



# 2014 MOMENTUM

2014 Annual Report

**INNERCITYTENNIS**  
© REED SWEATT FAMILY TENNIS CENTER

# InnerCity Tennis PROGRAMS AT A GLANCE

Our **SUPER SATURDAYS** program, including *Kidspeed*<sup>®</sup> (ICT's signature curriculum that encompasses dynamic physical activity), is open to the public weekly, utilizing our entire 11-court facility and engaging an average of 250 children ages 3 to 18.

## COMMUNITY OUTREACH

brings our nationally recognized *Kidspeed* and tennis fundamentals curriculum on the road to Head Starts, elementary schools, a K-8 school and a Native American charter school.

## ACADEMIC CREATIVE ENGAGEMENT

(ACE) is a nationally accredited math, literacy and social/emotional wellness curriculum developed by National Junior Tennis & Learning for students in grades 3 to 5.

**CITIES ACADEMY** is a holistic high-performance tennis, education and life skills program (local and non-boarding) led by Nick Bollettieri's friend and former colleague John Wheaton. Mentor-coaches help student-athletes strive to develop personal character, learn essential life skills and aspire to make a difference in their world.

**SUMMER TENNIS IN THE PARKS**, our original program, is delivered in 23 Minneapolis parks and employs youth coaches to teach tennis fundamentals to approximately 1,000 youth ages 4 to 17 each summer.



# MISSION

InnerCity Tennis Foundation's (ICT's) mission is to develop and unleash the potential of youth, on and off the tennis court, by engaging a supportive community.

## *What makes InnerCity Tennis so special?*

As a youth development organization, our love of kids, a strong sense of community, and our commitment to creatively address the needs of under-resourced youth, are at the heart of our unique programs. In 2014, ICT continued our positive momentum in serving youth through our terrific volunteers, our financial supporters, and the players at Reed Sweatt Family Tennis Center who support our programming by renting courts and participating in our tennis drills, leagues and tournaments. We engage a broad community to support young people by providing them with access to innovative academic programming, mentoring through positive coaching, leadership development skills, and healthy physical exercise and nutrition.



## FROM THE CHAIR OF THE BOARD

Thanks to each of you who have supported InnerCity Tennis in 2014 and over the years. Your commitment and dedication to our youth development mission and programming has enabled our organization to continue to generate momentum, which is accelerating. We launched our *Raise the Roof, Close the Gap* Campaign to renovate the aging Reed Sweatt Family Tennis Center, expand our programming, and create an environment where youth make InnerCity Tennis their after-school place of preference to do homework, play tennis and interact with others. We continued to expand and improve staff in 2014 with the addition of John Wheaton as Associate Director and head of tennis programming, Song Thao as ACE Education Manager, and Omar Warfa as Volunteer Coordinator. Along with veteran staff, including Program Director Paul Vang, Communication Director Brady Schmidt and Program Manager Dilcia Pederson, and hundreds of volunteers, ICT excelled in delivering unique programming to Minneapolis youth.

This past year we continued to expand programming as we attempt to stay connected for a longer period of time with the children we serve. ICT introduced the Academic Creative Engagement (ACE) curriculum linking tennis and education for students in grades three through five. Delivering the ACE program has propelled our work forward significantly as we seek to play an additive role in addressing the achievement gap in Minneapolis. In addition, we launched Cities Academy with John Wheaton as its director. Cities Academy, serving youth in the middle- and high-school grades, provides unique programming that develops life skills, perseverance, character and high-performance expectations in school, on the tennis court and in serving others in the community.

We strive to engage youth in a continuous programming pathway from our well-regarded *Kidspeed*® program starting at ages 3 through 7, on to the ACE program geared to ages 8 to 10, and finally to Cities Academy through the high school years, within a safe and supportive environment. Our aim is to create expectations of achievement by developing key values and life skills in order to unleash the potential of each young person.

On behalf of the Board of Directors, staff and hundreds of volunteers who serve our youth, thank you for your support of InnerCity Tennis Foundation.

