

2019 ANNUAL REPORT

KINGS COUNTY TENNIS LEAGUE



Bringing Tennis to the Kids

"From what we get, we can make a living; what we give, however, makes a life." ~ Arthur Ashe



David Webley,
KCTL Executive Director

This inspirational maxim from the great African American tennis player Arthur Ashe perfectly expresses the feelings of the KCTL Board, Junior Board, staff and volunteers. We look back on a stellar year for KCTL.

KCTL began 2019 with the establishment of its sixth tennis club at Ingersoll Houses in Fort Greene. It was a monumental achievement on several fronts, as it is our first club outside of our Bedford-Stuyvesant footprint and the first site with designated indoor space that is optimal for off-court educational programming.

Arthur Ashe Kids Day at the USTA National Tennis Center was extra special for KCTL students in 2019. Our GoGirlGo! players were invited for a private meeting with Venus Williams, one of the greatest ever American women tennis players. 13 year-old Upswing player, Jonathan, represented KCTL in an all-kid tournament on the biggest tennis stage of all: Arthur Ashe Stadium. As we further develop partnerships with USTA Eastern and the USTA Foundation, KCTL students benefit from the unique tennis experiences and resources that these organizations offer.

Perhaps KCTL's most prestigious moment in 2019 was receiving our first national recognition from the esteemed Aspen Institute. KCTL is one of only 20 youth sports organizations awarded the distinction of Project Play Champion. The Aspen Institute cited our dedication, creativity and mission-driven work providing children living in Brooklyn public housing with access to youth tennis programming.

I write this letter to you deep into the COVID-19 pandemic, which has taken a disproportionate toll on the public housing communities we serve. Dark as these times may appear right now, I am confident that KCTL, our students, volunteers and staff will be here this time next year, stronger than ever and with great progress to share. I thank you from the bottom of my heart for supporting our mission. I could not be prouder of our growing KCTL family who continue to show us what it truly means to care for a community.

Cheers!
David Webley

Executive Director,
Kings County Tennis League

Thanks to you, 2019 was yet another year to celebrate for Kings County Tennis League!

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Michael McCasland arrived on a dilapidated tennis court next to the **Marcy** Playground in **2010** with a cardboard box of second-hand tennis supplies and a desire to bring tennis to the under-resourced kids in his Brooklyn community.

Ten years later, Kings County Tennis League is a thriving 501(c)3 nonprofit organization, propelled by dozens of passionate staff and volunteers who share the sport of tennis with hundreds of kids living in and around six NYCHA developments.

The children in each housing development form a “tennis club” (e.g., Marcy Tennis Club). The six clubs together make up the Kings County Tennis League, which provides **free, tennis-centered programs year-round**, emphasizing fitness, hard work and goal-setting in an inclusive community.

KCTL envisions every child in Brooklyn public housing engaged in healthy exercise and stimulating activities to develop their fullest potential.



INDOOR WINTER

Thanks to the indoor courts at the Activities Resource Center (ARC) within Pratt Institute, KCTL's most dedicated students continued playing through the winter months. Over the eight-week season, students received advanced coaching, participated in competitive match play and enjoyed an advance peek at campus life with a guided tour of Pratt Institute.

SUMMER CORE CURRICULUM

The bedrock of the KCTL Pathway are Summer Saturday mornings, when students, volunteers and Site Leaders gather at their respective home tennis clubs to learn a new skill and then put it into practice through fun and competitive drills. Our students also participate in an off-court discussion led by each site's Educational Coordinator who connects the morning's lesson with a positive character trait they should strive to understand and develop in themselves.

In summer 2019, KCTL launched its first survey assessment to help measure the social and emotional development of our students, before and after each season. Using the evaluation platform, Hello Insight, KCTL programming staff are now able to review data to inform what lesson plans and themes will benefit our students' social and emotional development.

