





AYTEF THEORY OF CHANGE







ENRICHING THE LIVES OF UNDER-RESOURCED YOUTH THROUGH TENNIS AND EDUCATION

Under-resourced and under-represented K-12 youth in Atlanta experience holistic personal development, enhanced academic achievements, and equitable access to tennis, leading to improved well-being, expanded opportunities, and empowered futures.

This outcome is envisioned to be achieved through the synergy of multiple priorities within each category of AYTEF's strategic 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 on AYTEF youth.

HUMAN CAPITAL: STAFF, VOLUNTEERS & BOARD OF DIRECTORS

Build a highly qualified, cohesive team of dedicated staff professionals, consistent volunteers, and a diverse governance board to achieve collective success.

Promote comprehensive training, professional development, and positive relationships among stakeholders to ensure sustainability and growth.

FUNDRAISING & FINANCE

Substantially increase revenue through diversified funding sources to support expanded missions.

Strengthen the role of the board in fundraising, enhancing fundraising skills within the organization's leadership.

MARKETING, COMMUNICATION & COMMUNITY RELATIONS

Establish AYTEF as a prominent and vital Sports Based Youth Development after-school program with increased brand awareness.

Educate stakeholders about AYTEF's mission, impact, and operational model for effective communication and advocacy.

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 staff and programming.

As Atlanta Youth Tennis & Education Foundation (AYTEF) integrates evidence-based support, collaboration, and holistic pathways, the envisioned outcome will result in empowered youth who excel in both on and off the court. This comprehensive sports based developmental approach will provide them with improved academic performance, 21st-century skills, readiness for college/career, character development and life skills, healthier lifestyles, and a sense of belonging and resilience. The outcome reflects a transformed community where under-resourced youth are given opportunities to thrive, leading to a brighter and more promising future.