



# ANNUAL REPORT

2011-2012



Dear Friends,

These last two years have been tremendously exciting for me personally and for all of us who are committed to the good and important work of USTA Serves. I'm honored to be a part of this remarkable organization and have been privileged to see first-hand the impact it has had on enhancing the lives of at-risk youth and people with disabilities through the powerful combination of tennis and education. Thanks to your generous help, USTA Serves has been able to support hundreds of programs and thousands of individuals all across the country. We're making an impact—and we're making a difference.



I never stop being amazed by the work of the programs that we help to fund or by the people who put a face on those programs. Their hard work, and their commitment to enhancing lives by focusing on academics, life skills, health and fitness, as well as to assisting our military personnel and their families is remarkable stuff. These programs are making a real difference in real lives – the kind of difference that results in raising reading grade levels, improved grade point averages, fewer student dropouts and elevated high school graduation rates. The success stories just keep coming.

Here's just one example of how USTA Serves has impacted a life. Marc Atkinson's inspiring story spans almost 20 years. Marc spoke at our Opening Night Gala at the US Open this year and told us how the "Tennis-n-Tutoring" program at the MaliVai Washington Kids Foundation (MWKF) saved his life. When he joined the program, Marc had just failed the sixth grade, was running the streets and was getting into fights. But he fell in love with tennis and because good grades and a good attitude were required for him to participate, he raised his grades, improved his attitude and graduated from high school with a 3.5 GPA. Today he's a self-assured college graduate and now has a full-time position at MWKF.

I'm blown away by the leadership, commitment and high standards programs like these offer to kids who need help most. USTA Serves provides some of the financial and technical resources these programs need to make that difference. As a result, thousands of kids like Marc are thriving, meeting and often exceeding expectations. They're turning their highest dreams into reality. It's that simple—and that important.

In the past two years, we've supported more than 80,000 kids—most of whom come from similar backgrounds as Marc. And because these programs work, most experience similar successes.

I'm honored to serve with my fellow board members who together with the USTA Serves staff provide the power, influence and expertise to guide us in our important work. We're committed to continuing that work, so that more kids have the chance to succeed on the court, in the classroom and in life.

Mary Carillo  
President, USTA Serves

## 2011-2012 ANNUAL REPORT

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### **Organizational Background and Mission Statement:**

USTA Serves, a 501-c-3 charitable organization was founded in 2001 as the philanthropic entity of the United States Tennis Association Incorporated. The mission of USTA Serves is to support, monitor and promote programs that enhance the lives of at-risk youth and individuals with disabilities through the integration of tennis and education.

USTA Serves provides financial support to tennis and education programs nationwide that provide positive role models and academic assistance as well as instruction in health, nutrition and life skills to at-risk children and people with disabilities. USTA Serves also provides technical support to the programs to help maximize program efficiencies, analyze effectiveness and shares best practices with other programs.

USTA Serves awards tennis and academic scholarships to high school seniors in all 17 Sections of the USTA and acknowledges outstanding 6th – 11th graders with Player Incentive Awards to reward and encourage continuing academic excellence and tennis participation.

### **Our Guiding Principles:**

- To recognize the basic values embedded in tennis and education, including fun, discipline, hard work, improvement and success.
- To promote fitness, health, citizenship, leadership and self-esteem.
- To support efforts in tennis and education that help disadvantaged youth and those with disabilities.
- To be inclusive of individuals from all cultural and ethnic backgrounds.
- To encourage individuals to pursue their goals and highest dreams by succeeding and becoming responsible adults.

### **Tennis, Education and Health Grant Programs:**

- We all know how important statistics are in tennis. These are the statistics of tennis and education programs supported by USTA Serves in 2011 and 2012:
- 90 percent of high school seniors in USTA Serves funded programs graduate from high school.
- 91 percent of USTA Serves scholarship recipients attend college for four years.
- 100 percent of participants are taught tennis and the valuable life lessons learned from our sport.

In 2011, USTA Serves disbursed over \$900K to tennis and education programs, including programs focusing on people with disabilities.

In 2012, USTA Serves disbursed over \$1.2M to tennis and education programs, including programs focusing on people with disabilities.



## **Partnership with USTA National Junior Tennis and Learning (NJTL)**

USTA Serves works with the USTA/National Junior Tennis and Learning (NJTL) network of more than 650 non-profit youth development organizations with diverse populations between the ages of 5 and 18 to provide free or low-cost tennis, education and life skills programming whose goal is to develop the character of young people by emphasizing the ideals and life of co-founders Arthur Ashe and Charlie Pasarell. 70% of our funded programs are part of the NJTL network.

