshua M.

Ristom H.

Tohonne K.

Emme S.

Marrero J.

Rosemary E.

Trinity O.

Hanan A.

Mauricia B.

Sarah B.

Winter F.

Holly M.

Myesha N.

Silas S.

Zoe B.

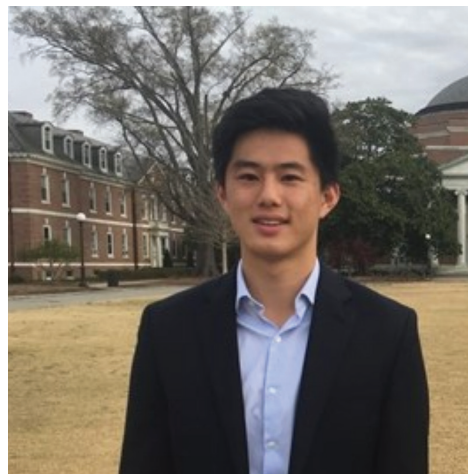


CATCHING UP WITH SCHOLARSHIP WINNER JINJIE LING

Through hard work and thanks to the financial assistance provided to Jinjie Ling by the USTA Foundation, he thrived over four years at Duke University graduating summa cum laude in 2020 with a degree in biology and two minors in chemistry and music.

The 2016 recipient of the Dwight F. Davis Memorial Scholarship is now a Columbia University medical student becoming an aspirational role model for other youngsters.

A native of Houston, TX, Ling found a home at his local NJTL chapter at the age of nine. With his wide-ranging interests and energy, Ling made his mark at Duke as a guest-conductor for the Duke University Wind Symphony and an active member of Duke's acapella group, "Something Borrowed Something Blue," which released an album now streamed on Spotify and YouTube. He was actively involved with Kidznotes, an out-of-school music program for children from pre-K through 12th grade and volunteered as a music instructor in public schools of Durham, N.C. Ling also received a grant from Duke Engage, a university-affiliated civic engagement program, to teach music and arts education in Zhuhai, China.



Ling's scientific endeavors have been featured in medical publications documenting key advancements in the detection and clinical stratification of pancreatic and breast cancer. Ling credits the opportunities afforded to him at Duke with shaping him to help create his future as an aspiring academic clinician—none of which would have been possible without the support of the USTA Foundation.

"In tennis, I developed grit, analytical acumen, and leadership ability that have been important in all aspects of my life," Ling said.

"The USTA Foundation scholarship has given me the opportunity to develop my interests in medicine, music, scientific research, and community engagement and to connect with some of the most supportive research mentors, physicians, professors, and classmates from all over the world. I hope to apply these experiences towards addressing the medical challenges that our society will face in the future."



EXCELLENCE PROGRAM SENIORS COMMIT TO COLLEGE TENNIS

Due to the pandemic, seniors in the Class of 2020 literally closed the book on an important chapter of their lives with their spring seasons cut short both in the classroom and on the court resulting in graduation exercises held virtually. However, thanks in part to the resources provided by the USTAF Excellence Program, talented tennis players from NJTL chapters across the country successfully moved onto their next phase as collegiate student-athletes on full or partial athletics and/or academic scholarships.

In collaboration with USTA Player Development, Excellence Programs operate in 14 major markets nationwide comprised of nearly 300 of the top student-athletes in the NJTL network. The program helps fund the required educational, tennis training and tournament expenses to foster their opportunity to succeed on and off the court.

"The training and education I received at the Harlem Junior Tennis and Education Program (HJTEP) has helped me on my way to college by providing immense resources for me to improve my game from physical, emotional, and mental standpoints," said Sofie Shen. "I received a full scholarship at HJTEP to cover tournament fees, travel costs, SAT tutoring, and college advising to allow me to choose and be accepted to my top school, Vassar College."

The 24 seniors in the Class of 2020 Excellence Program committed to 21 colleges and universities, including two students each attending Morgan State University, Tuskegee University, and Xavier University of Louisiana.



SPOTLIGHT: ROBIN MONTGOMERY MAKES GRAND SLAM DEBUT

USTAF Excellence Program participant Robin Montgomery, who emerged as one of the best juniors in the world by winning the prestigious Orange Bowl at age 15, received a main draw wild card at the 2020 US Open.

