



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 central-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.



Overcoming Obstacles

Recession Affected Revenues But MTEF More Than Met the Challenge

On behalf of the board of directors and the staff of the Milwaukee Tennis & Education Foundation (MTEF), we are pleased to present our 2010 annual report.

Like many organizations our size that are totally dependent on funds raised during the year to pay for the programs we provide, 2010 was a difficult fundraising year for MTEF. We are extremely grateful to the foundations, companies, and individuals that continue to shower us with their generosity but no one is immune to the lingering effects of the recession. As a result, our revenues fell back to 2006 levels. Despite this decrease in revenue, our programs continued to evolve and, through rigorous planning and budgeting, we once again were able to do more with less. We continued the trend of enhancing our curriculum and improving the quality of our programming.



D'Souza

Our work did not go unnoticed. In 2010 MTEF was recognized as the No.2 National Junior Tennis and Learning (NJTL) chapter in the United States. It also was one of only four chapters – out of 604 – to receive the United State Tennis Association's (USTA) highest four-star rating. It is this recognition that reassures our board members, funders, parents, volunteers and youth that the programs MTEF offers are making a difference.

During 2010, as the needs of the community grew, MTEF programs continued to evolve, expand, and offer children more than just the opportunity to develop their tennis game. Program participants enjoyed a safe environment where they could meet new friends as well as access the educational resources afforded them through our many community partnerships. Above all else, our children were guided by talented leaders, mentors, and supporters.

In 2009, MTEF leadership set out to develop a comprehensive measurement system based on MTEF's four main objectives – academics, tennis, fitness/nutrition and life-skills development. After two years of data collection, a comparative document, the *List of 39* was published in December 2010. The project already is receiving critical acclaim from the USTA and other national foundations.

Our summer and after-school TEAM programs flourished and our curriculums continued to be further refined to incorporate MTEF's four main objectives. MTEF's Community Learning Center (CLC) Quick-Start Tennis program, part of a partnership with the Milwaukee Public Schools, was held at 26 sites and served 971 children with 1,455 hours of instruction. MTEF's most comprehensive program, High Performance TEAM, which consists of a three-year life-skills curriculum and

participation in the NJTL National Student Athlete Competition, continued to receive national attention. Academically, our students raised their overall collective grade-point average from 3.06 to 3.37, an increase of 10% from 2009. On the tennis court, our children also made great strides. They played 588 Jr. Team Tennis matches and sanctioned tournaments, which accounted for 41% of all the National Student Athlete Competition participation in the competitive play category.

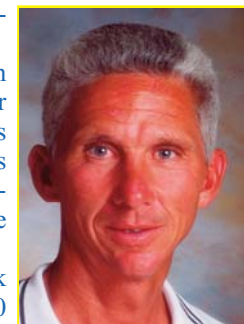
The 2010 NJTL Kids Day Rally with Stan Smith drew a record number of children. For the first time ever, we had two MTEF juniors participate in the NJTL Pro-Am, which was held the same day. In July, two of our best student athletes were selected to participate in the NJTL Leadership Camp in Atlanta.

A partnership with Usher's New Look Foundation resulted in an opportunity for 30 of our participants to attend a "sound check" performance with the R&B superstar prior to his Summerfest appearance.

MTEF also was selected to be the featured NJTL chapter at this year's Arthur Ashe Kids' Day. MTEF's top player, Kerby Vargas, was one of four national NJTL juniors invited to participate in the on-court target hitting contest during Kids Day. As you might imagine, it was a once-in-a-lifetime experience for him. A video on MTEF, produced by CBS Sports, was shown during the Kids' Day stadium show and on national television.

MTEF is an organization with a long track record of providing a quality tennis program that emphasizes academics first and foremost. We invite you to tour one of our many programs to see the children in action. You will be amazed to see what can be accomplished when schools, families, communities, corporate citizens and public officials come together for the underserved children in Milwaukee.