The following represents a few of USTA Serves funded programs and how they have impacted the individuals who participate:



## **Prospect Park Alliance**

### **Brooklyn, New York**

Prospect Park Alliance offers kids with special needs a rare opportunity to improve health and life skills through tennis. The USTA Serves grant supports the operation of the Special Aces Tennis Program for kids 6-18 years old, with varying degrees of physical and cognitive challenges. For 21 weeks participants learn the basic fundamentals of tennis in fun and innovative ways specially tailored to their needs and abilities. Therapists participating in the program report improvement in the children's eye-hand coordination, physical strength, flexibility, confidence and socializing skills with peers.



## **I Have a Dream Foundation**

### **Boulder City, Colorado**

In Boulder County, Colorado there are more than 14,000 children who live at or below the poverty line and are at greater risk of dropping out of high school, resorting to a life of crime, and developing unhealthy behaviors. To combat these growing rates, the I Have a Dream Foundation commits to working with 6 classes of 50 Dreamers in Boulder County for 10 years—from second grade through high school graduation. The USTA Serves grant is supporting the “Healthy Bodies, Healthy Minds” program which serves 300 low-income, at-risk youth during their year-round afterschool tennis program. The program engages youth in weekly tennis activity to reinforce health, wellness and physical fitness.



## **Capital Region Youth Tennis Foundation, Inc./15-Love**

### **Albany, New York**

15-LOVE's Healthy Living Initiative focuses on strengthening and expanding efforts to keep Albany's children at healthy weights through proper nutrition, lifestyle and exercise. The USTA Serves grant is supporting the expansion of the Healthy Living Initiative which includes healthy grilling and cooking classes, 10 vegetable gardens and healthy exercise tips and recipes all of which provide the tools youth and families need to stay healthy. Due to the overwhelming participation in the Healthy Living programs, 15-Love secured an Americorp Vista member to help expand the program again in 2013 to be able to include more families and participants.



## **Harper for Kids**

### **San Francisco, California**

Over 2000 kids in the San Francisco area participate in Harper for Kids' Inch & Miles Sportsmanship Tennis Program for Elementary Schools. The USTA Serves grant is supporting the expansion of the program to 8 additional elementary schools. Harper for Kids (HFK) works closely with principals and teachers to focus on youth development and character education by teaching children important life skills and good sportsmanship through tennis. The program utilizes UCLA basketball Coach John Wooden's children's book, "Inch and Miles: The Journey to Success" and tennis to introduce life skill concepts in a fun, highly visual and engaging manner. HFK partners with the University of San Francisco and the University of Southern California tennis teams to prepare children with life skills that focus on individual character development, the development of social skills, building self-esteem, individual goal setting, physical fitness, self-discipline and helping them make positive choices for their future.



## **Rodney Street Tennis & Tutoring Association**

### **Wilmington, Delaware**

Rodney Street Tennis & Tutoring (RSTTA) provides structured year-round after-school and programs that are designed to combat truancy; poor academic achievement leading to an alarmingly low graduation rate; gang activity; and unhealthy lifestyles. The USTA Serves grant is support this year-round after-school tennis and tutoring program, which includes a curriculum that supports both the personal development of the "whole" child as well as the development of the community in which these children live and play. In addition to its youth enrichment programs, RSTTA provides the adult family members of its participants with the opportunity to receive training and tutoring for GED certification and/or college readiness. RSTTA is proud to boast that 98 percent of its participants matriculate from one grade level to the next, keeping them squarely on track for on time graduation.



## **NJTL of Trenton**

### **Trenton, New Jersey**

The NJTL of Trenton's mission is to strengthen the character and enhance the lives of youth by providing opportunities in tennis, education and nutrition. The USTA Serves grant funds the Academic Creative Engagement & Tennis Program (ACE), a comprehensive math, literacy and nutrition program geared toward children 9-12 years old. ACE runs during the school year, afterschool for 24 weeks and during the summer months for 8 weeks. 100% of participants showed improvement in attitudes and social behavior, 85% of participants showed improvement in classroom academic performance.



## **Greater Baltimore Tennis Patrons Association, Inc.**

### **Baltimore, Maryland**

Greater Baltimore Tennis Patrons' (BTP) mission is to promote the lifetime sport of tennis, to improve the quality of life for children and families in Greater Baltimore, to provide pathways to recreational and educational opportunities, and to teach life values of integrity, learning, health and respect for diversity. The USTA Serves grant supports core components of BTP's programming for at-risk youth that serves 565 multicultural underserved youth out-of-school and 750 in-school through exercise-and-fitness-through-tennis, nutrition education and academic counseling to inner city youth, outreach to Hispanic youth and advanced tennis training and life-skills for youth demonstrating aptitude and desire to excel in and out of school. 100% of youth served remained in school, and the after-school programs had a 96% average daily attendance rate.



