



2009 Annual Report



Our Mission

To make Milwaukee a better place to live, work, play and learn through tennis and education

Our Core Values

Honesty – MTEF is committed to the highest standards of integrity, honesty and ethics.

Teamwork – MTEF's mission can best be achieved through the efforts of volunteers, staff and allied organizations working as a team.

Inclusiveness – MTEF actively seeks all people who play, watch, support and/or enjoy the game of tennis into its events, programs, leadership and activities on a non-discriminatory basis.

Perseverance – MTEF will steadfastly pursue the stated goals and objectives to accomplish its mission.

Accountability – MTEF volunteers and staff accept responsibility to be accountable for how their actions support the MTEF mission.

Our Strategic Priorities

TEAM -- Tennis, Education and Mentoring

Community Tennis Development -- Including social and competitive tennis development

Our Vision

TEAM will provide opportunities for general-city children to learn and play tennis as well as develop life skills and values that will enrich their lives and enable them to, someday, give back to the community.

The number of tennis players of all ages, abilities and diverse backgrounds will be so large that new tennis courts will have to be built in public parks and at schools throughout the city.

The profile of Milwaukee will be enhanced by hosting competitive tennis events that will generate revenue to support the philanthropic activities of the foundation.

Our Goals and Objectives

Improve the academic, physical and overall well-being of urban youth.

Increase the number of young players to such a high level that there is a demand for tennis teams in all high schools.

Promote tennis as a family sport for people of all ages.

Make diversity and multicultural participation an embedded part of the Milwaukee tennis culture.

Raise sufficient revenue to support program and educational activities.

Positively Speaking

2009's Overcast Outlook Breaks into Bright Rays of Success



O'Byrne

areas and soon will have a sufficient track record to report the results and the impact we are able to make through the generosity of our funders. Our commitment to provable results in these four areas is based on our mission to build the lives of youth and make Milwaukee a better place to live, work and play through tennis and education.

Our life-skills curriculum was designed for First Serve, Inc., of which we are a chapter, by a core group of individuals formerly with the Stanford Research Institute (SRI). Considered the most comprehensive life-skills curriculum created for any sport it specifically uses tennis as a vehicle to teach skills such as goal setting, conflict resolution, overcoming setbacks, perseverance and more. Not only do children learn how to *think* about such concepts, the concepts themselves are made real and put into practice in drills designed for the court.

We provide certified academic tutors to work on reading, writing and math skills in doses mixed with tennis to keep learning fun within our programming.

Our health curriculum focuses on nutrition and physical activity to maintain healthy weight. Unhealthy weight costs our state more than \$1.5 billion each year and undermines each overweight or obese child's pursuit of success in life.

Finally, tennis itself brings true self-esteem and invaluable personal skills and experiences as children progress in ability year after year and gain a true lifetime sport.

Lastly, 2009 was the final year of my term as president of MTEF, I enjoyed this role immensely but now welcome Trevor D'Souza as our incoming president. He has served on MTEF's board and executive committee for years and we are lucky to have someone of his abilities and history with MTEF to assume this important position.

On behalf of our staff, volunteers and the MTEF board of directors, I'd like to thank you, our supporters, for all you have done to make 2009 so successful and 2010 so promising!

Thomas K. O'Byrne

I am happy to report that despite 2009 being a challenging year for fund raising, MTEF was prepared in advance and finished the year in a strong financial position.

Just as important as our financial condition was the fact that we were able to expand programming during the year by adding new partnerships that allowed us to efficiently reach more children than we originally had planned.

While funding sank overall versus 2008, our year-end net income grew solidly positive. This move into positive net income for the year offset a loss from 2008 and leaves us in an excellent position to expand programming in 2010 with the funds already on hand to pay for it.

While our goal for 2009 was to watch spending closely and take a cautious approach to program size following the economic problems of the prior year, we did not plan operations to create such a surplus. Several of our traditional funding sources such as our Tennis Ball and Pro-Am indeed generated lower than estimated revenue but a surplus came, nonetheless, from just a couple unexpected sources. One new partnership that added revenue for the first time last year was with Community Learning Centers. The CLC initiative is a physical fitness program, administered by MPS, which allowed MTEF to provide its tennis programming to 983 MPS students. In addition to paying us for much of the programming that we normally offer for free, the program provided us with a slightly new audience in schools and neighborhoods that our summer or after-school programming otherwise may not have reached.

