

AYTEF

Serve. Achieve. Enrich.



"Leveraging sport as a powerful tool for empowering young people and transforming communities."

AYTEF.ORG

Who We Are



SBYD

AYTEF is a Sports-Based Youth Development Nonprofit Organization

AYTEF curriculum follows sports-based youth development best practices, utilizing tennis as a transformative tool to foster holistic growth in under-resourced youth. Through comprehensive tennis programs, AYTEF instills life skills, character development, and educational support, aiming to create a positive environment where participants enhance physical fitness, sportsmanship, teamwork, discipline, resilience, and leadership.

NJTL

AYTEF is part of the USTA Foundation National Junior Tennis & Learning Network

The National Junior Tennis and Learning (NJTL) network, rooted in the visionary leadership of tennis legend Arthur Ashe, was founded by the USTA Foundation to bring tennis and education to underserved communities. Ashe's vision emphasized using tennis as a means to empower youth, particularly those facing socio-economic challenges, fostering inclusivity and personal growth. The USTA Foundation's support of NJTLs aligns with this vision, aiming to make tennis and its associated benefits accessible to all, irrespective of background, and creating a lasting impact on the lives of young individuals.

MISSION

AYTEF aims to **ENRICH** the lives of under-resourced youth through tennis and education.

VISION

We **SERVE** through sport so that our youth can **ACHIEVE** without limit on the court, in the classroom, and in life.

Our Approach

AYTEF's mission is driven by three interconnected pillars—Tennis Player Pathway, Learning Hub, and Community Outreach—working together to deliver a holistic, year-round sports-based youth development program that empowers young athletes on and off the court.

Player Pathway

AYTEF offers structured, year-round tennis programming through the GameSetMatch Player Development Pathway, guiding K-8th graders from beginner to competitive levels. Focused on serving minority and under-resourced communities, we ensure affordable, accessible, and high quality tennis opportunities through discounted rates. Our pathway includes:

- Beginner to advanced training
- Team play and tournament preparation
- Summer camps and competitive exposure in USTA events



Learning Hub

The Learning Hub compliments the GameSetMatch Player Pathway providing hands-on learning for K-8 youth enrolled in the year-round SET program. Students develop confidence, resilience, and critical thinking skills. This integrated approach ensures that participants thrive in school, sports, and everyday life. Our Learning Hub includes:

- Afterschool Enrichment
- Homework Help
- STEAM activities
- Community Service Projects

Our Approach

Community Outreach

AYTEF is committed to expanding access to tennis and providing free opportunities for families. Our signature event, the AYTEF Block Party, held on the last Friday of each month, introduces over 100+ youth per event to the sport in a safe, welcoming, and family-friendly environment. In 2025, we expanded our Community Outreach pillar to include:

- Free school-based tennis clubs
- Provision of additional tennis and enrichment opportunities at existing youth-serving facilities
- Mobile tennis pop-up clinics throughout the community