Before worldwide tennis ground to a halt in March as a result of the COVID-19 pandemic, Montgomery, at age 15, also won her first professional tournament at the \$25,000 ITF World Tennis Tour event in Las Vegas.



"It was a roller coaster, really. I was just going there wanting to test the waters of the pro level and see what I would have to do to compete at that level," she said in May during a USTA Foundation webinar with younger Excellence Program participants, revealing that she only first thought of winning the title prior to playing the final.

It was definitely a shocker [to win the tournament]. I cried a little bit, because it all happened so fast when the [umpire] said, 'Game, set, match.' It was amazing."

The lefthander trains at the widely acclaimed Junior Tennis Champions Center (JTCC) in College Park, MD, which also boasts ATP pros Frances Tiafoe and Denis Kudla among its many alumni.

VIRTUAL ROUNDTABLE PAYS TRIBUTE TO SOCIAL CHANGE

A Virtual Roundtable hosted by USTAF was held preceding the US Open giving the next generation of vocal young voices for change the opportunity to take part in an intimate discussion with tennis icons focusing on the life lessons learned through their experience in tennis.

Former USTA Foundation Chair James Blake, Venus Williams and Frances Tiafoe were joined by six members of NJTL Excellence Teams chapters addressing social justice issues.



Joining the current and former touring pros in an open conversation were Robin Montgomery (15, Washington, DC), Jered Wilson (18, Dallas, TX), Tauheed Browning (16, Philadelphia, PA), Donovan Spigner (16, New York, NY), Clervie Ngounoue (14, Washington, DC), and Selah Stibbins (16, Minneapolis, MN).

The robust discussion tackled civil rights, equal rights and human rights. Having reflected on the influence of prior generations and the USTA Foundation in their tennis development, the young athletes shared examples in which they have reached others as young activists for the Black Lives Matter movement, and how they hope to see diversity, equity and inclusion continue to increase.

"I've gone to a protest in my area, and I think that this kind of awareness needs to be heard," said Wilson, the Boys' 18 singles winner of the 2019 American Tennis Association (ATA) Junior Championship. "I just wanted to do whatever I could to help. I signed petitions, donated what I could and did my part and it's nice to see everyone do theirs."

VIRTUAL ROUNDTABLE *Cont'd*

Williams addressed the legacy of Athur Ashe stating "He fought so many battles and, not only fought, but won. He really set a tone not just for African Americans, but for all people for just standing up for what's right. To be patient and kind while being strong and unbendable. I'm happy we're here today to honor his legacy." she said

Blake asked the former world No. 1 to reflect on her own game-changing status: "I think, at the end of the day, when you do something positive in your life, you never know who it'll impact," Williams said. "Our dream was just to live our dreams and to win Wimbledon and to be No. 1. We would have never thought that it would go further than that, so it's very exciting to see other people be able to benefit and to inspire another generation, too."

The Virtual Roundtable was the culminating event following nine USTAF Town Hall video calls with over 350 participants and a biweekly webinar series on topics including Financial Management in Crisis, Information Technology, and Online/Digital Programming.

A six-segment Excellence Program webinar series also kicked off in May with Tiafoe and concluded in August with segments featuring Montgomery, Coco and Corey Gauff, Madison Keys, Chris Eubanks, and Mackenzie McDonald.

AVENUE OF ACES® – PAVING THE WAY FOR THE FUTURE



The USTA Foundation Brick & Paver Program is a unique opportunity to connect to the game's legendary champions at the US Open, one of the world's greatest sporting events. Donors join the stars of tennis to ensure opportunities for underserved youth to realize the benefits of tennis for generations to come. Undaunted by a "fanless" 2020 US Open, more than 80 new donors supported the Avenue of Aces® with their bricks or pavers installed following the tournament.