Sincerely,



Robert W. Oberrender



**7** CORE  
VALUES:

**teamwork**

**responsibility service**

**perseverance**

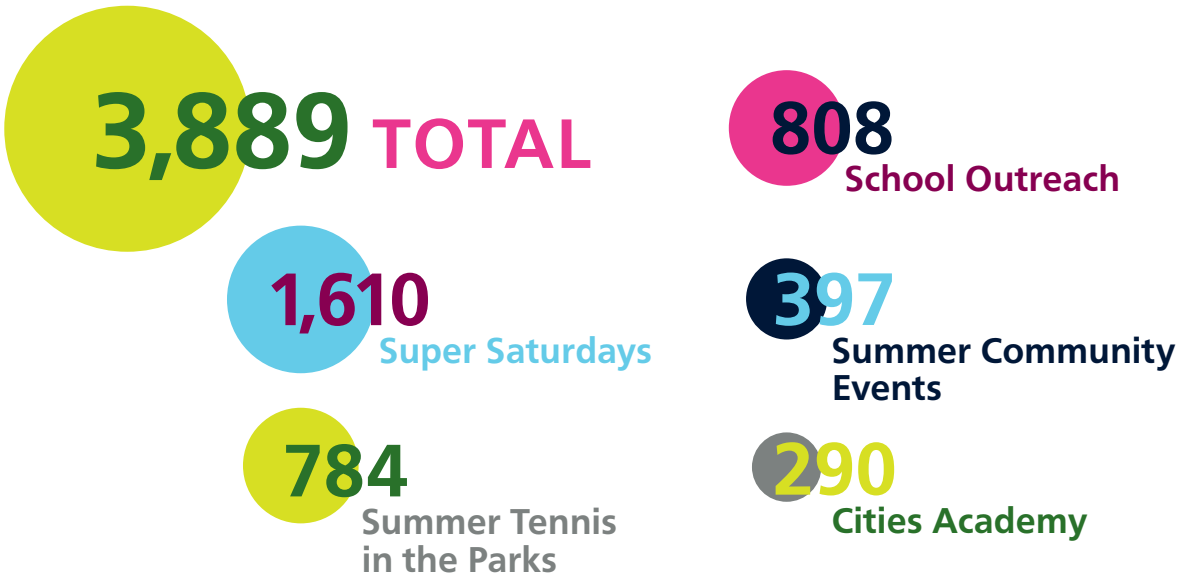
**integrity respect**

**enthusiasm**

# BY THE NUMBERS



## NUMBER OF CHILDREN & YOUTH SERVED

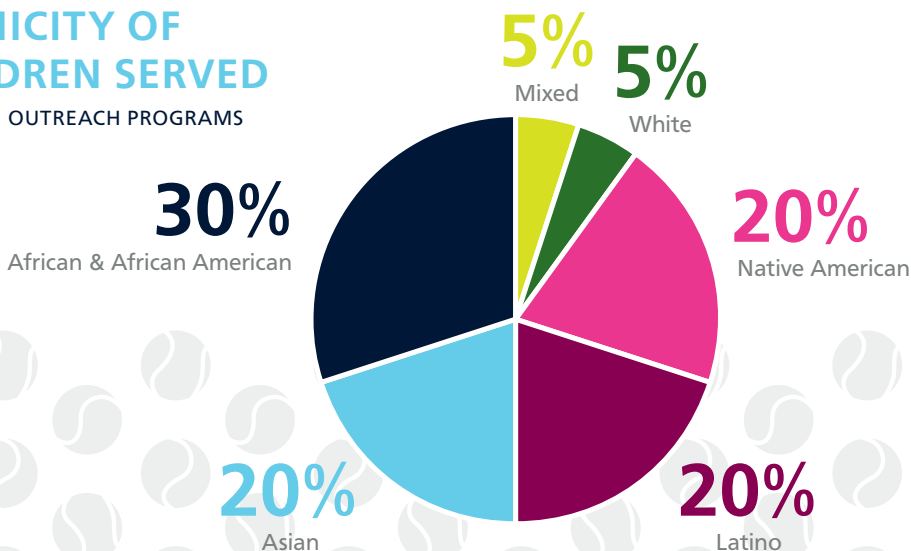


MORE THAN  
**1,000,000,000**  
STEPS taken by all children in 2014!