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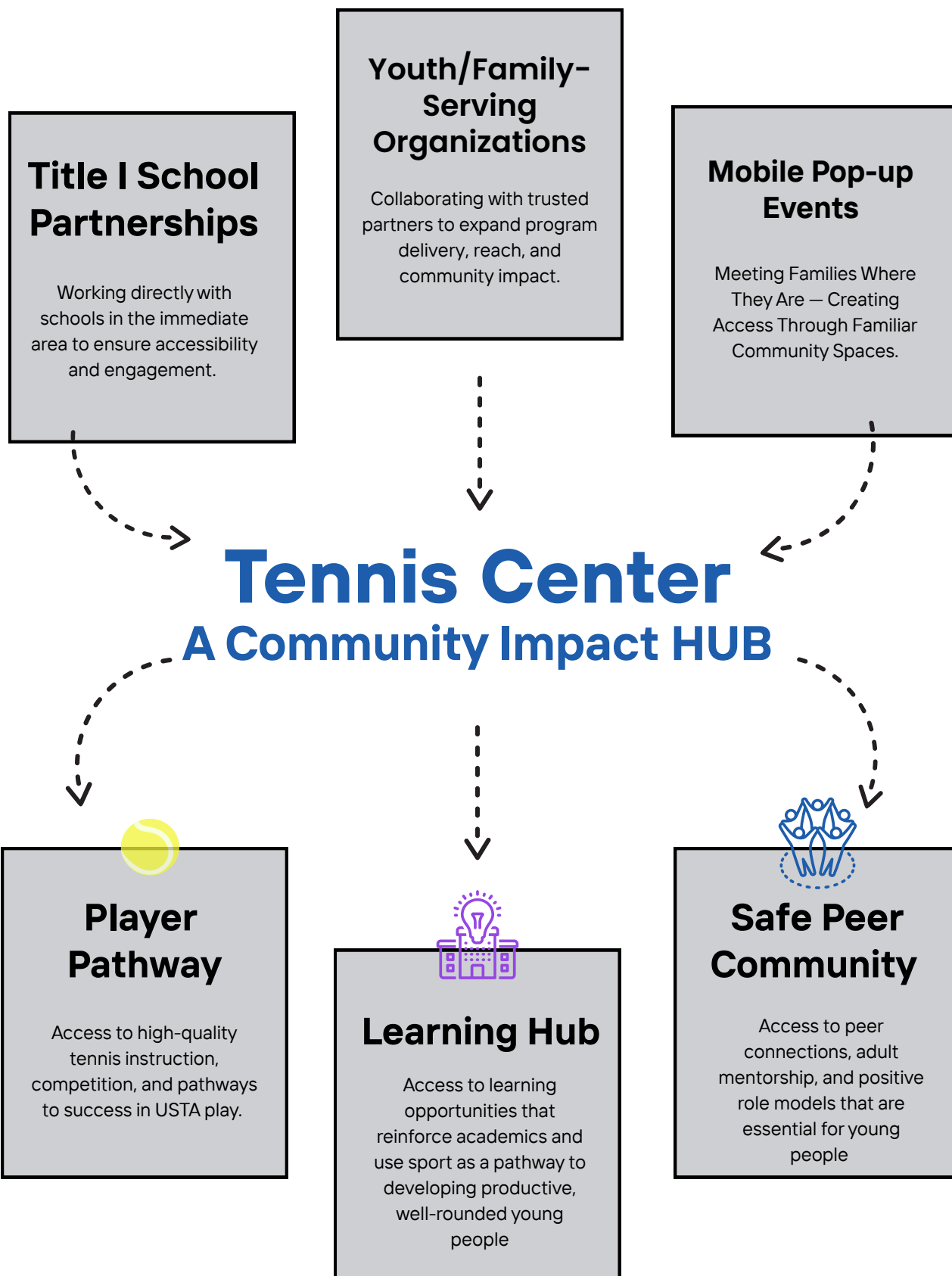


Hello Insight: Foundational Capacities (SEL)



At the heart of our three pillars is a commitment to Social-Emotional Learning (SEL), ensuring that participants develop critical life skills alongside athletic and academic growth. Through intentional programming, we foster resilience, self-awareness, teamwork, and responsible decision-making. Our approach integrates SEL principles into coaching, mentorship, and enrichment activities, equipping youth with the confidence and emotional intelligence needed for success both on and off the court.

AYTEF's Pipeline: Community to Court



AYTEF uses the local Tennis Center as a community hub—connecting education, sport, and community partnerships to serve young people where they live and learn.

COMMUNITY PARTNERS

USTA  FOUNDATION

Community
Foundation
for Greater Atlanta



 Arthur M. Blank
Family Foundation

 REGIONS

 COBB
COLLABORATIVE
Educating. Engaging. Empowering.

 DICK'S
SPORTING GOODS

 LAUREUS
SPORT FOR
GOOD



 KENNESAW STATE
UNIVERSITY

 KRAUSE
AUTO GROUP

Count on...
COBB COUNTY
TOYOTA

 UBS

 Angel Oak
CAPITAL ADVISORS



 PORSCHE

 ALTA
FOUNDATION

USTA 
SOUTHERN

 iPlay

USTA 
ATLANTA

THE
Dave
Krache
FOUNDATION


PROBONO™
PARTNERSHIP / ATLANTA

USTA 
GEORGIA



 PGA TOUR
SUPERSTORE

GEORGIA TENNIS
FOUNDATION


Fair Oaks: A Young, Growing, Underserved Community



Community Demographics

With a population of under 29,000 residents, Fair Oaks is a young and growing community where access to education, resources, and extracurricular activities will play a crucial role in shaping future opportunities. The community has a median age of 29 and is a majority-minority neighborhood, reflecting a diverse and vibrant population while also highlighting economic disparities that can limit its young people access to essential programs and opportunities.

