



# BRINGING TENNIS TO THE KIDS 2017 ANNUAL REPORT



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\*Contact information on back cover.



**“I get to meet new kids and make new friends. I also play tennis outside of class with my mom. We use the big court at Marcy.”**

**Sheiliana B**  
| student |

# MISSION AND VISION

Kings County Tennis League (KCTL) uses tennis as a vehicle for youth development and community building in and around public housing in Brooklyn, New York.

Founded in 2010 by Brooklyn resident Michael McCasland, humbly equipped with a single cardboard box of borrowed tennis supplies, KCTL has evolved into a dynamic 501(c)3 nonprofit organization propelled by dozens of staff and hundreds of volunteers with diverse personal and professional backgrounds. Youth participants ages five through 15 learn tennis and life skills in a fun environment that emphasizes goal-setting, discipline, fitness, and open dialogue in KCTL's year-round programming provided free of charge.

## KCTL's vision is a future in which:

- every child in Brooklyn has regular access to an activity that is healthy, stimulates their personal growth, and exposes them to new concepts, cultures, people, and possibilities.
- KCTL and Brooklyn residents enjoy a relationship built on trust and respect that empowers families to support the development of their children and their community.
- KCTL's approach to "localizing tennis" serves as a replicable, scalable model to engage and mentor youth in low-income communities through non-traditional activities.



# A LETTER FROM US

We are proud to share the remarkable progress made by Kings County Tennis League (KCTL) in 2017. We constructed three new tennis courts at two public housing developments, increased student and volunteer enrollment by 40% and 50% respectively, and extended programming to operate year-round. It's our mission -- using tennis as an instrument for youth development and community building -- that has proven to effectively bring about positive change.

KCTL operates in five housing developments with a student-to-volunteer ratio of 2:1. **We serve close to 200 children ages five to 15.** A 2017 parent survey showed that more than 80% believe KCTL has made their children better students, which demonstrates that their commitment to tennis is having a positive impact on their studies. Student feedback indicated increased self-esteem and self-awareness, areas that are vital for young people's emotional development and future pursuits.

In 2018, we welcome our first Executive Director, David Webley, whose leadership, vision, and tennis acumen will deepen our impact moving forward. By offering age-, ability-, and gender-specific programs, we will further engage and motivate our students to commit to improvement. With the anticipated renovation of the playground at Lafayette Gardens Houses this year, the students at all five sites will be able to hone their skills on physical tennis courts right where they live. With many of the pieces now in place, strategic planning is under way to complement the accessibility to tennis with more academic focused programming.

Thank you for your support. With your help, **KCTL has transformed hundreds of children's lives in the community where they live and play.**

Sincerely,



Michael McCasland  
President



David Webley  
Executive Director



**Michael  
McCasland**



**David  
Webley**

# OUR PLAN MOVING FORWARD

## Lafayette Gardens Renovation

Following court renovations and installations at Marcy, Tompkins, and Sumner Tennis Clubs, KCTL aims to install youth tennis courts at Lafayette Gardens Tennis Club to create a unique training facility for students and the community. Our goal is to build between three to five tennis courts of varying sizes to ensure all students can learn tennis at the same site, regardless of age and ability. This renovation will also allow KCTL to partner with PS 270 and create an after-school tennis and life-skills program for their students in the fall.

## New KCTL Pee Wee Program

In the spring, KCTL will launch its inaugural Pee Wee Tennis Program in partnership with Brooklyn Kindergarten Society (BKS), a preschool that serves children ages two to four in Brooklyn public housing developments. Pee Wee Tennis will specifically offer tennis lessons to four-year-old BKS students at Sumner and Tompkins Tennis Clubs during the school week.

## Deepening our Impact

KCTL intends to continue creating a pathway for our students by offering more age-, ability-, and gender-specific programming this summer. Having renovated three of our five sites and located classroom space within Tompkins Housing Development, KCTL is now in a position to further enrich our summer program and offer our students even more opportunity to develop their character and skills on and off the court.