FALL AFTER SCHOOL

KCTL's Fall After School season is offered four days per week and sees more than 30 kids take to the court at Marcy Playground. For many students, this is their first taste of tennis. It's also where our most senior students have the opportunity to serve as volunteers through our Volunteer-in-Training (VIT) program.

Our VITs embrace this leadership opportunity and, with the guidance of staff, demonstrate to younger students the value of responsibility, communication and helping others.

UPSWING

UpSwing is an invitation-only program providing advanced tennis instruction and educational activities for our most committed students. This year, UpSwing expanded to support 42 students who received extra practice time at Fort Greene Tennis Courts on Fridays. With the support of specialized coaching based on age and ability from USPTA accredited coaches, UpSwing students focused on matchplay and strategy to prepare them for increased levels of competition. All UpSwing students engaged in community-building projects and discussions about the range of emotions that need to be managed during a tennis match.

GOGIRLGO!

With support from the Women's Sport Foundation (WSF), KCTL offered GoGirlGo! programming for a second year to our female students on Mondays, Fridays and Saturdays. GoGirlGo! engages girls in regular physical activity and develops positive peer-relationships in an environment that fosters self-respect, self-confidence and positive self-image.

The season wrapped up with inspiring speeches by Vedika Anand (Wagner College Tennis Player) and Alanna Flax-Clark (Para Equestrian training for the 2020 Paralympic Games). Thanks to WSF, students were also treated to a signed copy of Kobe Bryant's book, "Legacy and the Queen."

PEE WEE

We continued our partnership with Brooklyn Kindergarten Society (BKS), running another great season of Pee Wee tennis for more than 50 pre-K students at the BKS centers located at Sumner, Tompkins, and Brevoort Houses. From April through October, KCTL staff and volunteers work with these budding students to develop hand-eye coordination and physical fitness, while affording them a regular opportunity for structured play.





WHY INGERSOLL?

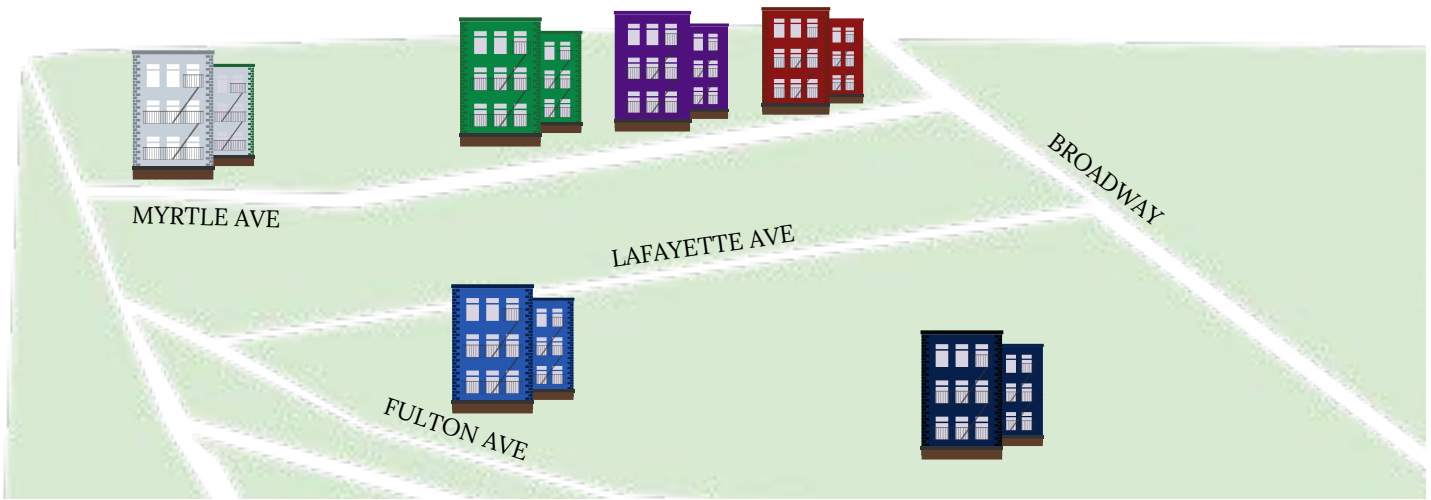
KCTL kicked off 2019 with the establishment of our sixth youth tennis club at Ingersoll Houses in Fort Greene, marking KCTL's first program location beyond our original Bedford-Stuyvesant footprint.

