

# AYTEF IMPACT REPORT



2024

“Leveraging sport as a powerful tool for empowering young people and transforming communities.”



# AYTEF



## Executive Summary

- **Executive Director, Kirsten Robles**

2024 was a transformative year, marked by growth, resilience, and strategic change. We deepened community engagement, expanded partnerships, and restructured our infrastructure for long-term sustainability. Prioritizing operational excellence, we strengthened administrative capacity, grew our team, and tackled year one of our strategic plan with adaptability.

Leadership transitions shaped our evolution, including onboarding a new board president and leadership team while bidding farewell to a key staff member. Despite changes, we advanced our mission—expanding our budget, launching new initiatives, and implementing innovative solutions. Challenges became learning opportunities, refining our strategies and strengthening our resilience. These efforts laid a strong foundation for continued impact in 2025 and beyond.

We are deeply grateful to our donors, partners, and supporters whose generosity fuels our work. Your belief in our mission makes this progress possible—thank you!

## Parent Testimonial

*As a single mother of four, three of whom are on the autism spectrum, finding an affordable, inclusive sports program has been a challenge—until we found AYTEF. From day one, they welcomed my son with open arms. When he started in fourth grade, he had never played sports, struggled socially, and faced developmental delays. Through patient coaching, academic support, and enrichment programs, he not only learned tennis but also essential life skills—like tying his shoes during a dedicated session. The unwavering support, flexibility, and dedication of the AYTEF team have given him confidence, structure, and a sense of belonging. The impact on our lives is immeasurable, and for that, I am forever grateful.*

# Who We Are



## SBYD

### AYTEF is a Sports-Based Youth Development Nonprofit Organization

AYTEF curriculum follows sports-based youth development best practices, utilizing tennis as a transformative tool to foster holistic growth in under-resourced youth. Through comprehensive tennis programs, AYTEF instills life skills, character development, and educational support, aiming to create a positive environment where participants enhance physical fitness, sportsmanship, teamwork, discipline, resilience, and leadership.

## NJTL

### AYTEF is part of the USTA Foundation National Junior Tennis & Learning Network

The National Junior Tennis and Learning (NJTL) network, rooted in the visionary leadership of tennis legend Arthur Ashe, was founded by the USTA Foundation to bring tennis and education to underserved communities. Ashe's vision emphasized using tennis as a means to empower youth, particularly those facing socio-economic challenges, fostering inclusivity and personal growth. The USTA Foundation's support of NJTLs aligns with this vision, aiming to make tennis and its associated benefits accessible to all, irrespective of background, and creating a lasting impact on the lives of young individuals.

## MISSION

AYTEF aims to **ENRICH** the lives of under-resourced youth through tennis and education.

## VISION

We **SERVE** through sport so that our youth can **ACHIEVE** without limit on the court, in the classroom, and in life.



# Who We Serve

## 2003: AYTEF Founded

AYTEF was originally based at the Washington Park Tennis Center on Atlanta's westside, partnering with organizations like USTA Atlanta, Universal Tennis Academy (UTA), Boys & Girls Club, the Atlanta Police Department's Police Athletic League (PAL), and Laureus Sport for Good Foundation.



## 2020: New Site and Location

In response to the COVID-19 pandemic, AYTEF relocated to the Fair Oaks Tennis Center in Marietta, GA, in December 2020. This move enabled year-round tennis programs, virtual and in-person academic enrichment, monthly community events, and summer camps.



## 2021-2023: Growth Years

AYTEF deepened its commitment to under-resourced youth by focusing its efforts on its primary site, the Fair Oaks Tennis Center. Moving away from previous citywide partnerships, AYTEF now prioritizes creating a profound and lasting impact within the Fair Oaks community. This dedication was formalized through a Memorandum of Understanding (MOU) with the Cobb Parks and Recreation Department. In recognition of its impactful work, AYTEF was honored as the 2022 USTA Georgia NJTL of the Year and the GPTA Community Outreach Service Award in 2023.