We expect the CLC initiative to continue into 2010 and provide the same reach to children as the first year – this time supported by more options for these children to join us outside of the CLC program.

MTEF plans to add two new sites to our 2010 summer programming, bringing the total to four sites and thereby reaching hundreds of additional participants. We also will either expand our current after-school sites or add an additional site in the fall. The content of our programming will continue to focus on four priorities: life skills, academics, health and tennis. We have spent the entire year recording objective measurements in each of these

MTEF Officers and Directors

President: Thomas K. O'Byrne
President Elect: Trevor D'Souza
Treasurer: Michael Sperling
Secretary: Mark Garsombke
Assistant Secretary: Kim Kirkpatrick

Directors: Mary Fran Cahill, Angela Johnson Colbert, Donna Drosner, Trevor D'Souza, David J. Frank, Mark Garsombke, Louis Gral, William Henk, Herbert D. Hentzen, Dr. Sarah Joeres, Lia Moeser, Charles C. Mulcahy, David Pelisek, Thomas K. O'Byrne, Denny Schacker, Michael Sperling, Frank Thometz, John Weitzer, Joanne Williams, Susan Zuelke

Past Presidents

Charles C. Mulcahy (Founder, 1975-2006)
David Pelisek (2006-2008)

MTEF Staff

Executive Director: Jay Massart
Controller: Wendy Orthober
Office Manager: Diana Miramontes



The 2009 NJTL Regional Rally drew 343 participants and 67 volunteer staff to Milwaukee's Merrill Park.

Terrie Christensen

The Milwaukee Tennis & Education Foundation is a Wisconsin 501(c)(3) nonprofit corporation devoted to building the lives of at-risk youngsters one child at a time. Founded in 1975 as a vehicle to preserve and promote the game of tennis in Wisconsin, the Foundation primarily has focused its efforts on its central-city outreach and community tennis programs since 2002 when it absorbed the Milwaukee Community Tennis Association.

Although MTEF had offered outreach sessions involving tennis and education since 1995, it was not until 2001 that the program took on a format that allowed for the exponential growth that has occurred over the past eight years. As of 2009, MTEF had become nationally recognized for its programming, which emphasizes not only tennis, but reading, financial literacy, life skills and fitness.

MTEF is the Greater Milwaukee area's official National Junior Tennis and Learning (NJTL) chapter. It also is a First Serve chapter, which allows it to use First Serve's highly regarded life-skills curriculum.

In 2009, MTEF was hired by the Milwaukee Public Schools to offer tennis instruction at the district's community learning centers (CLC). Six elementary school sites participated in the spring session, with 16 others joining the program in summer. It is expected that the CLC initiative will continue in 2010.

MTEF also began to use theUSTA's QuickStart Tennis (QST) program to introduce youngsters aged 10 and under to the game. QST uses smaller courts and more age-appropriate equipment such as lower nets and compression balls. With this method, players are able to keep the ball in play and learn strokes at a suitable pace. Unlike previous programs, it emphasizes match play and competition in conjunction with instruction.

For the first time, three teams from MTEF's Sherman Park site participated inUSTA Junior Team Tennis play, competing with teams from suburbs such as Fox Point and Germantown. The 10-and-under team finished first in their division; the 12-and-under team took second in theirs and the 14-and-under team came in fifth. In all, 43 youngsters were involved in JTT competition.

MTEF introduced a "measurements" initiative focused on quantitative results of its programming in four major areas – life skills, academics, health and tennis skills. All youngsters now are tested prior to and at the conclusion of each seasonal session in order to track their progress in these four areas.

In fall, MTEF again was named theUSTA's Midwest Section NJTL Chapter of the Year, an honor it previously received in 2004 and 2005.

The foundation also was one of three First Serve Chapters in the country to receive a four-star rating. The national rating system used by Florida-based First Serve, involves both qualitative and quantitative measurements in four fundamental areas of operation -- academics, tennis, life skills and retention of program participants. For the first time MTEF had participants at all three levels of its First Serve program.

