



AYTEF

serve | achieve | enrich

ATLANTA YOUTH TENNIS & EDUCATION FOUNDATION

IMPACT REPORT

2023

2 DECADES OF EMPOWERING YOUTH: A MILESTONE YEAR FOR AYTEF

In its 20-year legacy, this year stands as a testament to our commitment, with record-breaking achievements in tennis and education programming hours, youth progression, family engagement, volunteer involvement, staff growth, retention rates, and substantial support from donors and grants. AYTEF's dedication to under-resourced youth in the Atlanta area has never been more evident, marking a historic milestone in our organization's history.

AYTEF.ORG



One of the most remarkable chapters of AYTEF's journey.

In the rich tapestry of our nonprofit's 20 year history, this year stands as a beacon of excellence. It has been a banner year, marked by unparalleled reach, impactful programming, steadfast stability, and an unprecedented positive impact on the lives of the youth we serve.

Dear AYTEF Supporters,

I am thrilled to share with you the highlights of AYTEF's journey over the past year in our annual impact report. Since the inception of our programming at Fair Oaks in January 2021, AYTEF has experienced exceptional growth, evolving from a modest start with two participants in our GameSetMatch program to now serving nearly 100 core youth participants. What began as a twice-weekly offering has blossomed into a comprehensive schedule of five full days each week, including weekend competitions and engaging summer camps.

As we reflect on our accomplishments, we're excited about the significant impact we've made in the Fair Oaks community and the growing demand for AYTEF's tennis and education offerings. In 2024, we are committed to strengthening our connections in Cobb County and dedicated to serving the youth and families in the Fair Oaks community. AYTEF aims to contribute to the growth and revitalization of Fair Oaks by providing enhanced opportunities for youth success, specifically focusing on meeting the needs of the youth in closest proximity who stand to benefit the most from our services.

None of this growth, impact, or success would be possible without the unwavering support of our volunteers, dedicated board members, committed staff, invaluable nonprofit partners, generous grantors, and our cherished donors. Your collective contributions empower us to fulfill our mission, and we thank you for being an integral part of the AYTEF Family. Together, we are building a stronger, more vibrant community through the powerful combination of tennis and education.

Kirsten Robles

AYTEF Executive Director

Who We Are



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.

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. The ultimate goal is to leverage sport to contribute to the personal growth, academic success, and overall well-being of youth, equipping them for success in various aspects of life.

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. Inspired by Ashe's commitment to social change, NJTLs not only provide tennis instruction but also integrate educational and character development programs. 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.

Who We Serve

AYTEF's History

Since its founding in 2003, AYTEF has been dedicated to serving under-resourced youth in the Atlanta area; in 2023, we strengthened our commitment to making a profound impact on youth at Fair Oaks Tennis Center and the surrounding community.



2003

AYTEF Founded

Historically, AYTEF operated out of the Washington Park Tennis Center in the westside of Atlanta, collaborating with community partners like USTA Atlanta, Universal Tennis Academy (UTA), Boys & Girls Club, the Atlanta Police Department Police Athletic League (PAL), and Laureus Sport for Good Foundation. Programs at this location included a weekday after-school tennis academic enrichment program and Serve & Connect, which united local youth and law enforcement through tennis and community engagement.

2020

The COVID-19 pandemic prompted AYTEF to adapt its programs and relocate in December 2020 to the Fair Oaks Tennis Center in Marietta, GA. This move facilitated an expansion of offerings, including year-round tennis programs five days a week, virtual and in-person academic enrichment three days a week, monthly community engagement events, and summer camp opportunities.