32%

Population under
the age of 20

20%

Fair Oaks residents
with bachelor
degrees

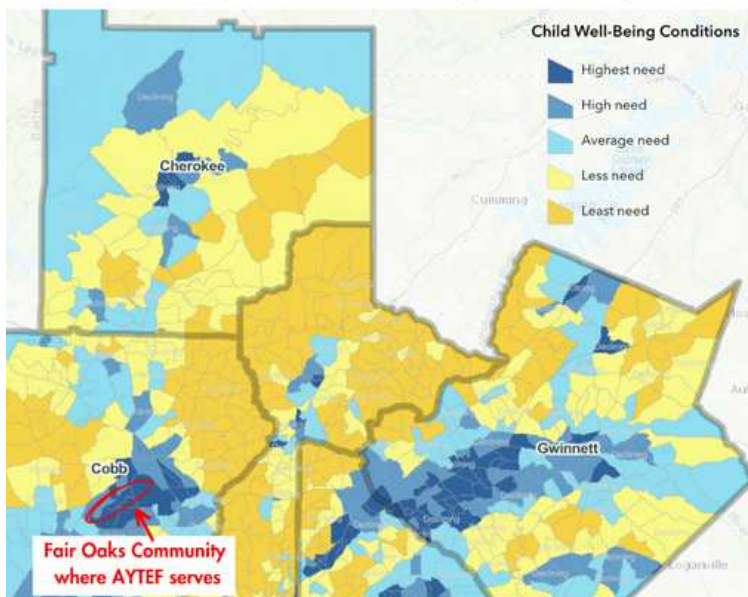
\$57,582

Median household
income for Fair Oaks
residents

2X

The poverty rate
compared to
surrounding county

United Way Child Well-Being Index Map



In Fair Oaks, one of our key service areas, the challenges facing the community are particularly significant. Families have identified access to after-school programs and recreational opportunities as the third highest need, emphasizing the critical role these programs play in holistic youth development, academic success, and providing a safe, structured environment beyond school hours. Additionally, there is an urgent need for reading and math support, highlighting the importance of educational enrichment programs that help bridge learning gaps and equip students with the skills necessary for long-term success.

FAIR OAKS 30008



12 Months of Data/Research
conducted by
Ser Familia/APD-Urban Planning and Management

Community Needs Expressed by Parents around
Education/Youth Support:

Key Data for AYTEF

- 01 21% of students proficient in English and 32% in math
- 02 70% rely on transportation
- 03 poverty rate twice that of nearby areas
- 04 93% of students enrolled at Fair Oaks Elementary are considered disadvantaged

Identified Need by Parents

- 01 Literacy and Math Support
- 02 Access to free/low-cost Afterschool/Extracurricular Activities (OST)
- 03 ESOL Opportunities

Challenges & Opportunities

- **Challenges:** Perception of Metro Atlanta, current political climate, funding priorities
- **Opportunities:** Tennis as a Vehicle for Access, Desire for Community Impact, Afterschool Educational Programming, Funding and Resources

Strategic Response



Bring safe, community events where families already are



Partner with Title I Schools to create targeted curriculum



Bring AYTEF Programming to Existing Youth Facilities

Fair Oaks

"Leveraging sport as a powerful tool for empowering young people and transforming communities."

