



Program Model

Atlanta Youth Tennis & Education Foundation (AYTEF) offers free and low-cost tennis, enrichment, and outreach programs near Title I schools. AYTEF’s commitment to sports based youth development empowers youth to build comprehensive physical, academic, social, and emotional skills to foster whole child development.

TENNIS

The AYTEF GameSetMatch year-round program instills fundamental tennis skills for K-8 youth of all skill levels. The AYTEF Player Pathway tiered structure ensures participants are appropriately challenged, fostering continuous skill advancement.

ENRICHMENT

AYTEF's Education programs, including the Learning Hub and STEM Learning Labs, equip youth with essential 21st-century skills. These initiatives cover a range of topics, from financial literacy to teamwork and problem-solving, crucial for future academic and career success.

OUTREACH

AYTEF emphasizes inclusivity, community engagement, and empowerment, prioritizing diverse and under-resourced communities. This commitment ensures equitable access to tennis and academic enrichment opportunities.



MISSION

ENRICH the lives of under-resourced youth through tennis and education.

VISION

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

VALUES

- Character and Athletic Development
- Academic Achievement
- Healthy Lifestyles
- Inclusivity and Community Engagement
- Quality, Integrity, and Stewardship

METHOD

Our holistic sports-based youth development program empowers under-resourced youth to gain improved academics, character, life-skills, emotional well-being, belonging, and resilience, leading to a brighter future.



5 Key Pillars of the Plan

Tennis, Enrichment & Outreach Programming

- Establish an inclusive and empowering learning environment at Fair Oaks Tennis Center, integrating evidence-based academic support and holistic pathways for success in both tennis and education.
- Foster collaborative efforts among staff, families, and community partners to actively engage youth and encourage development in academics, athletics, life skills, and social-emotional learning.
- Enhance program model with expanded offerings, outreach, and monitoring tools for progress evaluation and overall impact.

Human Capital: Staff, Volunteers & Board of Directors

- Build a qualified, cohesive team of dedicated staff professionals, consistent volunteers, and a diverse governance board.
- Promote comprehensive training, professional development, and positive relationships among stakeholders.

Fundraising & Finance

- Grow revenue and diversity funding to support expanded missions.
- Strengthen the board's role in fundraising efforts.

Marketing, Communication & Community Relations

- Establish AYTEF as an impactful after-school Sports Based Youth Development program with greater brand awareness.
- Educate stakeholders about our mission and impact.

Infrastructure & Operations

- Strengthen infrastructure and operations to accommodate organizational growth.
- Optimize technology systems, facility security, and HR systems to meet the evolving needs of a growing program and staff.





Measuring Success by 2026

Over the next three years, AYTEF is committed to enhancing its program model by expanding offerings and outreach, utilizing monitoring tools to assess progress and overall impact on AYTEF youth. The organization aims to solidify its position as a leading after-school program in Atlanta, widely acknowledged for delivering high-quality tennis programming and serving as a comprehensive learning hub for under-resourced youth.



To support this growth, AYTEF plans to secure a larger facility space, accommodating academic and enrichment activities to ensure program stability, continuity, and future expansion. Diversifying funding sources is a key goal, with a focus on reducing reliance on events and actively seeking corporate sponsorships, grants, foundation support, and increased individual contributions from the tennis community. Additionally, AYTEF aims to expand its team by investing in passionate and sustainable staff, fostering a diverse governance board dedicated to fundraising and community awareness, and effectively leveraging the support of regular volunteers.

As we embark on our three-year strategic plan, AYTEF's unwavering commitment is to prioritize quality over quantity, safeguard the integrity of our programs and staff, and maintain excellence in all facets of our operations.

HISTORY

Founded in 2003, AYTEF operates as a National Junior Tennis & Learning (NJTL) organization, receiving support from local, regional, and national levels of the United States Tennis Association (USTA). NJTLs, initially established by Arthur Ashe, aim to combine tennis and education to empower underprivileged youth, reflecting Ashe's commitment to using sports as a platform for social change and educational advancement. AYTEF operates year-round programming at the Fair Oaks Tennis Center in Marietta, GA and received the 2022 USTA GA NJTL Chapter of the Year award in recognition of its outstanding program excellence.