2021-2022

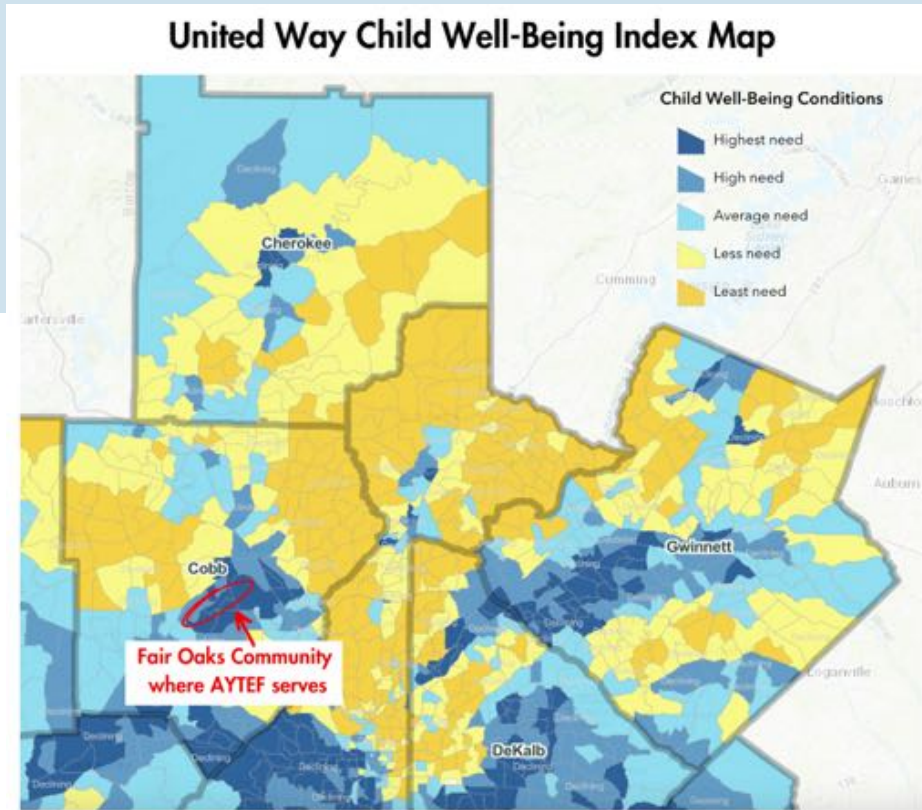
AYTEF board, staff, and key stakeholders enhance their commitment to under-resourced youth by investing deeply in AYTEF's primary site of operation, Fair Oaks Tennis Center. Unlike previous efforts to spread programming across Atlanta through partnerships with various nonprofits, AYTEF strengthens its focus to making a profound, deep impact on the lives of those they serve. AYTEF solidifies its commitment to Fair Oaks Tennis Center and the surrounding community by initiating a Memorandum of Understanding (MOU) with the Cobb Parks and Recreation Department. AYTEF is awarded the 2022 USTA GA NJTL of the Year.

2023

AYTEF's target population encompasses youth in grades K-12 from recruited from Title I schools nearby Fair Oaks Tennis Center. The organization is committed to serving minority communities, with a particular focus on Black/African American, Hispanic/Latino, and multiracial youth. To ensure inclusivity and reduce participation barriers, AYTEF offers its programs either for free or at a low cost for all participants, with a further reduced cost for low-income families.

Why We Serve

According to the United Way's Child Well-Being Index, 79 neighborhoods in the Greater Atlanta region are experiencing increased need and a decline in child well-being over the past few years. AYTEF's programming is concentrated at Fair Oaks Tennis Center, situated in zip code 30008, an area marked as high-need for youth, as indicated by the dark blue shading on the United Way map.



The map and targeted neighborhood statistics were compiled from unitedwayatlanta.org.

2023 AYTEF Youth Demographics:

91% Minority Youth Served

48% Free/Reduced Lunch Eligible

Educational Challenges

In the 79 targeted neighborhoods, third-grade reading proficiency has dropped by 5%. Eighth-grade math proficiency in these areas has declined by 6%. Certain neighborhoods experiencing a downward trend show learning losses as high as 12%, emphasizing the urgent need for intervention resources.

Urgent Needs

The 79 priority neighborhoods house 308,000 residents, with 77,000 being children. Residents in these areas experience 55% higher financial instability and 4% lower graduation rates compared to other regions. The majority of youth in these areas are BIPOC.

How We Serve

Enriching Lives Through
Tennis & Education



AYTEF empowers youth by offering **46 WEEKS** of free and low-cost tennis, outreach, and education programming at Fair Oaks Tennis Center in Marietta, GA.

Program Reach

AYTEF programs foster whole-child development, aiding youth in enhancing academics, character, life skills, emotional well-being, belonging, and resilience for a brighter future.

395
Youth Served
AYTEF's Tennis, Enrichment, and Outreach programs serve under-resourced K-12 youth.

498
Hours Tennis
AYTEF's Player Pathway emphasizes skill advancement, collaboration, and holistic development.

216
Hours Education
AYTEF's Learning Hub and STEM Learning Labs foster 21st-century skills for lifelong success.

AYTEF Family

AYTEF achieved unprecedented success in programming hours, youth impact, and staff development, thanks to the unparalleled support from our dedicated families, volunteers, donors, and key stakeholders. In 2023, we increased **youth served by 33%** and **tennis program hours by 29%**.



253 Volunteers

818 Hours of Service

AYTEF saw an outstanding increase in volunteers this year, mainly from consistent service from local high school and college tennis teams. Their dedicated efforts set a historic record in both volunteer numbers and service hours, allowing us to serve the community exceptionally.



72 Families

92 Core Youth

AYTEF's year-round *GameSetMatch* program offers five days of tennis programming, including Friday and weekend competitions. The Learning Hub Enrichment program within it cultivates 21st-century skills and academic support.

In 2023, we achieved a remarkable **67% increase**, expanding from 43 to 72 families served, with a continued focus on transforming the lives of core youth through our initiatives.

13 Staff Members

In 2023, our organization experienced its highest staff numbers ever, increasing from only 5 members in 2021. In 2024, we plan to enhance our capacity by supporting the roles of Tennis Director, Enrichment Director, and Community Engagement Director to oversee all programming needs.