### We will achieve this in the following ways:

- developing our **Upswing Program** so that it will run at multiple sites during the week and on Saturday afternoons. The Upswing Program will enable up to 60 students to benefit from tennis and fitness sessions to improve technique, introduce strategy and matchplay scenarios, and further their commitment to the sport. Through the Upswing Program, we intend to have our first students compete in USTA-sanctioned tournaments by the end of the year.

- developing our **GoGirlGo! Program** so that it will run at multiple sites during the week and on Saturday afternoons. The female-only sessions will enable up to 60 girls to participate in tennis and life-skills lessons. Our goal is to increase female participation throughout our programming by engaging and empowering our female students.
- introducing the new education focused **ACE Program**. ACE (Academic, Creative, Engagement) has been designed through the USTA and is based largely on Arthur Ashe's beliefs and principles. The ACE Program will combine an on-court tennis curriculum with an off-court session in a classroom setting with emotional development and social awareness as the key elements.
- extending our **Fall After School Program** to both Marcy and Sumner Tennis Clubs. This will allow our younger students to practice on a 60-foot youth-sized tennis court and our older, more advanced students to hone their skills at the full-sized court at Marcy.



# PROGRAMS

## Summer Core Curriculum

Saturday team tennis lessons supplemented by educational discussions remained the foundation of KCTL in 2017 catering to over 150 students. Tennis and life-skills programming operated weekly at five housing developments in Bedford-Stuyvesant—**Marcy, Tompkins, Sumner, Lafayette Gardens, and Brevoort**—from June through September. Each housing development is comprised of a team or tennis club. Notable highlights were the Davis Cup and Jamboree tournaments. For the Davis Cup, each site selects, and learns facts about, a country before competing against all the other sites in a doubles tournament. The Jamboree is an end-of-season celebration for the community at which students compete in a singles tournament.

## GoGirlGo!

KCTL is grateful to have received support from the Women's Sports Foundation to introduce GoGirlGo! on Saturday mornings. The objective of GoGirlGo! is to encourage regular physical activity, and develop and maintain self-respect, self-confidence, and a positive self-image among female students. The first season of GoGirlGo! was a huge success for everyone involved, with high attendance and positive feedback.

## Upswing

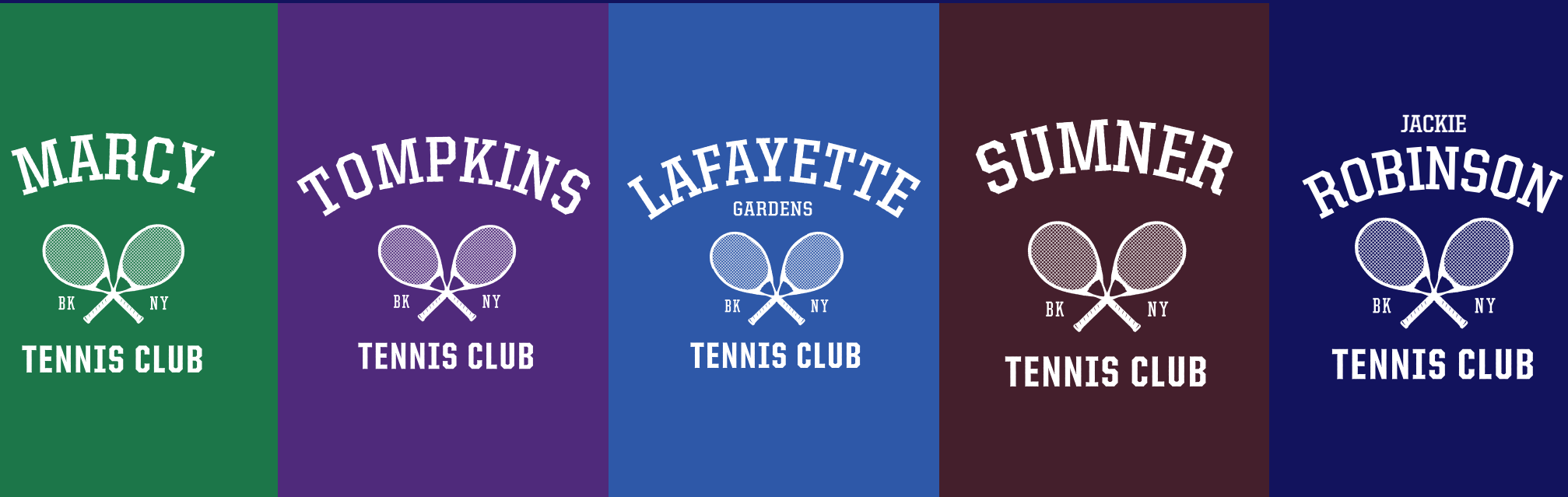
The inaugural season of Upswing gave extra court time to KCTL students who have shown outstanding commitment and a desire to improve their tennis skills. These Tuesday and Thursday classes were held at Marcy and Sumner Tennis Clubs. With the extra court time, students improved dramatically over the summer, developing sound technique combined with learning to navigate themselves around the court in a competitive setting. The success of Upswing was highlighted by our most advanced student being awarded a scholarship into a high-performance junior academy.