US OPEN FUNDRAISING – BE OPEN

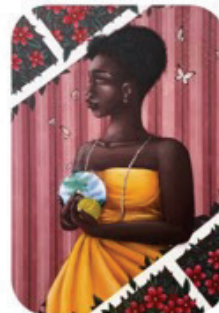
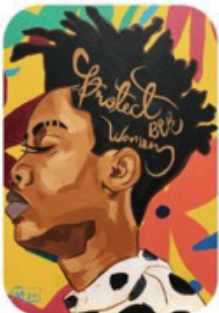


As a part of the 'Be Open' campaign at the 2020 US Open, 18 works painted on canvas by Black artists were installed on the grandest stage in tennis on courtside seats inside Arthur Ashe Stadium shining a spotlight on the artists' talent as well as the USTA's commitment to diversity and inclusivity.

These unique pieces were auctioned following the US Open raising \$55,937 for the USTAF "Rally to Rebuild" campaign. A percentage of each winning bid was also donated to each artist's charity of choice:

Dionelo Alvarez
Vince Ballentine
Sevah Darbouze
Sophia Dawson
Delano Dunn
Foremost
Ron Haywood Jones
Alexandre Keto
Megan Lewis
Liz Montague
Madina Reece
Cheryl Riley
Boyd Samuels
Nikkolas Smith
Alisha Wilkerson
Brittany Williams
Sammy Jean Wilson
Janel Young

New York Junior Tennis & Learning (NYJTL)
Camba, Inc.
Kings County Tennis League
Artistic Noise
Campaign Zero
P.S. ARTS
Jackie Robinson Foundation
National Council of Negro Women
Harlem Junior Tennis and Education Program
Legacy Youth Tennis & Education; Down the Line & Beyond
National Tennis Foundation
Greater Newark Tennis & Education
Cary Leeds Center, South Bronx
When We All Vote
Sad Girls Club
Sloane Stephens Foundation
Pete Brown Junior Tennis Program
Black Women In Sport



USTAF HOSTS VIRTUAL THANK YOU ON OPENING NIGHT AT 2020 US OPEN

USTAF celebrated raising \$6.5 million for the Rally to Rebuild campaign with a Virtual Thank You presented by ESPN on Opening Night of the 2020 US Open. Led by USTA Foundation chairperson Chris Evert, a host of famous faces were among those on hand to thank donors and supporters via Zoom.

Joining Evert were John and Patrick McEnroe, Pam Shriver, Katrina Adams, and celebrity guests Alec Baldwin, Katie Couric, Daymond John, Virginia Wade, Robert Herjavec, Dr. Oz, Zia Victoria, and Chris Mann.



On the same evening, Grammy Award-nominated singer and songwriter Andra Day brought the USTA Opening Night Ceremony to life performing two songs, including her hit single, "Rise Up," in a performance that took place in Inglewood, CA at Edward Vincent Jr. Park, known as the home courts of 40 Love Foundation, an NJTL chapter, which serves 200 under-resourced children in the Inglewood community.