## **SportAbility of Iowa**

### **Solon, Iowa**

SportAbility of Iowa is committed to promoting tennis at the community level for all people with and without disabilities. The USTA Serves grant supports the Adaptive and Inclusive Tennis for All project, designed to increase and improve the number of adaptive and inclusive programs throughout eastern Iowa through a variety of opportunities for all ages that include education and exposure to tennis for everyone regardless of physical or non-cognitive related disability.



## **Kids and Police Tennis Association**

### **West Palm Beach, Florida**

The Kids and Police Tennis Association (KAPTA) provides year-round, after-school tennis, health, and education programs to 500 kids in low-income areas. KAPTA is a joint effort between the Palm Beach County Sheriff's Department and the Police Athletic League with the goal of teaching young people to be accountable, responsible, independent, and critical thinkers. The USTA Serves grant supported the expansion of the program to five additional sites. The kids learn the rules of tennis etiquette, organizational skills, life skills, gang prevention, teen pregnancy prevention, and information about hate crimes, cyber and other bullying. These are skills they will need to combat the negative situations that they face and help them succeed throughout their lives.



## **T.E.N.N.I.S. Success**

### **Corpus Christi, Texas**

The T.E.N.N.I.S. Success program was founded by Ronald Elizondo 11 years ago. As a teen, he was one of the most gifted Corpus Christi high school tennis players, but took a wrong turn and became involved in a neighborhood gang, abused drugs and robbed his local city tennis center. Through the support and concern of the Corpus Christi tennis community, Elizondo put his life back together. Now a USTA certified professional, Elizondo made it his life's goal to run a tennis program that allows every child, regardless of their ability to pay, to not only learn the sport of tennis, but receive mentoring and academic assistance to enhance a child's chance to lead a healthier more positive life style. The program serves elementary, middle and high school students at five different schools, predominately in the north and west sides of Corpus Christi where the poverty rate is between 24% and 28%, higher than any other city in Texas, and higher than the national rate. Over 2,000 students have participated in Tennis Success programs since its inception with a 100% retention rate. USTA Serves grant

Tennis Success works through the discipline of tennis combined with educational assistance, utilizing not only paid professional educators, but also caring community adult mentors. Exposing youth to an alternative lifestyle other than drugs, violence, vandalism, bullying, school drop out, teen-age pregnancy and other roadblocks facing our youth today enhances their chances of success in life. Each component of the program contributes to increasing self-confidence and value of each student. Students see themselves as a productive part of a larger social family and the larger community.



## **East Palo Alto Tennis and Tutoring**

### **East Palo Alto, California**

East Palo Alto Tennis and Tutoring (EPATT) has made a difference for more than 1,500 at-risk students over the past 25 years. Using the unique mix of academic tutoring and tennis instruction, EPATT strives to enrich the academic, fitness, and social skills of its participants, to educate parents on how to navigate successfully through the school system, while building stronger ties with the local community. The USTA Serves grant is helping EPATT reach the lowest performing school in the district by introducing 100 K-5th grade children to tennis, as well as the "EPATT" style of program delivery. Through EPATT, neighbors, teachers, coaches, and mentors are making a lasting impact on kids in need.