## Fall After School Tennis Program

The second Fall Season ran from September through November, four days a week, at Marcy Houses. Sessions combined tennis and fitness with off-court discussions focusing on healthy lifestyle choices. The season concluded with a single-elimination tennis tournament, The Fall Classic.

## Winter Program

The inaugural eight-week Winter Season, based in the Activities Resource Center (ARC) at Pratt Institute in Clinton Hill, Brooklyn, combined an intensive tennis curriculum with visits to unique cultural and professional settings in New York City. The tennis component, segmented by age and skill-level, is based at Pratt Institute from February through April. The program consisted of six tennis sessions and three field trips.



# ACCOMPLISHMENTS

Received USTA Eastern's Member Organization of the Year Award for our "innovative use of tennis as an instrument for youth development and community building in underserved neighborhoods in Brooklyn"

Introduced the Academic Creative Engagement (ACE) Program to support academic achievement, health/wellness and social/emotional skills during the educational portion of each Summer Core class



Implemented the Women's Sports Foundation's GoGirlGo! program to encourage female students to remain active in sports and to strengthen self-esteem

Renovated a cracked and rundown athletic space at Sumner Houses into a youth-sized tennis court



Completed our first full year of year-round programming, which includes the Winter Tennis Program at Pratt Institute, the Summer Core Programming at five public housing developments in Bedford-Stuyvesant, Brooklyn, and the Fall After School Program at Marcy Houses

Installed two youth-sized tennis courts in the courtyard at Tompkins Houses



Facilitated the admission of KCTL student Jonathan Del Rosario to a high-intensity tennis training program at the McCarren Tennis Center

Formed an invitation-only summer weekday program called Upswing: an enrichment program for KCTL's most talented and committed students

# FIELD TRIPS

KCTL periodically enhances students' worldviews through visits to volunteers' workplaces and to intriguing local institutions.

## February 22

Thanks to volunteer Krystal Atwater, Photo Asset Manager at the National Football League (NFL), KCTL students enjoyed an exclusive tour of the NFL offices. Krystal is responsible for telling the story of each Super Bowl location through photos.

## March 11

Students visited BRIC (Brooklyn Information & Culture)'s Dance & Arts Celebration to unleash their inner creativity. Students learned about video art and animation, danced and played games.

## March 25

After weeks of playing tennis in Pratt's ARC building, students were ready to see more of the campus. Pratt student guides led a tour to showcase the institute's programs in architecture, film, engineering, painting, digital media and fashion.

## July 26

Volunteer Giulia Pelliccioni hosted students at her Fort Greene restaurant, LaRina Pastifico & Vino. Participants and their parents enjoyed making their own pasta and exploring its history in Italy.

## August 27

Program Manager David Webley took a group of KCTL students out to the US Open for the USTA's Net Generation Youth Initiative, which is the USTA's youth (ages 5-15) tennis brand "dedicated to welcoming millions of new players to the game by focusing on empowerment, unity, and play."





# KCTL IN THE NEWS

## Kings County Tennis League brings free lessons and a place to play to Brooklyn kids

"After a nearly \$20,000 renovation, the area [at Sumner Houses] has been transformed into a mini court, designed for ages 10 and under, with a new tennis court surface, net and net post. Banners of prominent African-American tennis pros, such as Venus and Serena Williams and Arthur Ashe, also line the fence."