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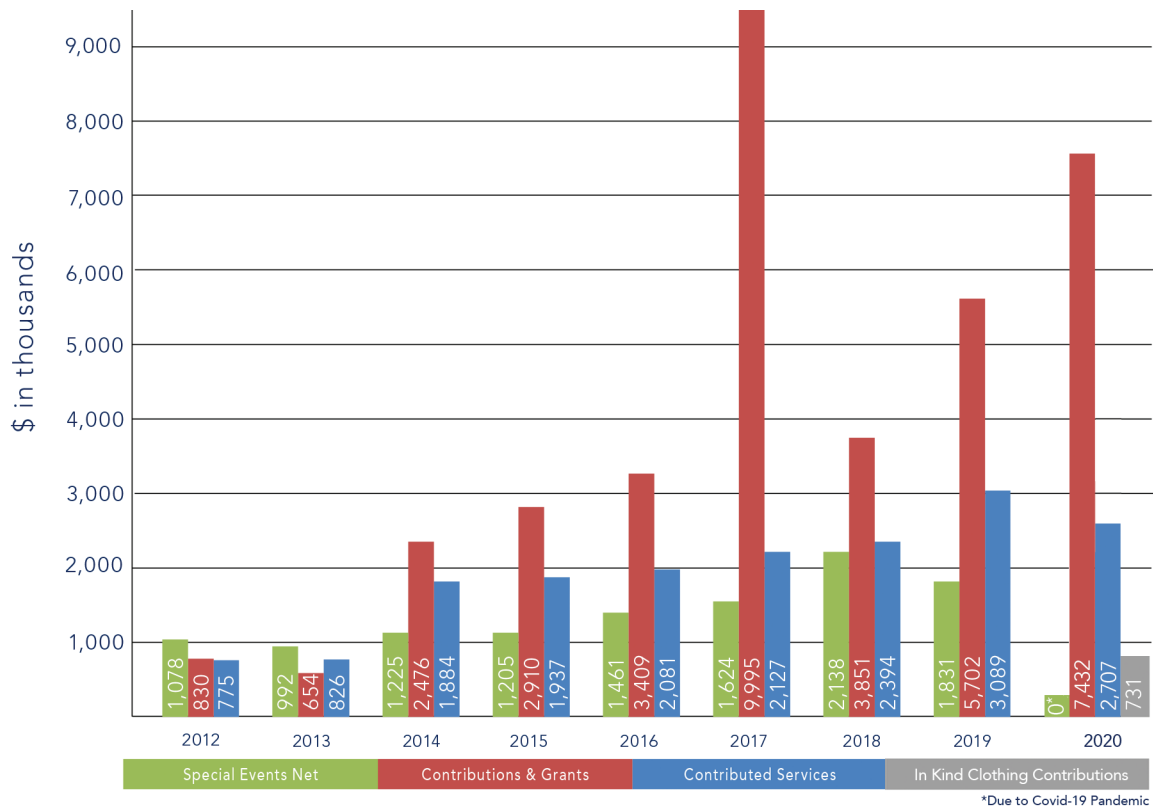
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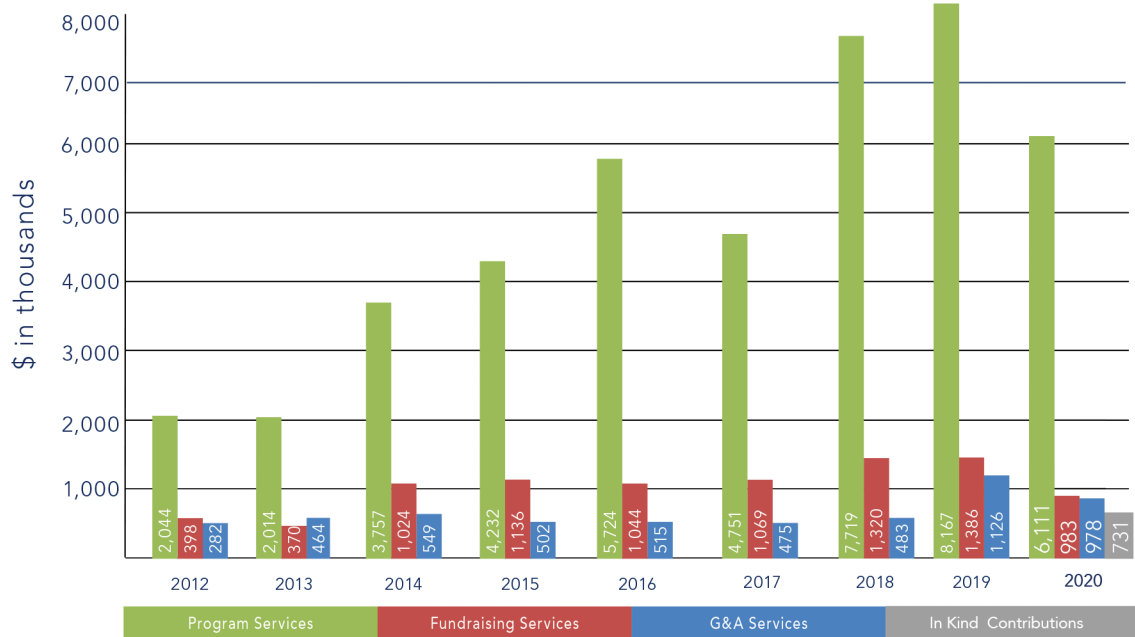
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