**500**  
SCHOLARSHIPS provided

## ETHNICITY OF CHILDREN SERVED

THROUGH OUTREACH PROGRAMS



## ICT ACROSS THE CITY

23 PARKS

24 SUPER SATURDAYS

9 SCHOOLS

12 SPECIAL EVENT SITES

 Reed Sweatt Family Tennis Center

 2014 Park Locations

 2014–2015 School Year Locations

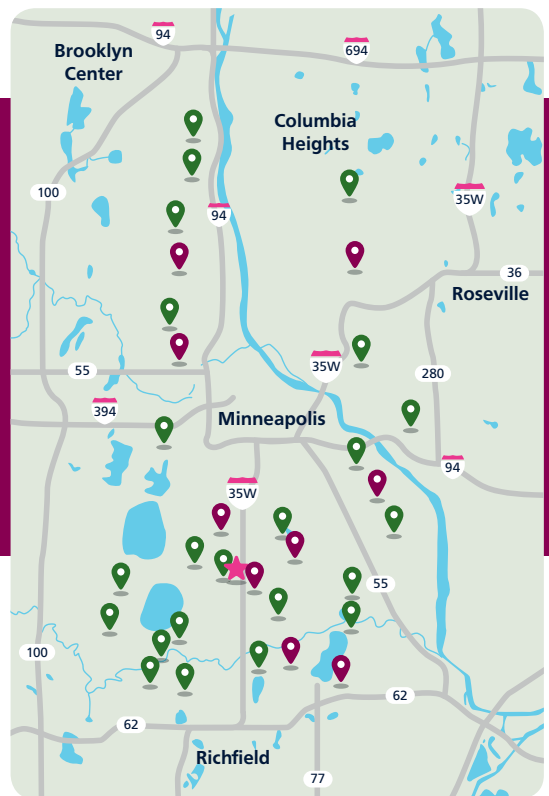


### Exercise = Bigger, Faster Brains!

We know that stress damages child brain development. **Exercise reduces stress** by placing the brain into homeostasis and contributing to the balance of the body's chemistry, electrical system and organs.

**Exercise improves a child's ability to learn.** In a 2007 study, German researchers found that after exercise, people learned vocabulary words 20% faster than they did before they exercised.

**Exercise helps creativity.** A 2007 experiment found that a 35-minute treadmill session at 60–70% of maximum heart rate improves cognitive flexibility, which is the ability of the brain to shift thinking and produce creative, original thoughts.



### WHY WE'RE HERE

Fewer than half of children ages 6 to 11 meet the U.S. Surgeon General's recommendation for engaging in at least 60 minutes of moderate physical activity most days of the week. Overall, the dominant model in American sports lacks a commitment to inclusion and is shaped largely by economic circumstances. ICT helps even the playing field by offering scholarships and programs at no charge.

Aspen Institute's recent report "Project Play: Reimagining Youth Sports in America"

# 2014 HIGHLIGHTS

InnerCity Tennis is continuously seeking to expand programming to develop our youth, on and off the tennis court. We offer a continual pathway for the youth we serve from as young as three until the time they graduate high school. Our youngest begins with our signature curriculum, *Kidspeed*, in our Super Saturdays program. From there they can participate in our tennis fundamentals and ACE programs through the middle school years. At the high school level, they can participate in our newly developed program, Cities Academy. All ages can get involved in our Summer Tennis in the Parks and ICT provides numerous outreach programs at various schools throughout Minneapolis. Our programs provide opportunities to develop the whole child by integrating physical activity, education, and health and wellness at no charge or low cost.

## Summer Tennis in the Parks: A love for tennis comes full circle to employment and service



Since the 1950s, ICT has been teaching the fundamentals of tennis to youth in Minneapolis parks. In 2014, ICT delivered our original program in 23 parks across the city, hiring a cadre of 50 youth coaches including many who grew up learning tennis at ICT! Over the last six decades, ICT's Summer Tennis program has engaged at least 75,000 youth in learning the life-long sport of tennis. Today, ICT is

proud to employ five staff who learned tennis with us, including three who are USPTA teaching professionals.

In 2014, we also welcomed Brownell Mack III, as well as several other individuals, to ICT's Board of Directors. Brownell, who was an Assistant Commissioner for the Minnesota Department of Human Services, first learned tennis at ICT in Powderhorn Park. Brownell brings a poignant and critical perspective on early childhood development and the transformational opportunity of tennis to develop resilience, perseverance and grit.