AM NEW YORK



## Brooklyn program serves up tennis, life skills for young athletes at housing projects

"A soft-spoken boy off the court, Xavier transforms into a confident player with quick feet and powerful swings the moment he picks up a racket. 'I needed something to do on the weekends, So I joined tennis,' Xavier said. 'I like getting better.'"

NY DAILY NEWS



## Newly-Renovated Tennis Court Just Opened at the Sumner Houses

"Late last month, Kings County Tennis League dedicated a newly-renovated tennis court at the Sumner Houses. KCTL collaborates with members of city, community boards and other tennis organizations to raise funding for the construction and renovation of courts."

BED STUY BLOG

the  
bed  
stuy  
blog

## Kings County Tennis League Empowers Bed Stuy Kids with Tennis

"While the tennis pros are warming up for the U.S. Open in Flushing, the next generation of world class players may be groomed right now in Bed Stuy with the help of Kings County Tennis League (KCTL), reports amny.com. The Brooklyn-based nonprofit uses tennis as a tool for youth development and community building in underserved neighborhoods all across the borough by transforming abandoned playgrounds into courts."

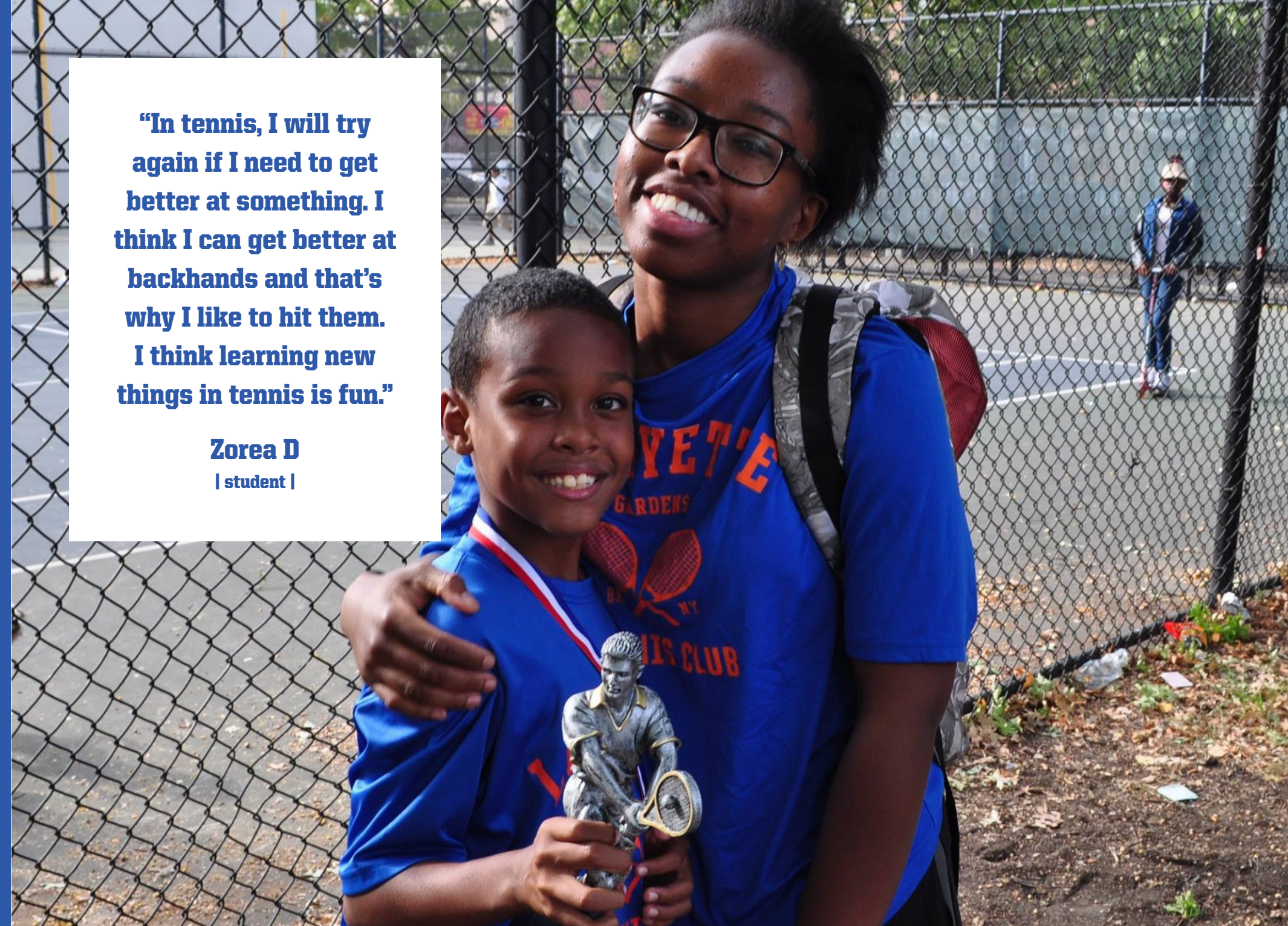
BK READER



**"In tennis, I will try again if I need to get better at something. I think I can get better at backhands and that's why I like to hit them. I think learning new things in tennis is fun."**

**Zorea D**

| student |



# WHO WE SERVE

## The Neighborhood

A closer look at the Bedford-Stuyvesant Community



**6th Highest** in elementary absenteeism.



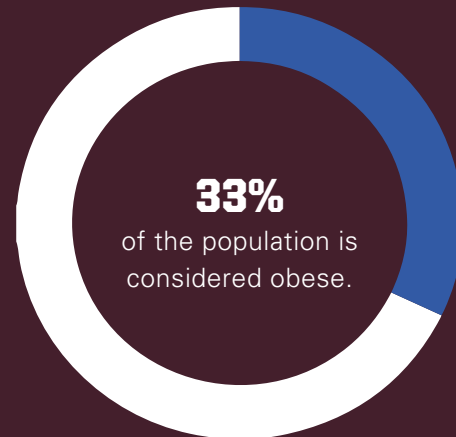
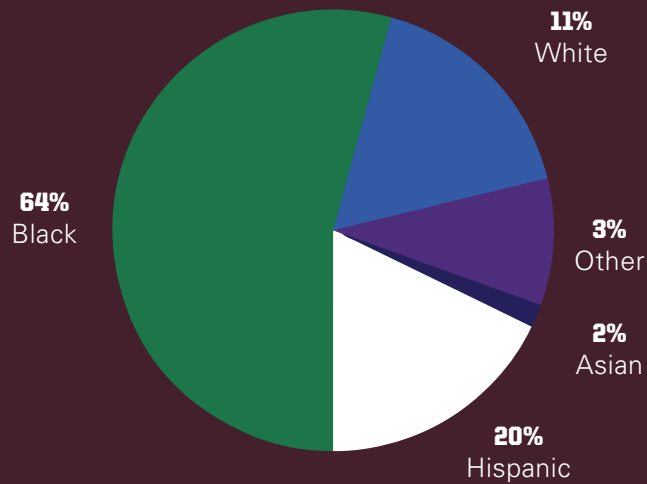
**1 in 5** Adults do not have medical insurance. **1 in 8** goes without medical care.



**1 in 3** Residents live below the Federal poverty line.



Fewer than **1 in 3** adults have college degrees. **1 in 4** has not completed high school.