## 2024: Strategic Plan Launch

AYTEF launched its new 3-year strategic plan to strengthen the organization's foundation and broaden its impact in the Fair Oaks and Cobb community. The plan focuses on enhancing the quality and integrity of AYTEF programs while prioritizing measurable success metrics to drive meaningful outcomes. It also emphasizes expanding program accessibility to better serve the needs of local families, creating strategic partnerships to ensure sustainable staffing and operations, and increasing staff capacity with a focus on retention. Additionally, it aims to diversify the organization's funding portfolio and raise awareness of its vital work throughout the Atlanta area.





# Why We Serve



## Community Demographics

With a population of under 29,000 residents, Fair Oaks is a young and growing community where access to education, resources, and extracurricular activities will play a crucial role in shaping future opportunities. The community has a median age of 29 and is a majority-minority neighborhood, reflecting a diverse and vibrant population while also highlighting economic disparities that can limit its young people access to essential programs and opportunities.

**32%**

Population under the age of 20

**20%**

Fair Oaks residents with bachelor degrees

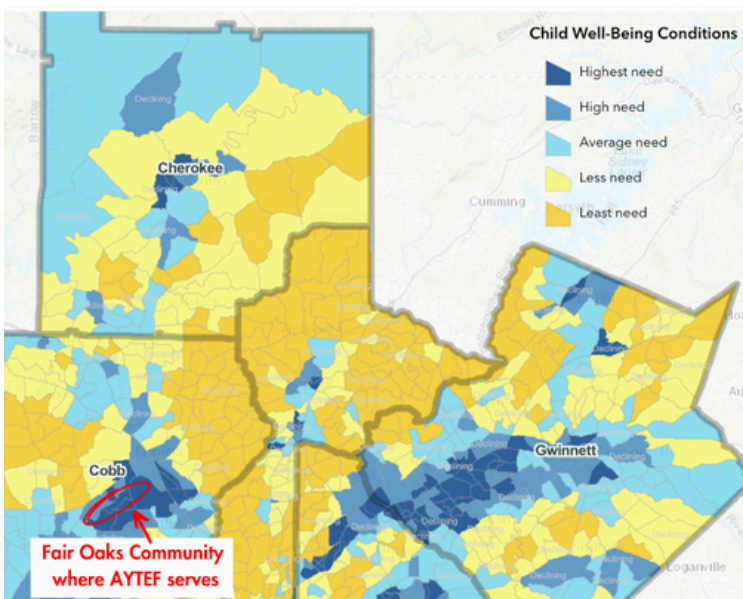
**\$57,582**

Median household income for Fair Oaks residents

**2X**

The poverty rate compared to surrounding county

## United Way Child Well-Being Index Map



In Fair Oaks, one of our key service areas, the challenges facing the community are particularly significant. Families have identified access to after-school programs and recreational opportunities as the third highest need, emphasizing the critical role these programs play in holistic youth development, academic success, and providing a safe, structured environment beyond school hours. Additionally, there is an urgent need for reading and math support, highlighting the importance of educational enrichment programs that help bridge learning gaps and equip students with the skills necessary for long-term success.



# Our Approach

AYTEF's mission is driven by three interconnected pillars—Tennis Player Pathway, Learning Hub, and Community Outreach—working together to deliver a holistic, year-round sports-based youth development program that empowers young athletes on and off the court.

## Player Pathway

AYTEF offers structured, year-round tennis programming through the GameSetMatch Player Development Pathway, guiding K-8th graders from beginner to competitive levels. Focused on serving minority and under-resourced communities, we ensure affordable and accessible tennis opportunities through discounted rates. Our pathway includes:

- Beginner to advanced training
- Team play and tournament preparation
- Summer camps and competitive exposure in USTA events

**606**

Hours of Tennis Instruction

**88**

Youth Supported Year-Round

**35**

Competitive Tennis Players



## Learning Hub

The Learning Hub complements the GameSetMatch Player Pathway providing hands-on learning for K-8 youth enrolled in the year-round SET program. Students develop confidence, resilience, and critical thinking skills. This integrated approach ensures that participants thrive in school, sports, and everyday life. Our Learning Hub includes:

- Afterschool Enrichment
- Homework Help
- STEAM activities
- Community Service Projects