**"Looking back, I can see that tennis has given me much more than a sport I can play for the rest of my life. My early involvement in tennis set a foundation for a positive and healthy future. It instilled many qualities — perseverance, self-confidence and discipline, to name a few — that have been essential to anything I accomplished as an adult. Now that my children have begun to play, I appreciate how tennis is helping them thrive as well. I am grateful for opportunities to introduce the game to others, particularly those who do not have ready access to it."**



— Brownell Mack III  
(pictured here with his family)



Summer Tennis in the Parks Coaches

## Tennis and Education: Serving Up an ACE

ICT is part of a national network of similar organizations supported by the USTA Foundation which are dedicated to a common objective: tying tennis and educational opportunities together as a vehicle for serving under-resourced youth to help them achieve their ambitions and goals. ICT is ranked as a “4-Star” chapter of National Junior Tennis & Learning (NJTL) and in 2014 we began delivering the Academic Creative Engagement (ACE) curriculum created by NJTL.

ACE is a nationally accredited math/literacy and health curriculum geared toward third through fifth graders. ICT hired a full-time coordinator to launch ACE at Richard A. Green Central School in the winter/spring semester, serving approximately 40 students. By the fall of 2014, ICT had partnered with Minneapolis Community Education to deliver ACE in three out-of-school sites serving diverse elementary students. We worked with Hmong International Academy, Lyndale and Bancroft elementary schools, as well as Bdote Learning Center. The USTA Foundation, which oversees the NJTL programming, has collaborated with the University of North Carolina at Greensboro to conduct an early-stage evaluation of ACE, which showed student gains in math and literacy scores. ICT’s ACE Coordinator Song Thao brings skills as an educator, artist and tennis professional to uniquely adapting ACE with an artistic bent.

We were able to do this important work with generous support directed for this program from the USTA Foundation, the C. Charles Jackson Foundation, the Sheltering Arms Foundation, the Sarah Sweatt Fund, the USPTA Foundation, Coca-Cola, and the Messerli & Kramer Foundation.

*(ACE highlights continue on page 6.)*

**ACE Pilot results demonstrated that ACE had a statistically significant positive impact on participants’ behavior and attitudes toward learning literature and geometry.**

**ACE National Research Results from Greensboro, N.C.**



ACE Participants

## 2014 HIGHLIGHTS *(continued)*

### Bdote Learning Center

“The program teaches kids teamwork and good sportsmanship, and most importantly it raises self-esteem. The coaches are encouraging but also hold the kids accountable for their behavior.”

— Gay Bicking, Bdote teacher

these children. We look forward to deepening this partnership.

In October, ICT launched a partnership with Bdote Learning Center, a new Dakota/Ojibwe language immersion charter school in south Minneapolis for children in grades K–4. On Fridays, ICT’s Community Outreach team delivered the ACE curriculum for grades 2–4, integrated with tennis instruction. As the sole provider of physical education programming, ICT filled a vital role for



### Cities Academy

In the interest of extending the time in which we interact with the youth we serve, and in strengthening the programming of InnerCity Tennis, ICT launched Cities

Academy in 2014 under the direction of educator and tennis coach John Wheaton. With both full- and part-time USPTA teaching professionals, Cities Academy builds on ICT’s core program values to create a culture of striving for excellence on the court, in the classroom and in the community. Our goal is to provide a supportive environment for youth to develop to their fullest potential, whether it be through high-performance training, academic enrichment or just enjoying being with peers having fun.

“Not only does Cities Academy continue to advance my daughter as a national competitive junior player, they are advancing her with defining her values and character that will take her so far in life. Cities Academy is teaching my child the lessons of becoming a champion on and off the court.”

— Julie Lindbloom, parent of a daughter in Cities Academy



## Collaborating and Engaging the Community

ICT successfully completed extensive negotiations with the Minneapolis Park and Recreation Board (MPRB) resulting in a new 20-year lease for ICT in Rev. Dr. Martin Luther King, Jr. Memorial Park. Due to our need to make capital improvements to the property, ICT also participated in MPRB's formal community engagement process to review our potential project. A Community Advisory Council comprised of 18 diverse community representatives reviewed and discussed our plans in detail.

The result of this collaboration and teamwork is a new long-term lease, a re-invigorated partnership with the MPRB, as well as many neighborhood organizations, and a bright future for youth.