Ingersoll Tennis Club is the first KCTL site with a designated indoor facility at Ingersoll Community Center. With access to a gymnasium and classroom spaces, KCTL can run programming in any weather and provide off-court lessons in an intimate, distraction-free setting.

Ingersoll Tennis Club will also serve students living in neighboring Walt Whitman and Farragut Houses, where more than a thousand children reside.



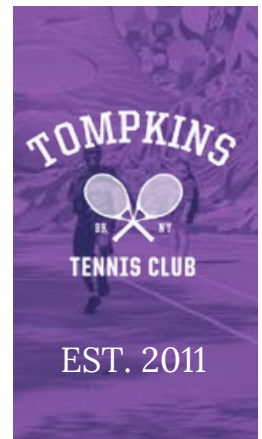
This expansion would not have been possible without the generous support of New York City Council Majority Leader Laurie Cumbo and the Protostar Foundation's Matthew Stevenson Junior Tennis Fund.



One full-size tennis court with a chain-link net.



One 60' court and one 36' youth-sized court.



Multiple pop-up tennis courts on a school playground blacktop.



One 60' tennis court.



Three full-sized tennis courts.



Indoor gym and classroom space for winter program along with basketball courts for outdoor program.





FIELD TRIPS

Throughout the year, students were treated to a variety of field trips including visits to **Scholastic Headquarters**, the **New York Tennis Expo**, **Pratt Institute**, the **Pinball Museum** and the **Brooklyn Botanical Garden**.

The Davis Cup is our mid-season inter-club tournament in which each tennis club represents a country of their choice. This year the national flags of Venezuela, South Africa, Jamaica, France, Puerto Rico and Colombia were displayed around the Marcy Playground, while the resounding echo of country anthems added a touch of international patriotism. **NYS Assemblymember Tremaine Wright** surprised us with a visit and shared a special address during our closing ceremony. Congrats the **Jackie Robinson Tennis Club** for taking home the 2019 Davis Cup!



DAVIS CUP

KCTL is an exemplar of a key aspect of Project Play's framework "Think Small," born through an innovative access to tennis and, in doing so, instilled an important mechanism for children in Brooklyn to
- Tom Farrey, Executive Director, Sports & Society Program



PROJECT PLAY

KCTL was recognized by the **Aspen Institute** as a **2019 Project Play Champion** at their annual summit held in Detroit. As a participating organization, KCTL pledged to make new, meaningful commitments in alignment with the Aspen Institute's 8 Project Play strategies, which were developed to address the declining number of children participating in sports.

52 KCTL students traveled to Lincoln Terrace/Arthur S. Somers Park in East New York, Brooklyn, to compete against Lincoln Terrace tennis students in a USTA Net Generation Community Tournament. Students from both organizations enjoyed the friendly competition and socializing over a pizza lunch afterwards.



CHALLENGE MATCH



JAMBOREE

Students from all six KCTL tennis clubs gathered at **Marcy Playground** for a season-ending Jamboree celebration and tennis tournament. Students enjoyed meeting players from other tennis clubs and cheering for their own club during matches. At the end of the day, Jackie Robinson Tennis Club took home the trophy. Thank you to Restoration Plaza for their tournament support and thank you to the Department of Education, which organized a community bike ride and gave away free bike helmets.