MTEF is striving to change the lives of children from the central city through not only tennis but also a well-documented education program that stresses improved grades and attending college. Our hope is that these children will grow up to be productive members of society and give back to their respective communities.



Massart

MTEF Officers and Directors

President: Trevor D'Souza
VP/Secretary: Michael Sperling
Treasurer: John Weitzer
Assistant Secretary: Kim Kirkpatrick

Directors: Mary Fran Cahill, Angela Johnson Colbert, Donna Drosner, Trevor D'Souza, Louis Gral, William Henk, Herbert D. Hentzen, Dr. Elizabeth Horneffer, Dr. Sarah Joerres, Charles C. Mulcahy, David Pelisek, Thomas K. O'Byrne, Thomas Parks, Denny Schackter, Michael Sperling, Frank Thometz, John Weitzer, Joanne Williams, Susan Zuelke

Past Presidents

Charles C. Mulcahy (1975-2006)
David Pelisek (2006-2008)
Thomas K. O'Byrne (2008-2010)

MTEF Staff

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

On the Cover

Charlee Goodman is interviewed by CBS Sports Jawn Morales at Sherman Park. Others are cameraman Mark Borenstein and soundman Matt Mayer.

Mary Fran Cahill

Trevor D'Souza
President

Jay Massart
Executive Director



Mary Fran Cahill

More than 250 youngsters, staff and volunteers gathered indoors at Moorland Park Indoor Tennis Center in New Berlin for the 2010 NJTL Regional Rally.

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 since then.

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

As of 2010, MTEF has received many national and regional awards for its programming, which emphasizes not only tennis, but reading, financial literacy, life skills and fitness. Most recently, MTEF was rated the No. 2 NJTL chapter in the country by the USTA. It also was one of only four organizations to receive the USTA's four-star rating, the highest a chapter can achieve.

In 2010, MTEF continued its collaboration with MPS to offer tennis instruction at the district's community learning centers (CLC). **No. of sites? No. of kids?**

For the second year, MTEF participated in USTA Jr. Team Tennis play competing with teams from suburbs such as Fox Point and Germantown. MTEF fielded six teams from two sites – Sherman and Merrill parks – double the number it had in 2009. Over-

all, MTEF's summer programming served 1,365 children at four sites.

MTEF's measurement initiative also moved into its second year, focusing on quantitative results of 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. A resulting comparison document quantifies 39 measurement tests from 2009-2010.

MTEF's star rose in July 2010 when a CBS Sports crew visited Sherman Park to film the program for an hour-long special that was shown at the US Open on Arthur Ashe Kids Day. In addition, MTEF's top player, Kerby Vargas, was one of four national NJTL players invited to participate in the Kids' Day on-court target contest. Also in July, Vargas and Asia Butler became the first TEAM participants to play in MTEF's annual Pro-Am fundraiser. Currently, MTEF has eight participants attending high school, all of whom are playing on their schools' varsity or junior varsity tennis teams. Another highlight of the summer was provided when 30 MTEF participants were chosen to attend an Usher sound check prior to the R&B star's concert at Summerfest.

Two MTEF students finished in the top three of their divisions in the NJTL National Student Athlete Competition (NSAC). Charlee Goodman finished first in the girls' middle school division and was presented with a \$5,000 college scholarship at the 12th Annual MTEF Tennis Ball. Rhameses Lo finished second in the boys' middle school division.

MTEF also 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



Mary Fran Cahill
Youngsters keep track of their snacks in a food diary during a nutrition lesson at Sherman Park.