## THE FOLLOWING PROGRAMS WERE AWARDED 2011 GRANTS BY USTA SERVES:

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Academy Cares – Boys & Girls Club Newark Chatham, NJ	First Serve of Fort Collins Fort Collins, CO	Katie at the Bat Team Narbeth, PA
Adaptive Athletics Association Mountain Center, CA	First Serve of the Palm Beaches Palm Beach, FL	Kids and Police Tennis Association West Palm Beach, FL
Apple Ridge Farm Roanoke, VA	First Serve Santa Ana Santa Ana, CA	King Street Center Burlington, VT
Arthur Ashe Youth Tennis & Education Philadelphia, PA	Fred Wells Tennis & Education Center St. Paul, MN	KIPP Endeavor Academy Kansas City, MO
A's & Aces New Orleans, LA	Grand Rapids Wheelchair Sports Association Grand Rapids, MI	Latin American Youth Center Washington, D.C.
Atlanta Youth Tennis Foundation Atlanta, GA	Greater Baltimore Tennis Patrons Baltimore, MD	Lee County Community Tennis Association Cape Coral, FL
Battlefield Community Tennis Association Jackson, MS	Greater Miami Tennis Foundation Miami, FL	Love to Serve, Inc. Chicago, IL
Boy's & Girl's Clubs of Central Virginia Charlottesville, VA	Hamilton County Community Tennis Association Carmel, IN	Mach Academy Martinez, GA
Break the Barriers, Inc. Fresno, CA	Harlem Junior Tennis & Education Program New York, NY	MaliVai Washington Kids Foundation Jacksonville, FL
Capital Region Youth Tennis & Education/15-Love Albany, NY	Harper for Kids San Francisco, CA	Mardy Fish Foundation Vero Beach, FL
Central Texas Tennis Association Austin, TX	Hawaii Tennis Council Kailua-Kona, HI	Marty Hennessy Foundation Las Vegas, NV
CHAMPS Afterschool Program Erie, PA	Heart of Variety Philadelphia, PA	Mentor TennisSee Nashville, TN
City Parks Foundation New York, NY	Hero, Inc. White Plains, NY	Milwaukee Tennis & Education Foundation Milwaukee, WI
CrossCourt Tennis Nashville, TN	Houston Tennis Association Houston, TX	Morongo Basin Tennis Association Yucca Valley, CA
Dade County Sports Foundation Miami, FL	Hui Kako O Kenika Hilo, HI	National Dental Association Washington, D.C.
DhhEAF ( Deaf and hard of hearing Educational Athletic Foundation Long Beach, CA	I Have A Dream Foundation Boulder, CO	Net Results Junior Tennis Denver, CO
Down the Line and Beyond Foundation Villanova, PA	InnerCity Tennis Foundation Minneapolis, MN	New Haven Youth Tennis New Haven, CT
East Palo Alto Tennis & Tutoring East Palo Alto, CA	International Rescue Committee, Inc. San Diego, CA	New York Junior Tennis League New York, NY
Eastern Adult Tennis Foundation White Plains, NY	Jewish Council for Youth Sports Chicago, IL	NJTL of Indianapolis Indianapolis, IN
First Serve New Mexico Santa Fe, NM	Junior Tennis Champions Center College Park, MD	NJTL of Trenton Trenton, NJ



## THE FOLLOWING PROGRAMS WERE AWARDED 2011 GRANTS BY USTA SERVES:

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Norwalk Grassroots Tennis  
Norwalk, CT

Ossining Community Tennis  
Association  
Ossining, NY

Our Military Kids, Inc.  
McLean, VA

Pikes Peak Community Tennis  
Association  
Colorado Springs, CO

Police Athletic League of Buffalo  
Buffalo, NY

Portland After-School Tennis &  
Education  
Portland, OR

Prince George's Tennis & Education  
Foundation  
Upper Marlboro, MD

Project Lovematch, Inc.  
Saddle River, NJ

Prospect Park Alliance  
Brooklyn, NY

Recreation Wish List Committee  
Washington, D.C.

Ricardo Flores Magon Academy  
Westminster, CO

Rodney Street Tennis & Tutoring  
Association  
Wilmington, DE

RTK Community Learning &  
Technology Center  
Kellyton, AL

Set Point Tennis Organization  
Reading, PA

Shinnecock Indian Education  
Southampton, NY

Southeast Tennis and Learning  
Center  
Washington, D.C.

Special Olympics Alaska  
Anchorage, AK

SportAbility of Iowa  
Solon, IA

Sportsmen's Tennis Club  
Dorchester, MA

Tenacity  
Boston, MA

Tennis Allstars  
Akron, OH

Tennis for Charity, Inc.  
Cincinnati, OH

Tennis Memphis  
Memphis, TN

Tennis Success  
Corpus Christi, TX

The Todd Martin Development Fund  
Lansing, MI

United Neighbors, Inc.  
Davenport, IA

University of Akron Foundation  
Sports and Wellness  
Akron, OH

Virginia Commonwealth University  
Foundation – Mary and Frances  
Youth Center  
Richmond, VA

Washington Tennis & Education  
Foundation  
Washington, D.C.

White Plains BID  
White Plains, NY

Wright State Foundation  
Kettering, OH

YMCA of Greater Kansas City  
Kansas City, MO

YMCA of Metropolitan Atlanta  
Atlanta, GA

Youth at Heart  
Tulsa, OK

Youth Development Association  
Huntsville, AL

Youth Tennis Advantage  
Oakland, CA

Zina Garrison Academy  
Houston, TX

## THE FOLLOWING PROGRAMS WERE AWARDED 2012 GRANTS BY USTA SERVES:

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ACEing Autism, Inc.  
Los Angeles, CA