## Continuing to Strive for Excellence

As part of our continuing multi-year evolution, ICT is honored to have been selected as a participant in a USTA Foundation-funded three-year "capacity-building" project. The goal of this project is to make the 28 selected NJTL organizations more sustainable and position them to grow their programs to assist underserved youth through engaging a team of consultants in organizational development. ICT's Board and staff are engaged in this project to learn best practices in fundraising, organizational strategic planning, and creating a framework for growth and organizational development and training.



ICT also was honored to be selected as the recipient of two prestigious awards. The USTA Northern Section, our home section and one of ICT's closest collaborators, chose ICT as its *2014 Member Organization of the Year*. The national Tennis Industry Association selected ICT as the *2014 Community Tennis Association of the Year*.



## A Perfect Gala

Our 2014 annual gala, *A Perfect Match*, held at Target Field, was a stunning success, with a 40% increase in attendees and a 20% increase in revenue raised.

- 458 guests
- \$82,000 raised to support programs
- \$45,000 raised to support *Raise the Roof, Close the Gap*



# RAISE THE ROOF, CLOSE THE GAP CAMPAIGN

As a social enterprise, ICT delivers innovative youth programming in Minneapolis, partially funded through cash flow generated from our tennis facility, the Reed Sweatt Family Tennis Center. With our domes over 20 years old, the Board decided to move

forward to raise money to not only replace the domes and improve the tennis center, but to also expand programming and create a 21st century classroom. Through the initial phase of our *Raise the Roof, Close the Gap* Campaign we successfully raised \$1.2 million of our \$2.2 million target. With the installation of air conditioning to expand our programming capabilities in the summer, as well as other improvements, renovating our facility is critical to ICT's ability to effectively contribute to our youth development mission. The final phase of our campaign will fund expansion of our ACE and Cities Academy programs and complete the renovations of the common areas of the tennis center. We appreciate your support and continued efforts to complete our campaign.

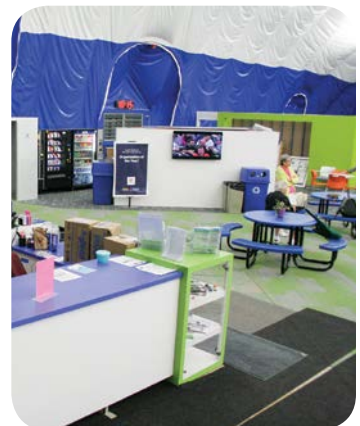
GOAL —————  
**\$2.2 MILLION**

*Help us reach our goal!*

12/31/14 —————  
**\$1.2 MILLION**



Facilities & Real Estate Volunteer Team



Renovated welcome area

# FINANCIAL REPORT

<i>Fiscal year ended December 31,</i>	<b>2014</b>	<b>2013</b>
Income*	\$2,876,383	\$1,830,055
Expenses	1,841,783	1,693,267
<b>Income Less Expenses</b>	<b>\$1,034,600</b>	<b>\$136,788</b>

## Consolidated Balance Sheet

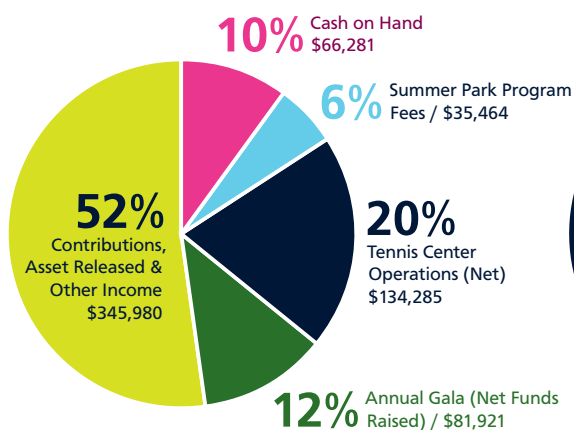
Current Assets	\$640,625	\$440,346
Property and Equipment	1,759,611	561,158
Other Assets	618,045	562,374
<b>Total Assets</b>	<b>\$3,018,281</b>	<b>\$1,563,878</b>
Current Liabilities	\$241,126	\$221,323
Long-term Liabilities	400,000	–
Net Assets	2,377,155	1,342,555
<b>Total Liabilities and Net Assets</b>	<b>\$3,018,281</b>	<b>\$1,563,878</b>