KCTL students enjoyed the **2019 US Open** from beginning to end. On Arthur Ashe Kids Day, the USTA Foundation invited KCTL student, Jonathan, to participate in a tennis skill obstacle course in Arthur Ashe Stadium! On court, KCTL student, **Jayden**, performed the coin toss for the Andrey Rublev vs Matteo Berrettini match and KCTL student, Janelly, did the coin toss for the **Julia Georges vs Donna Vekic** match. KCTL gives a huge thank you to Leah Friedman and the USTA Foundation team for an awe-inspiring two weeks!



US OPEN

partnership with the New York City Housing Authority developments. KCTL's programming has expanded learn both the technical side, as well as the life lessons, of tennis."

Aspen Institute Creator, Project Play



VENUS WILLIAMS

During Arthur Ashe Kids Day, 20 lucky **GoGirlGo!** students met **Venus Williams** and received encouragement for their development on- and off-court.

The Mentorship Program matches **15- to 18-year-old** students with a KCTL volunteer who provides guidance and support to older students as they navigate high school. (Pictured: KCTL Student, Mehki, who was our first Mentorship program participant.)



MENTORSHIP



ZOREA & TAYLOR

STUDENTS

Since their first Summer season at Marcy Tennis Club in 2016, sisters Zorea (right) and Taylor (left) enjoy every opportunity to participate in KCTL programming. Zorea is a lefty and brings a quiet fierceness to her game. Taylor is a favorite amongst volunteers thanks to her strong and witty personality. Off-court, the sisters participate in a computer-coding program, play basketball, and especially enjoy dancing.

"Tennis teaches me to always be respectful, tennis teaches me to not give up and always try my best."

KATELYNN
8 years old

KCTL Student, Summer Tennis Club



KIT

VOLUNTEER

Kit heard about KCTL when he bumped into a group of friends looking for a fourth player at Hudson River Tennis Courts. Turns out, he was hitting with a group of KCTL volunteers and signed up to become an Ingersoll volunteer shortly after. Kit's favorite KCTL events are when different members of the KCTL community come together - like the Davis Cup and Volunteer Play Days.

"I look forward to tennis afternoons. I see myself improving in the game while also having fun. I am meeting new friends, and learning about other cultures."

ANDRE

13 years old

KCTL Student, Jackie Robinson Tennis Club, in his entry for the USTA NJTL Arthur Ashe Essay Contest



AJ

STUDENT

AJ has been a KCTL student since he was 9 years old! A seasoned UpSwing student, AJ has advanced his serve and net game - skills he applied when he competed in a Net Generation tournament against Lincoln Terrace in July. AJ volunteered his time to coach younger students in the Summer session and was proud to see his mentees apply the skills he taught. Off the court, AJ is an Honor Roll high school student with a passion for arts, sciences and reading.



"My friend in the photo with me is Liv. She is my best friend and I am so happy that she loves KCTL too. She is always there for me and we enjoy helping each other with our tennis. KCTL is a great place to make friends and I love it here!"

LILY

11 years old

KCTL Student, Jackie Robinson Tennis Club

EFI

STAFF

Even though Efi did not have prior tennis experience, her roommate convinced her to sign up as a volunteer with KCTL. Eight seasons later, Efi has learned tennis alongside KCTL students and advanced to become a Site Leader. Efi's favorite KCTL moments are the Davis Cup and the Jamboree. She enjoys seeing students learn about themselves at these events, from working through game day jitters to discovering their aptitude to cope with wins and losses.