Adaptive Tennis Association of North  
Carolina  
Raleigh, NC

Apple Ridge Farm, Inc.  
Roanoke, VA

Arthur Ashe Learning Center\*  
New York, NY

A's & Aces\*  
New Orleans, LA

Atlanta Community Tennis  
Association  
Atlanta, GA

Backyard Sports Cares, Inc.\*  
White Plains, NY

Belvedere Park NJTL Program\*  
Los Angeles, CA

Black Women in Sport Foundation  
Philadelphia, PA

Boys and Girls Clubs of Rutland  
Rutland, VT

Brandon Sports and Aquatic Center  
Brandon, FL

Bridge II Sports  
Durham, NC

Capital Region Youth Tennis  
Foundation\*  
Albany, NY

Carl E. Sanders Family YMCA at  
Buckhead  
Atlanta, GA

Community Partners/DhhEAF  
Long Beach, CA

Currey Ingram Academy  
Brentwood, TN

Dallas Tennis Association  
Dallas, TX

Darling Tennis Center\*  
Las Vegas, NV

East Palo Alto Tennis & Tutoring\*  
East Palo Alto, CA

Eastern Adult Tennis Foundation  
White Plains, NY

Educational Foundation for School  
District 50  
Westminster, CO

Embrace Your Dreams  
Bethlehem, PA

Fairmount Park Conservancy  
Philadelphia, PA

FDDOC Winners Circle, Inc.  
Shreveport, LA

## THE FOLLOWING PROGRAMS WERE AWARDED 2012 GRANTS BY USTA SERVES:

First Serve Fort Collins* Fort Collins, CO	Junior Tennis Champions Center College Park, MD	Our Military Kids, Inc. McLean, VA	Sportsmen's Tennis Club, Inc. Dorchester, MA
Fist Serve New Mexico, Inc. Santa Fe, NM	Katie at the Bat Narbeth, PA	Panda Foundation, Inc. Bradenton, FL	St. Paul Urban Tennis Program St. Paul, MN
Genesis School, Inc. Kansas City, MO	Kids and Police Tennis Association* West Palm Beach, FL	Peninsula Metropolitan YMCA Newport News, VA	Stephanie Waterman Foundation Westwood, KS
Greater Baltimore Tennis Patrons Association, Inc. Baltimore, PA	King Street Center Burlington, VT	Peterson School of Tennis Atlanta, GA	Tenacity, Inc. Boston, MA
Greater Miami Tennis & Education Foundation* Miami, FL	LA84 Foundation NJTL Youth Tennis Program* Los Angeles, CA	Police Athletic League of Parsippany Troy Hills Parsippany, NJ	Tennis & Education Inc.* St. Paul, MN
Harlem Junior Tennis and Education Program* New York, NY	Legacy Youth Tennis Center* Philadelphia, PA	Portland After-School Tennis & Education Portland, OR	Tennis for Charity, Inc. Cincinnati, OH
Harper For Kids San Francisco, CA	Love to Serve, Inc. Chicago, IL	Prince George Tennis and Education Foundation, Inc. Upper Marlboro, MD	Tennis Opportunity Program Indianapolis, IN
Hebni Nutrition Consultants, Inc. Orlando, FL	MACH Academy, Inc.* Augusta, GA	Prospect Park Alliance Brooklyn, NY	The Madonna Foundation Lincoln, NE
Henry First, Inc. McDonough, GA	MaliVai Washington Kids Foundation* Jacksonville, FL	Puerto Rico Agricultural Extension Service San Juan, PR	University of Akron Research Foundation Akron, OH
Hero, Inc. Purchase, NY	Marty Hennessy Foundation* Las Vegas, NV	Quickstart Tennis of Central Virginia Ivy, VA	University of Akron Sports, Science and Wellness Akron, OH
Houston Tennis Association* Houston, TX	Milwaukee Tennis and Education Foundation Milwaukee, WI	Racine Community Tennis Association Racine, WI	University of La Verne La Verne, CA
I Have A Dream Foundation of Boulder County Boulder, CO	Monterey County Police Activities League Prunedale, CA	Reach For College, Inc. Washington, D.C.	Uptown Music Theatre New Orleans, LA
Inner City Tennis Clinics, Inc. Painsville, OH	New Haven Youth Tennis* New Haven, CT	Reach For College, Inc.* Haverstraw, NY	Washington Tennis & Education Foundation* Washington, D.C.
InnerCity Tennis Foundation* Minneapolis, MN	NJTL of Indianapolis Indianapolis, IN	Recreation Wish List Committee* Washington, D.C.	YMCA of Greater Kansas City Kansas City, MO
Inter American University of Puerto Rico – Arecibo Campus San Juan, PR	NJTL of Trenton* Trenton, NJ	Rehabilitation Hospital of the Cape and Islands East Sandwich, MA	Youth Development Association* Madson, AL
International Rescue Committee, Inc. San Diego, CA	Norwalk Grassroots Tennis* Norwalk, CT	Rodney Street Tennis & Tutoring* Wilmington, DE	Youth Tennis Advantage* Oakland, CA
Jerry Alleyne Memorial Fund* Hartsdale, NY	New York Junior Tennis and Learning* Woodside, NY	San Diego District Tennis Association San Diego, CA	Zina Garrison All Court Tennis Academy Houston, TX
Jewish Council for Youth Services Chicago, IL	Orthotic and Prosthetic Activities Foundation Waterloo, IA	Southeast Tennis & Learning Center* Washington, D.C.	