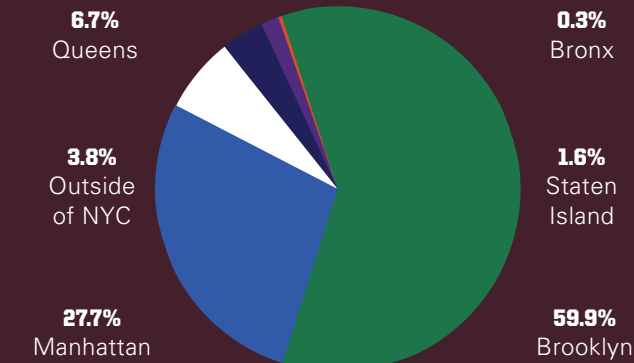


# ABOUT OUR VOLUNTEERS

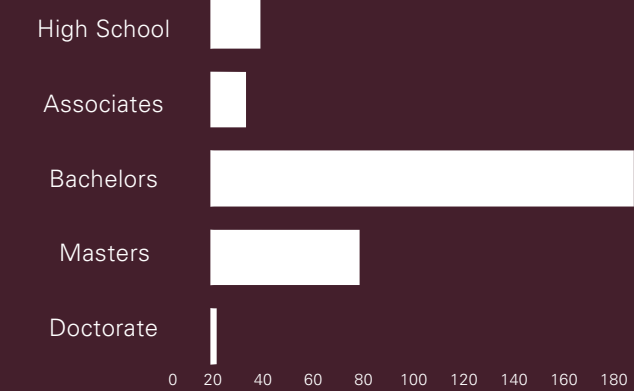
## Our Talented Volunteers

A closer look at our volunteers.

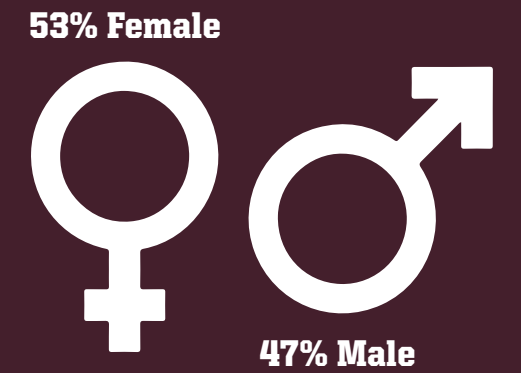
### Residence



### Education



### Gender

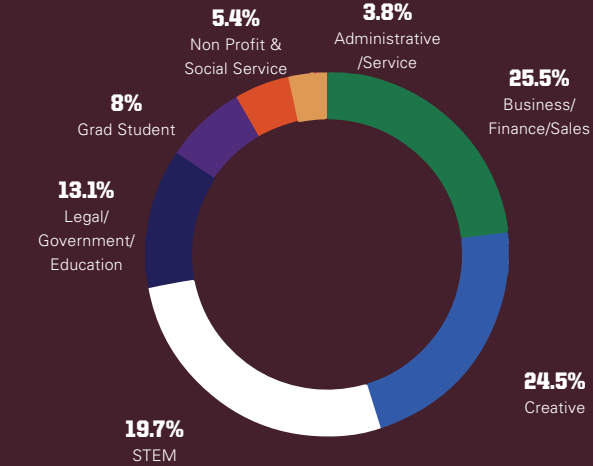


### Age

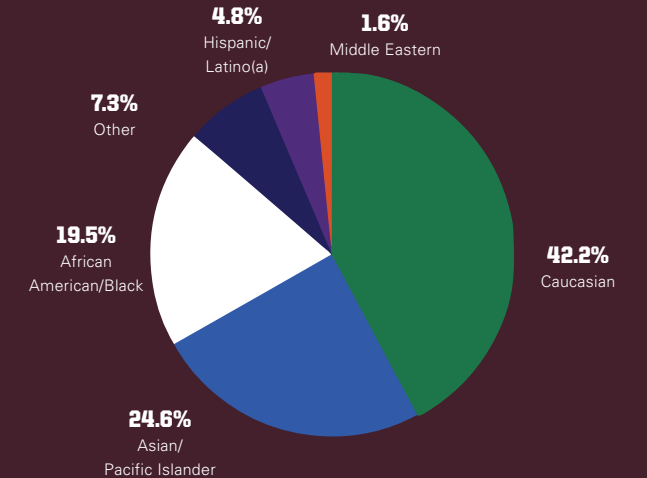
**28** Average Age

**29.6** Median Age

### Profession



### Ethnicity



Source: Community Health Profiles 2015-Brooklyn Community District 3: Bedford-Stuyvesant, by NYC Department of Health

# USTA EASTERN AWARD

Kings County Tennis League was awarded the prestigious 2017 Member Organization of the Year Award by USTA Eastern. KCTL was recognized for “its innovative use of tennis as an instrument for youth development and community building in underserved neighborhoods in Brooklyn.”