20 25

AT A GLANCE



359

unduplicated young people served through Block Parties

Program Overview



89%

identify as youth of color in CORE* Programming



66%

free/reduced lunch status in CORE* Programming

Player Pathway



147

CORE* Young People Served

570

Hours of Tennis

123

Families Supported

3

After-school learning Sites

59

Summer Camp Participants

*Core = 40+ weeks of programming

Learning Hub

210

Hours of enrichment

156

Hello Insight surveys administered

89%

Program Satisfaction via Hello Insight

Community Engagement

883

Volunteer hours contributed

232

Community volunteers

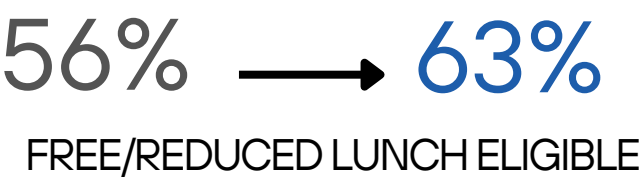
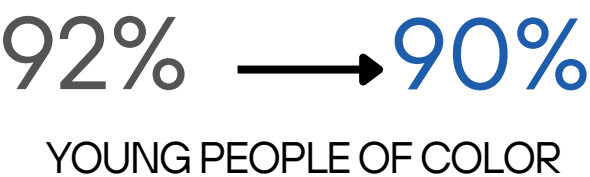
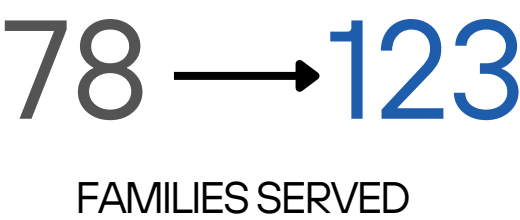
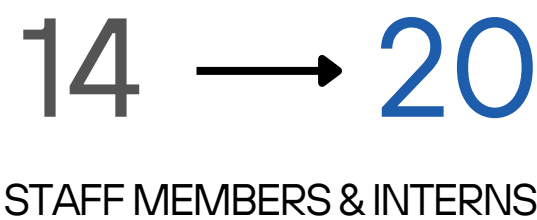
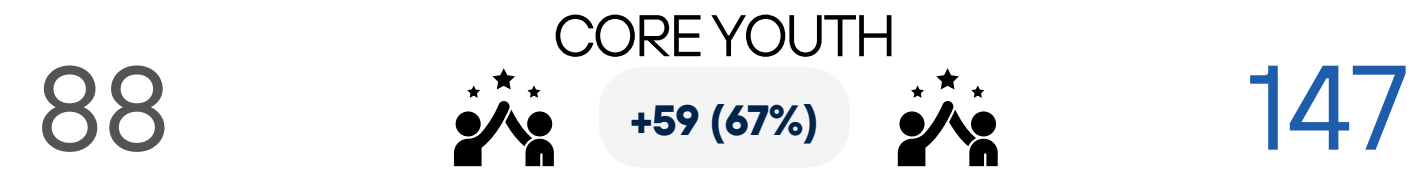
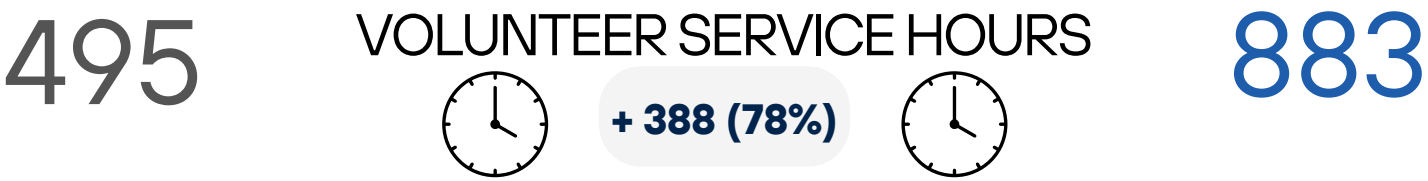
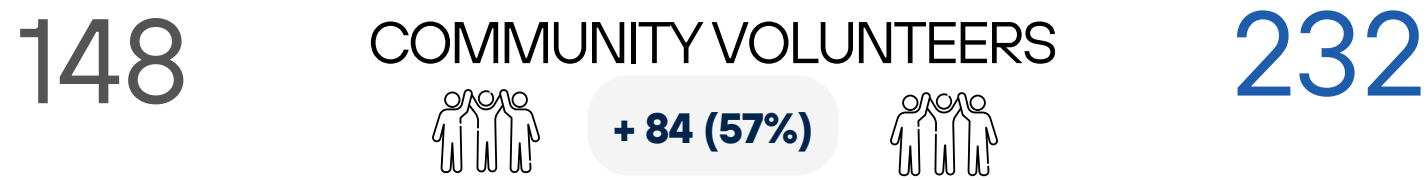
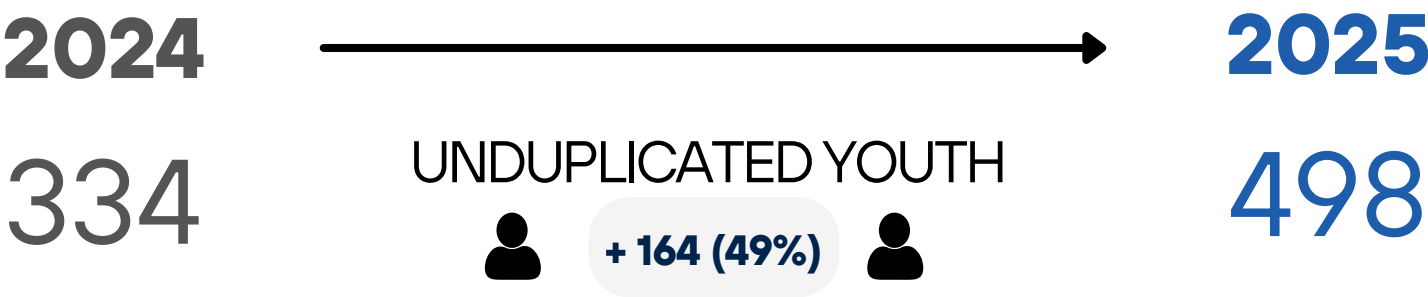
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Community Partnership Events (Collaboration with Local Partners)