## SCHOLARSHIPS

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Each year, USTA Serves awards scholarships to deserving youth who have participated in USTA and other organized tennis programs, have demonstrated high academic achievement and require financial assistance. In 2011 and 2012 we awarded over \$810,000 in scholarships to 137 students representing every Section of the USTA. One-hundred twenty-one high school seniors received College Educational Scholarships, and sixteen students received prestigious, named awards. Twenty additional 6th through 11th graders received Player Incentive Awards, a one-time \$500 award to encourage the development of USTA youth tennis program participants with great potential and a commitment to academic excellence.

### 2011 USTA SERVES SCHOLARSHIP RECIPIENTS

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#### **Marian Wood Baird College Scholarship - \$15,000**

Claire H., IL

#### **Dwight Mosley Scholarship Award - \$10,000**

Tyler M., Washington, D.C.

Christopher H., NY

#### **Dwight F. Davis Memorial Scholarship - \$7,500**

Grace T., KY

Christopher B., MI

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

Rachel K., WA

Brandon S., CA

# 2011 USTA SERVES SCHOLARSHIP RECIPIENTS

## College Educational Scholarship \$6,000

Jenna A., TX  
Arjun B., MI  
Larry C., OR  
Julie C., WA  
Joshua C., HI  
Catherine C., CT  
Hunter C., PA  
Michelle C., WI  
Aurora D., PA  
Colin E., FL  
Lauryn F., FL  
Sarah F., OK  
Juan G., PR  
Rasheeq H., NY  
Jasper H., GA  
Alexander H., CT  
Bailu H., MN  
James H., MO

Jack J., NC  
Sasha K., NY  
Jacey K., NM  
Sara K., OH  
Tyler K., MA  
Shane K., TX  
Maria L., PR  
Sherry L., OR  
Andrea L., TN  
Zachary M., CA  
Ekaterina M., NC  
Nicole M., FL  
Mahlet M., DC  
Jayson M., ID  
Kealii N., HI  
Kiara O., NJ  
Amber P., MD  
Alexis P., PA  
Camila R., FL

Priscilla R., CA  
Michelle R., MN  
Sean R., PA  
Ynez S., TX  
Samantha S., CA  
Shuhei S., CA  
Ryan S., SD  
Brittany S., TX  
Elisha S., KS  
Anna T., CA  
Garrett T., TX  
Sharmane., VA  
Hien T., CA  
Aaron W., Effingham, IL  
Alexzander W., VA  
Ryan W., CO  
Jennifer W., WA  
Victoria Z., NY

## College Textbook Award \$1,000

Erin A., VA  
David A., NY  
Mitchell B., WA  
J. Christopher C., NY  
Christopher F., VA

Jennifer H., MN  
Michael M., MI  
Lynsey M., TX  
Zachary M., FL  
Ahddiv N., CA  
Eugene O., GA

Garrett P., ID  
Lauren S., WA  
Jody S., PA  
Lauren T., MA  
Jacob W., IA

## Player Incentive Awards \$500

Regina F., NY  
Daniel B., FL  
Chase S., UT

Grace H., MD  
Lucy G., PA  
Andrew S., IN  
Taite D., MN

Ty G., WA  
Leslie V., CA  
Camille P., TN

## 2012 USTA SERVES SCHOLARSHIP RECIPIENTS

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### **Marian Wood Baird College Scholarship - \$15,000**

Kaitlyn D., IL

### **Dwight Mosley Scholarship Award - \$10,000**

Christine C., KY

Nicolas M., AZ

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

Yolanda P., CA

Han-Chi F., WA

### **Rosalind Walter Scholarship Award - \$10,000**

Brette M., TX

Robert R., MN

In 2012, USTA Serves added the Rosalind Walter Scholarship Award, named in honor of Rosalind Palmer Walter, who has been an active member of the USTA Serves Board since its inception and was responsible for funding the first USTA Serves scholarship in 1994, well before a comprehensive program was put in place. She has consistently supported the scholarship program ever since.

Mrs. Walter's commitment to tennis and education doesn't stop with USTA Serves. She's on the Board of the International Tennis Hall of Fame and Long Island University, as well as a Trustee of WNET Channel Thirteen and The Paley Center for Media. During World War II, Mrs. Walter was a riveter, where she worked the night shift on a Corsair, building the F4U marine gull-winged fighter airplane and is the inspiration for the 1942 song "Rosie the Riveter." She took tremendous pride knowing that the hard work, dedication and precision she put into her job helped save lives.

The Rosalind P. Walter Scholarship is available to one male and one female high-academic achieving student of good character who are entering a four-year college or university program and share her belief in always putting forth one's best effort and giving back to one's community to make it a better place.