While honoring KCTL for this award, USTA Eastern referenced many of the historic feats our organization accomplished in 2017, including but not limited to completing our restoration project of the Sumner Houses Court, creating two youth-sized tennis courts at the Tompkins Houses Courtyard, and finishing our first full year of tennis programming, which includes fall, winter, and summer seasons. This was all completed while continuing to effectively serve the over 150 students in Bedford Stuyvesant that participate in our programming.

**“I have found it to be a very nurturing environment that focuses on my children’s strengths. We truly appreciate the energy and focus of the volunteers who are always pleasant and kind.”**

**Maxine M**  
| parent |

**“KCTL is helping our kids to develop their skills physically, mentally, and morally. I never had the opportunity as a child to learn how to play tennis, so I’m very happy that KCTL has given our son the chance.”**

**Gloria D**  
| parent |



# DONORS

## U.S. Open Circle (\$10,000 and up)

Beth and Marty Deitchman  
New York City Council  
USTA Eastern

## Wimbledon Circle (\$5,000 - \$9,999)

Martin Mann  
Jennifer and Malcolm Nolen  
Priscilla Alexander Foundation  
Three Swallows Foundation  
USTA National

## French Open Circle (\$1,000 - \$4,999)

David Abrams  
Ammerro Asset Management  
Tauba Auerbach  
Citizens Committee of New York  
Drew Clary  
The Cline Foundation  
Dharia Family Foundation  
Allison and Tom Franco  
Junior Tennis Foundation  
Helena Lee and Richard Klapper  
Louis Cappelli Family Trust  
McCasland Family Living Trust

Michael McCasland  
Jonas Kumpitch  
Monika Granata  
Ankeet Kansupada  
Lauren Kansupada  
Morgan Stanley  
Network for Good  
Shawn Nowicki  
Stacey-Ann Pearson  
George Richmond  
John Richmond  
Anne Rollett  
Brian Rosenau  
Ameesh Shah  
Adam Stolz  
USTA Serves  
Women's Sports Foundation  
Corbin Wong

## Australian Open Circle (\$500 - \$999)

Clinton Alford  
Alexandra Alger  
Sheila Baltzell  
Matthew Breen  
City Parks Foundation  
Drew Mcghee and Peter Davidson  
John Ervasti

Michelle Ewan  
Hattie and Raj Jugagir  
Noah Love  
Carol Mann  
Edward Martinez  
Charlotte Ording  
Peller Family Foundation  
Flavio Pelliccioni  
Leroy Rogers  
Robert Rosenau  
Karen Tayeh  
USTA Metro  
Richard Webley  
Your Conference Connection

## Tournament Circle (\$1 - \$499)

Countless Individual Donors

**"I like tennis because it is a game of cunning. You have to find out your opponent's techniques. Tennis is a game of knowledge."**

**Alexander L**  
| student |



# BOARD & STAFF

## Board of Directors

Michael McCasland, President  
Adam Stolz, Chair  
Anne Rollett, Vice President  
Jonas Kumpitch, Treasurer  
Brian Rosenau, Secretary  
Sherwin Bobb  
Drew Clary  
Olivia Elee  
Adam Gantt  
Monika Granata  
Ankeet Kansupada  
Lauren Kansupada  
Shawn Nowicki  
Stacey-Ann Pearson  
John Richmond  
Ameesh Shah  
Jason Suway  
Corbin Wong

## Junior Board

Ross Goldberg, Chair  
Ammon Kansupada, Chair  
William Benesh  
Austin Caplan  
Evan Cohen

Caitlin Dealy  
Devin Devrai  
Ali Dietchman  
Natalie Eller  
Alexander Hunter  
Caroline Johansen  
Jennifer Kern  
Laurence Pevsner  
Eric Rashi  
Xander Shepherd  
Kara Shoemaker  
Leonardo Vasquez  
Jerald Watson  
Bri Winters