## Cash Statement

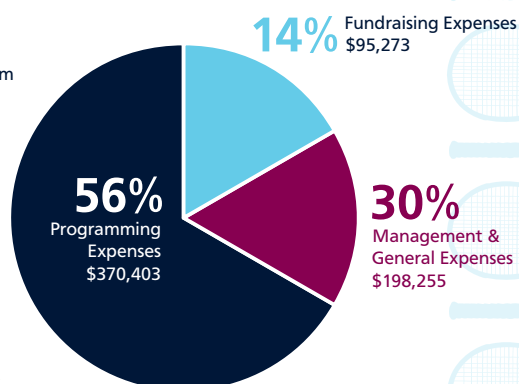
Cash at January 1	\$301,378	\$245,538
Cash at December 31	\$490,470	\$301,378

\*Includes Raise the Roof, Close the Gap Campaign revenues.

## 2014 ICT ANNUAL OPERATING ACTIVITY



### SOURCES OF CASH



### USES OF CASH

# 2014 RAISE THE ROOF, CLOSE THE GAP CAMPAIGN CONTRIBUTORS

## \$250,000+

Barbara & Skip Gage\*  
Carlson Family  
Foundation\*

## \$50,000– \$249,999

Best Buy Foundation  
Ron & Joan Cornwell  
Robert & Jane  
Oberrender\*  
Pohlad Family  
Foundation  
U.S. Bancorp  
Foundation  
Whelock Whitney &  
Kathleen Blatz\*

## \$25,000–\$49,999

The Puzak Family  
Wayne Rice  
Wells Fargo Foundation  
USTA Foundation

## \$10,000–\$24,999

Julia Dayton  
Glen & Marilyn Nelson  
Jann Ozello &  
John Wilcox\*  
David Sommer Fund  
at The Minneapolis  
Foundation  
USTA Northern  
Foundation

## \$2,000–\$9,999

Associated  
Anesthesiologists  
(Deniz Perese\*)  
Bank of America  
Martha Baxter  
Ralph Beha\*  
2014 Clay Court  
Tournament  
James Cote  
Sherry Ann &  
Ned Dayton\*  
Amber & Ryan Ellingson  
Rick & Karen Evans\*  
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Hubbard Broadcasting  
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Richard & Jackie  
Lindstrom\*

Kathleen F. & David W.  
MacLennan Fund  
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Todd Otis\*  
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K. Joyce Anderson  
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# 2014 CONTRIBUTORS



## \$15,000+

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General Mills Foundation  
Pohlad Family Foundation  
Gage Family Foundation\*  
C.H. Robinson Company  
UnitedHealth Group\*  
USTA Foundation – Serving Up Dreams

## \$5,000–\$14,999

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Gage Group\*  
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The Minneapolis Foundation in honor of Sima Griffith  
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Target  
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Thrivent Financial  
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U.S. Bank  
Harold W. Sweatt Foundation

USPTA Foundation  
USTA Northern Foundation  
Lori & Chris Van Holmes\*  
Victoria & Henry Viele Family Foundation  
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WMN Foundation\*  
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Tom Worthington

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Lesley Crosby  
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Earl & Jackie Darst  
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Charlotte DePew  
Yulia Detrick  
William Dickey  
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Steve DiFiore  
Joe Dixon  
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Sarah Doerr  
Valerie Doherty  
Bo & Nicholas Dolphin  
Jock & Sara Donaldson  
Diane Drake  
Sue & Dave Draxler  
Janet & Reginald Dunlap  
Kristen Edsall  
Eric Enge  
Katie Engelby  
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Marti Estey  
Aaron Faber  
Steve & Connie Faber\*  
Zosia Rue Falbo  
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Lynn Louise Fleming

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ICT's volunteers are indispensable to our organization. From our ability to deliver effective, innovative and engaging youth programming with only four full-time staff, to our committee and Board members who help us solve issues relative to marketing, contract negotiations, real estate construction, human resources, financial and other matters, we rely heavily on our volunteers. Our volunteers range in age from 10 to 92, devoting anywhere from one hour per week to hundreds of hours over the course of the year. We extend a heartfelt thanks to our dedicated and passionate volunteers.



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