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

Shelby B., HI

Tanner B., NV

# 2012 USTA SERVES SCHOLARSHIP RECIPIENTS

## College Educational Scholarship \$6,000

Alex A., MN  
David B., MN  
Lacy B., TX  
Sadie C., RI  
Taylor C., AZ  
Jason D., PA  
Lucinda D., NY  
Michael E., GA  
Tatum F., UT  
Madeleine G., MO  
Camille G., FL  
Shelby G., TX  
Arielle G., NY

Alexandra G., VA  
Emily H., WI  
Breanna H., KS  
Teal H., CT  
Ryann J., CA  
Moses K., CA  
Rebekah L., FL  
Samantha M., TX  
Bryan M., CO  
Trent M., SD  
Tiffany M., GA  
Luis R., PR  
Olivia M., OR  
Felicia N., OR

Jonathan P., CA  
Kevin P., COR  
Darin P., HI  
Alondra R., CA  
Clark R., NY  
Felicia S., NY  
Lauren S., VA  
Jonathan T., NY  
Josephine T., HI  
John V., NJ  
Cassidy W., KY  
Nicholas W., IN  
Arielle W., MI

## College Textbook Award \$1,000

Linzi A., FL  
Savanna B., NC  
Mariana C., CA

Brenden J., NJ  
Andrew L., WA  
Kimmy M., MN  
Cameron R., OK

William S., IL  
Mary-Catherine S., RI  
Andres T., TX

## Player Incentive Awards \$500

Bryan E., PR  
Dasia H., TX  
Angelica R., CT

Yasmin F., MI  
Dylan K., OR  
Kyle T., VA  
Alexus G., NY

Frederick A., KY  
Erin N., CO  
Jessica P., CA

## FUNDRAISING ACTIVITIES AT THE US OPEN

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### Sponsor Support



Aetna supported the ICON school grant program targeting 17 elementary schools to help improve the health, physical activity and academic achievement of youth in diverse communities throughout the United States.



Emirates Airline signed on to support USTA Serves for the next 7 years to help reach out to more at-risk youth and people with disabilities through the integration of tennis, education and health programming.



Esurance teamed up with USTA Serves and the Bryan brothers to support two tennis programs benefiting at-risk youth. The Facebook promotion asked the public to vote for one of the two “game-changing” programs based on the percentage of votes received. A total of \$50,000 was distributed to support East Palo Alto Tennis and Tutoring and Kids and Police Tennis Association.



Hess Corporation supports New York tri-state area National Junior Tennis and Learning (NJTL) programs, working to create new tennis and education programs at elementary schools, as well as to continue existing programs that enhances tennis in middle schools and health and education programs that focus on college readiness in high schools.



Moët & Chandon joined USTA Serves at the 12th Annual USTA Serves Opening Night Gala at the US Open. Through Moët’s support, USTA Serves can improve the lives of more at-risk youth and people with disabilities through grants to tennis and education programs and college scholarships to high school seniors.

## FUNDRAISING ACTIVITIES AT THE US OPEN



### Judy Levering Leadership Initiative

Judy Levering, the first woman USTA President, was instrumental in creating USTA Serves and has dedicated her life to strengthening grass-roots tennis, and in particular to USTA/NJTL and other USTA tennis and education organizations that develop the “whole person” by teaching skills that are critical for success in school and in life to those that are most in need.

The Judy Levering Leadership Initiative (JLLI) was established to assist new and fledgling USTA/NJTL and other tennis and education programs get the resources they need to become strong, effective and self-sustaining. We looked for grass-roots support to assist grass roots programs.

A first of many resources to be developed is in conjunction with our partner, the Sequoia Foundation, where we’re providing consulting services to assist with capacity-building, board and staff development and other technical assistance.



### USTA Serves Pro Am in the Hamptons

In 2012, Chris Evert, Jim Courier, Patrick McEnroe, Mardy Fish and Mary Carillo helped us kicked off our first ever Pro Am in the Hamptons with an evening at The Bridge for 85 new supporters of USTA Serves and USTA Player Development followed the next day with an afternoon of tennis. This first-year event brought in just over \$100,000 to support USTA Serves and USTA Player Development initiatives.



### USTA Serves Opening Night Gala at the US Open

The Opening Night Gala is the major fundraiser for the important work of USTA Serves. Each year guests are treated to fine dining in the President’s Suite followed by courtside viewing of the opening night celebration and exciting tennis matches. A huge financial success, the gala’s revenue surpassed the \$500,000 mark for both 2011 and 2012. This event sells out annually and features USTA Serves supporter and Emmy Award–winning actor Alec Baldwin as our celebrity auctioneer. Joining Alec as honored guests in 2011 were Tony Bennett, legendary Grammy and Emmy award winning performer, and Robin Roberts, co-anchor of ABC’s “Good Morning America,” and in 2012, Stanley Tucci, Emmy and Golden Globe Award–winning actor. Every year our honored guests join over 200 other celebrities, business leaders, elite athletes and guests as we raise funds to support our grants and scholarships. The Gala is an unforgettable experience that showcases the USTA, the US Open and the great work of USTA Serves.