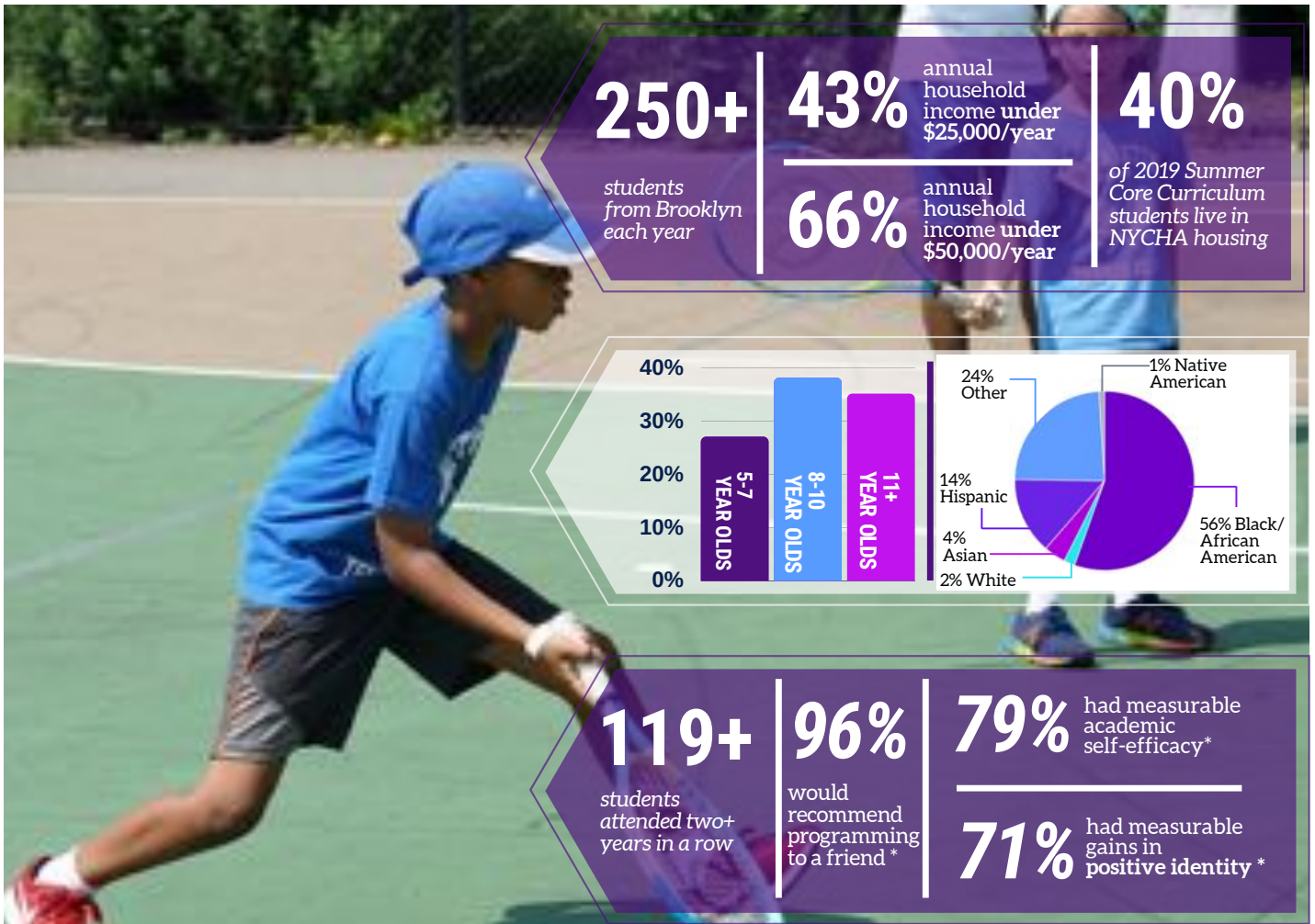
"I want to give a shout out to the KCTL coaches, because they showed me that it's way more fun to rally with my friends than to hit the ball really hard so no one can get it back to me."

ROMAIN

8 years old

KCTL Student, Marcy Tennis Club

OUR STUDENTS



*From Hello Insight survey fielded before and after the 2019 summer.