Growth Recap

2024 → 2025

AYTEF met rising demand for accessible tennis by expanding staff, volunteers, and programming, driving significant growth in 2025



USTA COMMUNITY IMPACT HUB

35X35

INTRODUCTION

The USTA Foundation has launched the Community Impact Hub (CIH) initiative to expand access to tennis and education in underserved communities through a select group of NJTL chapters nationwide. AYTEF's CIH strategy is organized around four key pillars: Coaching, Court Infrastructure, Family Engagement, and Schools, supported by dedicated resources and accountability measures.

KEY IMPACT METRICS

**TITLE I SCHOOLS
REACHED**

36

**NEW COACHES
TRAINED**

300

**COURT
INFRASTRUCTURE**

\$200,000

**TOTAL YOUNG
PEOPLE REACHED**

26,700

IMPACT BY GOALS

Goal 1	Re-imagining Tennis in Schools and Meeting Students Where They Are - Before, During, and After	Goal 2	Engaging Families by Blending Tennis and Support Services to Build Healthy Connections
Goal: Build sustainable pipelines from school clubs → CIH programs.		Goal: Engage 500-700 unique family members annually	
Impact	36 Title I Schools in a 30 minute radius of Fair Oaks - 26,700 young people	Impact	Family-focused tennis festivals, Tennis Camps at recreation centers each summer. Grow Parent Advisory Committee
Goal 3	Optimizing Infrastructure Through Reviving Facilities in Underserved Communities	Goal 4	Growing a Generation of New Coaches to Deepen the Impact of Mentorship
Goal: Revitalize old courts in areas where room for new player growth is high		Goals: Recruit and support 300 new coaches over the next two years to support growth	
Impact	New players entering the game of tennis	Impact	Build a sustainable local pipeline of coaches to power the game forward

STRATEGIC ROADMAP LONG-TERM GROWTH



1

EVALUATE IMPACT

Implement monitoring tools to measure progress and deepen understanding of youth outcomes—emphasizing meaningful metrics, replication, and a strong foundation for lasting impact

INVEST IN PEOPLE & LEADERSHIP

Expand AYTEF's staff capacity with skilled, mission-driven professionals — strengthening organizational consistency, reducing turnover, and ensuring sustained program quality and community impact.

2



3

FACILITY EXPANSION

Secure a permanent facility to support academic, enrichment, and athletic programs—serving as a central home and resource hub for all AYTEF locations.

FUNDING DIVERSITY

Expand funding through corporate sponsorships, grants, foundation support, and increased individual contributions from the tennis community.

4



5

PROGRAM RECOGNITION

Establish AYTEF as one of Cobb County's top after-school programs, widely recognized for its quality tennis instruction and comprehensive learning hub for under-resourced youth.

Long Term Vision

Our long-term vision is to expand AYTEF's proven model to serve more youth across Atlanta while maintaining excellence and sustainability. To achieve this vision, AYTEF focuses on three interconnected strategies that guide sustainable growth and long-term impact:



Refine Program Model and Delivery

Enhance, evaluate, innovate



Deliver with Quality and Integrity

Maintain excellence, measure results.



Scale Strategically

Replicate success, expand intentionally