## FUNDRAISING ACTIVITIES AT THE US OPEN

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### USTA Serves Pro Am at the US Open

Each year the Pro Am at the US Open is a dream come true for 12 lucky amateurs who get the chance to play with Tennis Hall of Famers and champions at the USTA Billie Jean King National Tennis Center on the second Friday (Women's Semis Day) at the US Open. Mats Wilander, Pat Cash, Martina Navratilova, Gigi Fernandez, Todd Martin, Tracy Austin, MaliVai Washington and other Tennis Hall of Famers and champions join amateurs from around the world for this fun-packed event followed by lunch and culminating with an exciting afternoon watching the women's semi-finals in a luxury suite. We are very appreciative that these champions and amateurs choose to support USTA Serves and give back to the sport they love.



### Avenue of Aces Neighborhood

The Avenue of Aces is our most visible donor-sponsored program at the USTA Billie Jean King National Tennis Center—home to the US Open. Inaugurated in 2005, the Avenue of Aces, is a collection of personalized bricks and pavers that form the pathway from the East Gate Plaza to Arthur Ashe Stadium. In 2012, we inaugurated a “neighborhood” concept on the Avenue of Aces, starting with legendary champion Billie Jean King. Since then we’ve added 8 additional US Open Champion “neighborhoods,” each having a personalized paver that anchors their own “neighborhood” on the Avenue, supporting the important work of USTA Serves. In 2011, John McEnroe, Pete Sampras, Ivan Lendl, and Andre Agassi neighborhoods were added, and in 2012, Chris Evert, Martina Navratilova, Stephanie Graf and the late wheelchair tennis pioneer Randy Snow joined them. Supporters can see their names near their favorite champion and be part of the US Open, while also giving back to tennis.

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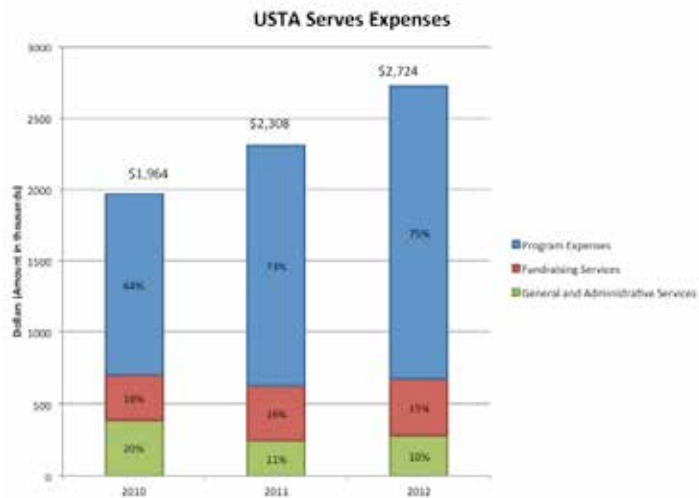
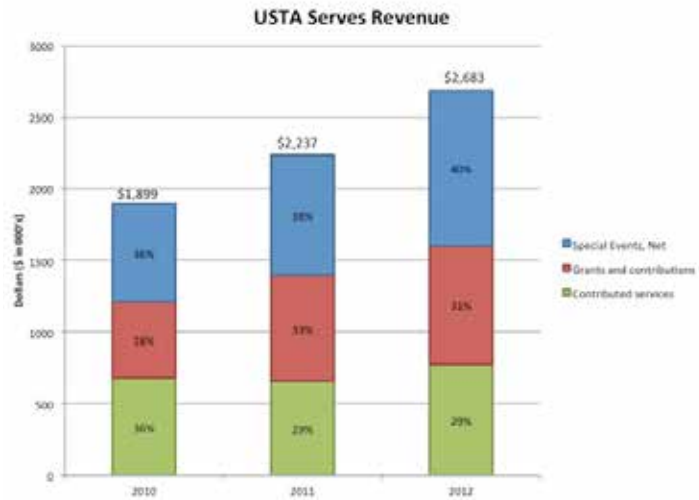
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The charts below provide information about the revenue and disbursements of USTA Serves from 2010-2012.



Complete 2011 and 2012 audited financial statements are available at the office of USTA Serves Incorporated, 70 West Red Oak Lane, White Plains, NY 10604. The statements can be seen upon request between 9:00 a.m. and 5:00 p.m., Monday through Friday. Photocopies are also available upon written request.

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