**255**

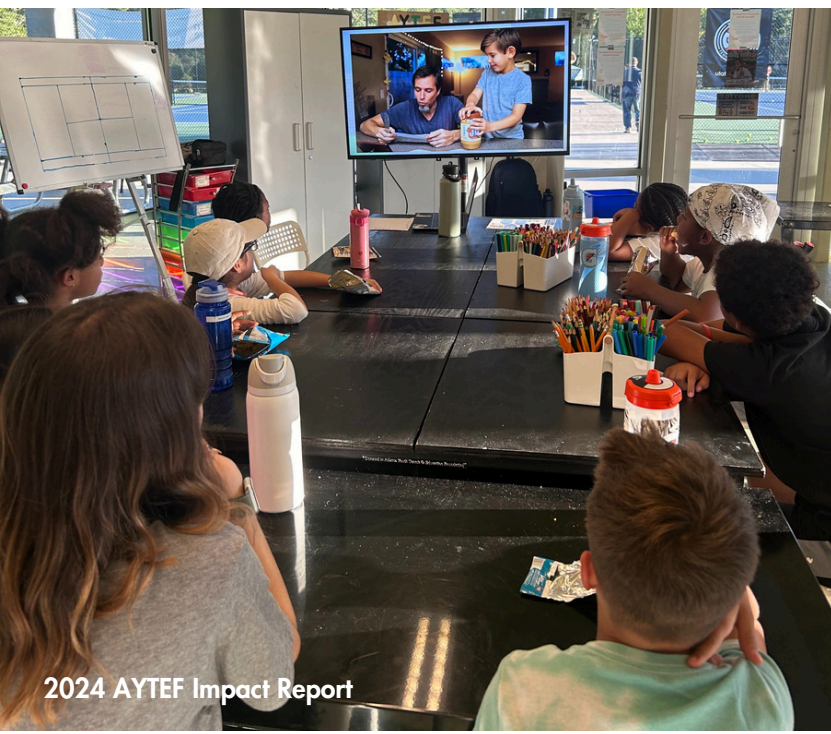
Hours of Enrichment

**42**

Hours of STEM education on-site and virtual

**12**

Community Service Hours





# Our Approach

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## Community Outreach

AYTEF is committed to expanding access to tennis and providing free opportunities for families. Our signature event, the AYTEF Block Party, held on the last Friday of each month, introduces over 100+ youth per event to the sport in a safe, welcoming, and family-friendly environment. In 2025, we are expanding our Community Outreach pillar to:

- Launch more free school-based tennis programs and clubs
- Provide additional tennis and enrichment opportunities at existing youth-serving facilities
- Host mobile tennis pop-up clinics throughout the community

**334**

Youth Impacted

**135**

New Youth Served

**32**

Weeks of Programming in the Schools



## Hello Insight: Social Emotional Learning (SEL)



At the heart of our three pillars is a commitment to Social-Emotional Learning (SEL), ensuring that participants develop critical life skills alongside athletic and academic growth. Through intentional programming, we foster resilience, self-awareness, teamwork, and responsible decision-making. Our approach integrates SEL principles into coaching, mentorship, and enrichment activities, equipping youth with the confidence and emotional intelligence needed for success both on and off the court.

**100%**

Felt Program Satisfaction

**100%**

Felt Sense of Team Building

**95%**

Felt Challenged to Grow



# AYTEF Impact

Our programs create pathways for young people to develop skills that extend beyond the court, fostering confidence, discipline, and personal growth. With a focus on long-term engagement and consistency, we ensure that participants receive sustained mentorship and developmental support throughout the year. A dedicated group of staff members and strong network of dedicated volunteers reinforces our mission, contributing their time and energy to create a nurturing environment for youth success. Beyond the individual child, our programs have a holistic family impact, empowering households with resources, community connections, and opportunities for meaningful engagement. By reducing barriers, encouraging social responsibility, and promoting lifelong skills, AYTEF is shaping resilient young leaders while strengthening the broader community.