## Year-Round Staff

David Webley, Executive Director\*  
Rob Gerstman, Program Manager\*  
Lauren McGrath, Marketing Director  
Tyler Miller, Marketing Associate

\*New for 2018



**“Teaching with KCTL has been my pleasure and privilege. I learned so much from the students, staff, volunteers, and families. Lots of fond memories were made teaching in the inaugural seasons of the Upswing and GoGirlGo! programs and these were just the beginning of a long journey together.”**

**Rob Gerstman**  
| 2017 Marcy Site Leader |

# FINANCIALS

## STATEMENT OF FINANCIAL POSITION

Assets	12/31/2015	12/31/2016	12/31/2017
Current Assets			
Cash	\$42,122	\$57,589	\$118,543
Inventory & Supplies	\$700	\$700	\$700
<b>Total Current Assets</b>	<b>\$42,822</b>	<b>\$58,289</b>	<b>\$119,243</b>
Property, Plant & Equipment			
Equipment	\$4,500	\$5,500	\$6,000
<b>Total Net PPE</b>	<b>\$4,500</b>	<b>\$5,500</b>	<b>\$6,000</b>
<b>Total Assets</b>	<b>\$47,322</b>	<b>\$63,789</b>	<b>\$125,243</b>

Assets by Fund	12/31/2015	12/31/2016	12/31/2017
General Fund-Unrestricted	\$42,122	\$57,589	\$118,543
Court Renovation Fund	\$ -	\$ -	\$ -
Other Assets	\$5,200	\$6,200	\$6,700
<b>Total Assets</b>	<b>\$47,322</b>	<b>\$63,789</b>	<b>\$125,243</b>

# FINANCIALS

## STATEMENT OF ACTIVITIES

Changes in Unrestricted Net Assets	12/31/2015 (Actual)	12/31/2016 (Actual)	12/31/2017 (Actual)
Revenues & Gains			
Grants	\$7,450	\$24,150	\$48,100
Contributions			
Individuals	\$28,753	\$43,938	\$46,968
Events (Net of Expenses)	\$13,107	\$6,980	\$22,707
Corporate	\$ -	\$5,131	\$8,780
Family Foundations	\$ -	\$ -	\$5,500
Product Revenue	\$ -	\$ -	\$1,250
All other	\$(32)	\$(118)	\$635
<b>Total Unrestricted Revenues &amp; Gains</b>	<b>\$49,279</b>	<b>\$80,081</b>	<b>\$133,941</b>
Expenses			
Program Services	\$33,589	\$45,355	\$59,917
Management, Development, General	\$14,919	\$18,259	\$12,570
<b>Total Expenses</b>	<b>\$48,508</b>	<b>\$63,614</b>	<b>\$72,487</b>
<b>Change in Unrestricted Net Assets</b>	<b>\$771</b>	<b>\$16,467</b>	<b>\$61,454</b>

Changes in Restricted Net Assets	12/31/2015 (Actual)	12/31/2016 (Actual)	12/31/2017 (Actual)
<b>Temporarily Restricted</b>			
Grants and Contributions	\$ -	\$ -	\$9,575
Net Assets Released from Restrictions for Operations and Capital Purchases	\$ -	\$ -	\$(9,575)
<b>Change in Temporarily Restricted Net Assets</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Permanently Restricted</b>			
None			
<b>CHANGES IN NET ASSETS</b>	<b>\$771</b>	<b>\$16,467</b>	<b>\$61,454</b>
<b>Changes in Net Assets</b>	<b>12/31/2015 (Actual)</b>	<b>12/31/2016 (Actual)</b>	<b>12/31/2017 (Actual)</b>
Net Assets - Beginning of Period	\$46,551	\$47,322	\$63,789
Net Assets - End of Period	\$47,322	\$63,789	\$125,243

# CONTACT US



@kingscountytennisleague



@kctennisleague



@kctennisleague

## **Kings County Tennis League**

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Brooklyn, NY 11238

[www.kingscountytennisleague.org](http://www.kingscountytennisleague.org) | [contact@kingscountytennisleague.org](mailto:contact@kingscountytennisleague.org)

Team T-Shirts  
\$10 donation