OUR VOLUNTEERS

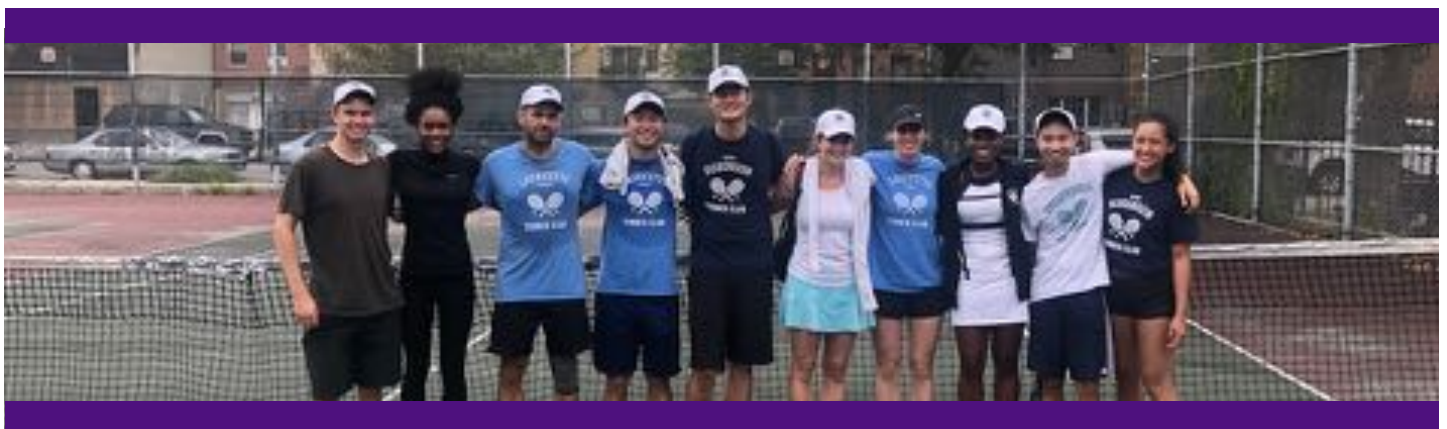
100+ volunteers from all 5 boroughs

29 average age of volunteers

37% are senior executives or business owners

Our volunteers work in the following professions including:

- Athletic training
- Law
- Finance
- Real Estate
- Interior Design
- Commercial Strategy
- Editorial
- Marketing



BOARD

JUNIOR BOARD

Adrian Brune	Jonas Kumpitch	Ameesh Shah
Brian Colton	Michael McCasland	Adam Stolz
Oliva Elee	Shawn Nowicki	Jason Suway
Monika Granata	Shannon O'Sullivan	Karen Tayeh
Leora Keith	John Richmond	Corbin Wong
Nadine Kim	Brian Rosenau	

William Benesh	Caroline Johansen
Evan Cohen	Ammon Kansupada
Caitlin Dealy	Austin Kaplan
Allison Deitchman	Walton Seymour
Devin Devrai	Xander Shepherd
Sarah Gutman	Yanshuo Yang

STAFF

David Webley Executive Director	Vanessa Bornholdt Director of Development	Adam Joyce Program Manager
Mara Mazza Communications Director	Rob Gerstman Program Manager	Jaci Jones Marketing Associate

VISION FOR THE FUTURE

EXPAND

Expand community outreach within our NYCHA developments to ensure that youth with the greatest unmet needs in our community matriculate.

CULTIVATE

Cultivate strategic partnerships with established local providers of tutoring and college prep services.

DEVELOP

Develop a holistic student pathway that cultivates leadership skills and grows the number and variety of on- and off-court opportunities to support the unique interests of each individual student.



THANK YOU We are happy to have your year-round support.



FINANCIALS

REVENUES	FY2017	FY2018	FY2019
Foundation and Corporate Grants	78,955	132,093	117,928
Individual Giving	37,625	46,392	96,226
Events (NET)	24,795	56,925	116,502
MISC.	2,300	1,015	-
TOTAL REVENUES	143,516	236,425	330,656
EXPENSES			
Program Services	69,492	93,968	174,167
Management, Development, General	12,570	30,773	118,186

PARTNERS





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