**334**

**UNDUPLICATED  
YOUTH**

**92%**

**MINORITY  
YOUTH SERVED**

**56%**

**FREE/REDUCED  
LUNCH ELIGIBLE**

**100%**

**INCLUSIVE  
ENVIRONMENT**

**148**

**COMMUNITY  
VOLUNTEERS**



**495**

**HOURS OF  
VOLUNTEER  
SERVICE**

**46**

**WEEKS OF  
PROGRAMMING**

**88**

**CORE YOUTH  
IN YEAR-ROUND  
PROGRAMS**

**78**

**FAMILIES  
SUPPORTED**

**14**

**STAFF  
MEMBERS &  
INTERNS**



# Program Highlights



## Atlanta Open

AYTEF youth enjoyed a memorable farewell to the Atlanta Open, thanks to the Tournament Team and support from our community partners, **PGA TOUR Superstore** and **Jersey Mike's**. Our SET students participated in a clinic at Georgia Tech's facility, attended a tennis session, and had the unforgettable opportunity to meet Frances Tiafoe, a former NJTL standout, who graciously stopped for a photo and shared his time.

## Junior Team Tennis

AYTEF's 10U Junior Team Tennis (JTT) team made history by finishing 1st in USTA Atlanta's Cobb League, earning a spot in the JTT Qualifier in Buford, where they secured 2nd place and advanced to the state qualifier in Macon. We are incredibly proud of our student athletes for their outstanding teamwork and achievement. Special thanks to the **Dave Krache Foundation** for their financial support in making this possible.



## Community Partnerships

In June, AYTEF participated in the **Laureus Day of Sport**, providing tennis instruction to City of Atlanta youth alongside other Atlanta-based sports organizations. In November, collaborated with **Don't Lose Hope ATL** on a youth-led community service project honoring gathering supplies for the unhoused communities. Additionally, AYTEF joined the **Cobb Collaborative** as a local nonprofit and was honored to be selected for **Cobb Community Foundation's Magic Gift Guide**.

## AYTEF Traditions

AYTEF continued its cherished youth traditions, including Friday Night Block Parties, the **October Pumpkin Carving Contest**, a November service project, two weeks of AYTEF youth-only summer camp, and the annual **Awards Night** celebrating AYTEF staff, youth, and volunteers. We also introduced a **Parent-Child Tennis Day**, where our players had the unique opportunity to teach their parents how to play tennis, creating a fun and engaging role-reversal experience.





# Our Team & Leadership

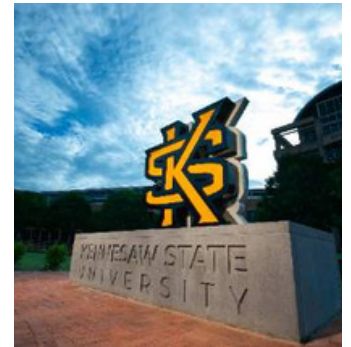


## New Program Director

AYTEF ended the year with the promotion of Vi Tran from Academic and Enrichment Coordinator to Program Director, achieving a key strategic goal of expanding our full-time leadership team. As our second full-time employee, Vi brings a wealth of experience, a strong track record of success, and a deep commitment to our mission. Her leadership will play a crucial role in strengthening program delivery, enhancing impact, and driving the organization forward as we continue to grow and serve our community.

## Partnership with Kennesaw State University

For the 2024-25 school year, AYTEF partnered with the Kennesaw State AmeriCorps program to enhance our administrative and programmatic capacity. Through this collaboration, we welcomed two Kennesaw State students to assist in delivering key programming and administrative support. Their contributions help strengthen our outreach, streamline operations, and ensure we continue providing high-quality services to the youth and families we serve.



## 5 New Board of Directors

In 2024, AYTEF expanded its leadership by onboarding five new board directors, each bringing exceptional experience, strong community ties, and a deep passion for our mission. We are thrilled to welcome Sharmila Prabhu, Chris Coffey, Aaron Strimban, Robert Adamson, and Missie Gooding to our board. Their collective expertise and commitment will be instrumental in guiding AYTEF's strategic growth, strengthening our impact, and ensuring that we continue to provide high-quality programs for the youth and families we serve.

## Farewell to Debbie Kennedy

In August, AYTEF bid farewell to Debbie Kennedy, our former Executive Director and dedicated grant writer. A driving force behind our transition from Washington Park to Fair Oaks, Debbie played a pivotal role in our success, serving as our chief grant writer and development officer until her departure. Her contributions have left a lasting impact on the organization, and she will always be deeply missed. We are forever grateful for her dedication and the legacy she leaves behind.