At the 11th Annual MTEF Tennis Ball, two First Serve participants, John Little and Charlee Goodman, were awarded national scholarships by First Serve's founder and CEO, Trey Buchholz. The event raised more than \$105,000 to support MTEF's programming.

MTEF continued its collaboration with the Milwaukee Public Schools recreation department to offer adult lessons and leagues throughout the city.

For complete information on MTEF's programs, please visit www.mtef.com

Grants and Gifts



Tennis great Luke Jensen pairs up with a youngster in a race at the 2009 NJTL Regional Rally. Mary Fran Cahill

Robert and Judy Scott
Mike Sperling and Peggy Kirkeeng
Charles and Janet Sykes

Nan Teller
Frank and Kathleen Thometz
James and Diane Treis
Carl Trimble
Nancy Wiener
Joanne Williams

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Christopher Noyes
Tom and Susie O'Byrne
Sarah Patch
John Peck
Dave and Mindy Pelisek
Lisa Puterman
Sanjay Raul
Jack Ryan

Helen Bader Foundation
Boys & Girls Clubs of Greater Milwaukee

Bradley Foundation
Midwest Youth & Tennis Foundation
Milwaukee Public Schools
Milwaukee Youth Sports Authority
Stackner Family Foundation
United States Tennis Association
University of Wisconsin-Milwaukee
Wisconsin Tennis Association

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Carl Trimble
Rick Vetter
Anne Vogel
Deborah Walker
John and Sarah Weitzer
Western Racquet Club
James and Julie Winston
Michael Woods

Tennis Ball Supporters



Mary Fran Cahill

First Serve's founder and CEO, Trey Buchholz, looks on as Charlee Goodman presents John Little with a medal recognizing him as a national second-place student-athlete scholarship winner.

Laurie Bauman

Vicki Bertucci

Ron Bloom

Boblat

Cardinal Stritch University

Ashley and Mack Borges

Cap and Mary Borges

Breman's

Briggs & Stratton

Betty Brinn Children's Museum

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Elite Clubs/ Kay Yuspeh

Mark and Linda Freedman

Herb Hentzen and Mary Fran Cahill

Jeff and Sarah Joerres

Colin and Tia Lancaster

Le Club

Jay and Nancy Massart

Northwestern Mutual

Backcourt Tables

Answersport

Canopies

Laurie and Chris Covert

Trevor and Maureen D'Souza

Paul Tillman and Sally Duffy

David J. Frank Landscape Contracting, Inc.

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Dennis Kuester

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Chip Liefert

Barb Lowe

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Mickey Maule

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Milwaukee Ale House

Milwaukee County Parks

Miss Ruby Boutique

Morgan Stanley Smith Barney

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Tennis Ball Supporters



The 10th Annual MTEF Tennis Ball offered music, a raffle, camaraderie and silent and live auctions. Honorary Chair John Vegosan (bottom right photo) and his wife, Shari.

Mary Fran Cahill

Cindy Nagel at Evolution Salon and Spa
 NetKnacks
 Steve and Anne O'Connell
 Bill and Toni Owens
 Paley Tennis Center
 Tom and Susan Parks
 Scott and Nora Pecor
 Dave and Mindy Pelisek
 Performance Yacht Service
 Safe Harbor Massage
 Denny Schachter
 Stephanie Schmidt
 Rod Schroeder
 Sendik's (Downer, Bayside Elmbrook)
 Sendik's Food Market
 Chuck and Kristin Severson Family
 Ursula Shute at Prince Sports, Inc.
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 Zaffiro's

Paul and Ruth Ann Bronson
 Jack and Cissy Bryson
 John and Judy Carlson
 Pedro Colon
 Laurence and Roma Eiseman
 John and Cammy Endres
 R.J. Eiten
 Michael Fardy
 Ann and Steve Gardner
 Eugenia Gengler
 Lou and Sara Gral
 Boys & Girls Clubs of Greater Milwaukee
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 Tammy and Rob Hanson
 Brett and Mimi Hellman
 Jarvey and Adeline Kohn
 Marje Koslowski
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 Kevin and Wendy Orthober
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