Program Highlights



43 Competitive Players

AYTEF advanced beginner tennis players through our Player Pathway, successfully preparing them for 2 Team Challenges, 1 Junior Circuit Tournament, and an inaugural Fair Oaks Junior Team Tennis competitive 12U team.

20 High School Participants

AYTEF responded to community interest by launching a high school group, beginning with two summer pilot sessions and continuing with weekly sessions throughout the year. This marks the first year in AYTEF history that the organization has offered year-round K-12 programming.

12 Months of Traditions

AYTEF's impactful traditions include Friday Block Parties, a debut Career Fair and exploration project, October initiatives like pumpkin carving and student-led service projects in recognition of Katherine Gooding's legacy of servant leadership. We hosted a groundbreaking Parent Night in June, an Atlanta Open experience in July, a French Open-themed play day, and a year-end Holiday Awards Night to recognize the achievements of our incredible youth.

1 Strategic Plan

AYTEF achieved a significant milestone by finalizing its 2024-2026 strategic plan, a collaborative effort of key stakeholders and leadership. This dynamic roadmap encompasses five pivotal pillars that will propel AYTEF's mission to serve the Fair Oaks Community. It's a blueprint for AYTEF's future success, ensuring we continue making a positive impact on the youth and families we serve, and become a leading sports based youth development nonprofit in Atlanta.

Community Outreach



2023 GPTA Community Outreach Award Winner

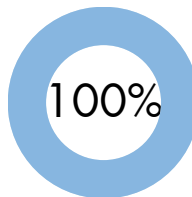
In acknowledgment of its positive impact on the tennis community and contributions to the sport's growth, the AYTEF Block Party is honored to receive the 2023 Georgia Professional Tennis Association Community Outreach Award.

AYTEF's Block Parties at Fair Oaks Tennis Center in Marietta, GA, held seven times a year, provide youth and families with a free, fun introduction to tennis. This inclusive initiative, featuring music, food, activities, and prizes, aims to break down barriers for youth from diverse backgrounds.

257 Youth

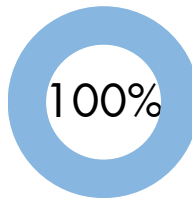
157 New Tennis Players

1 in 5 attendees register for AYTEF's core GameSetMatch program offerings. The Block Party serves as a successful introduction to tennis and entryway into consistent AYTEF program participation.



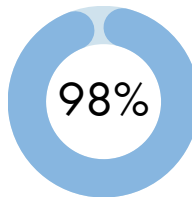
Significant Impact

Parents agree the event has an exceptional impact on the community.



Inclusive Atmosphere

Parents said their families felt welcome and included.

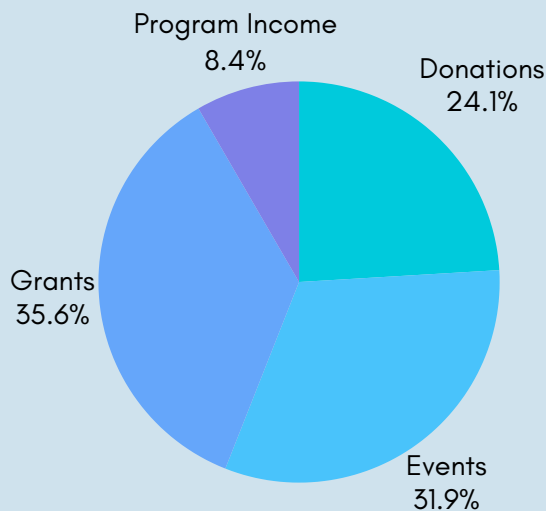


Tennis Excitement

Parents believe the event increased their child's interest in tennis.



2023 Revenue Breakdown



81%

Program Revenue Increase

Participation rise fueled growth, not pricing changes

\$90K

Golf Tournament

Most successful annual fundraising event

23%

of donations are Monthly Donors

Board donations and UTA supporters ensure steady income

4

New Grant Partners

Jack and Anne Glenn Foundation, PGA Tour Superstore, Thumann Foundation, Laureus Sport for Good

A New Chapter Begins



Eric Schmook - Board President

For the past 12 years, Eric Schmook has fearlessly led AYTEF, first as a Board Member for 2 years and then as Board President for 10 years. AYTEF is immensely grateful for his leadership, vision, commitment, and passion. Eric has dedicated countless volunteer hours to guide our organization through growth and change, contributing generous personal funds to support our mission and the youth we serve.

We are forever thankful for his contributions, ensuring the success and longevity of AYTEF and the significant impact we are poised to make in the community. As Eric concludes his term as AYTEF President in December 2023, he will continue his volunteer and board service through the sport of tennis as USTA Georgia Board President.



Pam Phaff - Financial Controller

Since 2013, Pam Phaff has been AYTEF's Financial Controller, offering invaluable support to the Board, Executive Directors, and Staff with her deep knowledge of the organization. Serving as a force of continuity through AYTEF's rich history, we are profoundly grateful for Pam's generous contributions. We extend our best wishes for success and blessings as she continues in her role as the financial controller for USTA Atlanta.



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