# Revenue Breakdown

**2**

## New In-Kind Partnerships

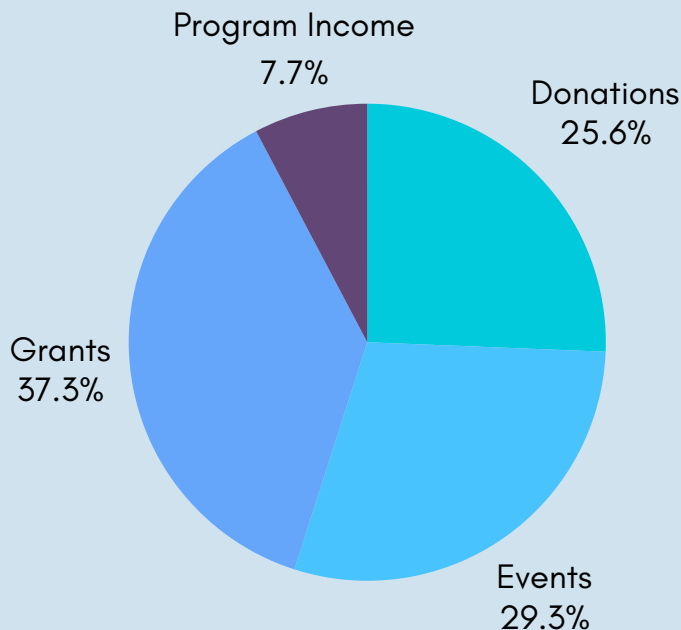
Kennesaw State University AmeriCorps Fellowship Program  
Pro Bono Partnerships of Atlanta (PBPA)

**3**

## New Grant Partners

Laureus Sport For Good  
Imlay Foundation  
Dave Krache Foundation

## 2024 Revenue Breakdown



**\$100K+**

## Golf Tournament Revenue

Most successful annual fundraising event to date

**1**

## New Fundraising Event

Hosted a successful pickleball tournament at The Painted Pickle

**17%**

## Increase in Annual Revenue Budget

Surpassing industry benchmarks and reflecting the strength of our fundraising efforts, donor support, and commitment to expanding our impact





# Community Support



Our mission thrives thanks to the unwavering support of our funders, partners, and dedicated volunteers who believe in the transformative power of tennis and education. The **Atlanta tennis community's ongoing commitment** plays a vital role in our success, year after year. Through your generosity and collaboration, we are able to make our programs more accessible, inclusive, and impactful for the youth we serve



## Events

AYTEF Hosted it's **6th Annual Regions Bank AYTEF Golf Tournament** at Dunwoody Country Club and its Inaugural **Pickleball Tournament** at the Painted Pickle!



## Partner Spotlight

**USTA Atlanta** hosted Tennis Night at the Braves and the USTA Combo Dubs Tournament - a portion of both events benefited AYTEF programs.

**Universal Tennis Academy** partnered with other local tennis clubs and academies, hosting the MAYTEF Teach-A-Thon once again during National Tennis Month!



# Focus Ahead

As we enter year two of our strategic plan, AYTEF remains committed to strengthening its foundation, expanding reach, and ensuring long-term sustainability. Our key goals include prioritizing service to under-resourced communities, evaluating our methods, and adapting our approach to better serve young people effectively. Additionally, we will focus on refining our program model and methods, growing AYTEF's donor base, and retaining key staff members to ensure stability and continued success.

Collaboration will be essential as we forge strategic partnerships with youth and family-serving organizations, strengthening school relationships to integrate programming directly into local communities. By prioritizing community-centered, need-focused programming, we will ensure our initiatives address the unique challenges of those we serve.

With these goals, 2025 will be a year of growth, innovation, and deeper impact as we continue empowering youth through tennis, education, and community building.

## Connect with us

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## A Message of Thanks

To our amazing donors, community champions, community partners, grant funders, family foundations, and community volunteers, every year at AYTEF would simply not be possible without YOU. You all keep us motivated and equipped to DREAM big and SERVE more. This year was only a success because our incredible community rallied around us once again. Thank you for playing a role in making AYTEF shine in our community.