Milwaukee Tennis & Education Foundation, Inc.
Statement of Financial Position
Years ended December 31, 2009 and 2008

<u>Assets</u>		December 31	
	2010	2009	
Current Assets			
Cash and Cash Equivalents	\$69,088	\$114,646	
Investments, at market	166,843	161,087	
Pledges and Accounts Receivable	14,562	2,690	
Prepaid Expenses	1,275	6,220	
	<u>\$251,768</u>	<u>\$284,643</u>	
Total Assets			
	<u>\$251,768</u>	<u>\$284,643</u>	
<u>Liabilities and Net Assets</u>			
Current Liabilities:			
Accounts Payable	\$15,524	\$14,246	
Net Asset			
Unrestricted -- undesignated	\$217,308	\$270,397	
Unrestricted -- designated	18,936	0	
	<u>\$236,244</u>	<u>\$270,397</u>	
Total Net Assets			
	<u>\$236,244</u>	<u>\$270,397</u>	
Total Liabilities and Net Assets	<u>\$251,768</u>	<u>\$284,643</u>	

The financial statements of the Milwaukee Tennis & Education Foundation for the years ended December 31, 2010 and December 31, 2009 were audited by Reilly, Penner & Benton.. The audited financial statements are available for review upon request.

Milwaukee Tennis & Education Foundation, Inc.
Statement of Activities
Years ended December 31, 2010 and 2009

	Unrestricted	Temporarily Restricted	2010	2009
Revenues				
Contributions	\$189,525	\$45,000	\$234,525	\$ 310,300
Investment Income	2,970	0	2,970	2,258
Unrealized Gain (loss)	2,890	0	2,890	3,825
Special Event Revenue	105,934	0	105,934	120,151
CLC Project	17,814	0	17,814	29,405
Registration Fees	1,777	0	1,777	2,250
Miscellaneous Income	5,000	0	5,000	20
Net Assets Released from restrictions	<u>45,000</u>	<u>(45,000)</u>	<u>0</u>	<u>_____</u>
Total Revenues	370,910	0	370,910	468,210
Expenses:				
Program related	\$307,007	0	\$307,007	\$320,797
General and administrative	47,450	0	47,450	46,230
Fundraising	50,606	0	50,606	34,611
	<u>405,063</u>	<u>0</u>	<u>405,063</u>	<u>401,638</u>
Total Expenses				
	<u>405,063</u>	<u>0</u>	<u>405,063</u>	<u>401,638</u>
Change in net assets	(34,153)	0	(34,153)	66,572
Net Assets, Start of year	<u>270,397</u>	<u>0</u>	<u>270,397</u>	<u>203,825</u>
Net Assets, End of year	<u>\$236,244</u>	<u>\$ 0</u>	<u>\$236,244</u>	<u>\$270,397</u>



Mary Fran Cahill
Stan Smith congratulated Kerby Vargas and Asia Butler, who in 2010 became the first TEAM participants to play in MTEF's Annual Pro-Am. The event was July 24 at Mequon Elite Sports Club.

Grants and Gifts

Grants

Boys and Girls Clubs of Greater Milwaukee
Bradley Foundation
Jewish Family Services
Midwest Youth & Tennis Foundation
Milwaukee Public Schools
Service Club of Milwaukee
United States Tennis Association
University of Wisconsin-Milwaukee
Wisconsin Tennis Association

Corporate Gifts

Robert W. Baird & Co.
Diversified Insurance Services
Meridian Industries
Morgan Stanley Smith Barney



Mary Fran Cahill

A girl stretched to hit a tennis ball during a drill at the 2010 NJTL Regional Rally at Moorland Park Indoor Tennis Center.

Munson Fence
Wells Fargo Foundation

Individual Gifts

Edward and Suzanne Allen
Laura Anderko
Ellen Angelo
Robert Auxer
Lou Belken
Brady Corporation Foundation
Deborah Burgess
Cardinal Stritch University
John and Judy Carlson
Angela and Virgis Colbert
David and Judith Coran
Laurie and Chris Covert
Trevor and Maureen D'Souza
Alberta and William Darling
Don and Sallie Davis
Jeff and Cindy Davis
Donna Drosner
Gretchen Durkin
Patrick Dwyer
Doreen Eicher
Laurence and Roma Eiseman
Pat and Ralph Felton
Dale and Jan Fritz
George and Anna Clair Gaspar
Deborah and Martin Goldin
Michael and Katherine Grebe
Steven and Susanne Gryniewicz
Herb Hentzen and Mary Fran Cahill
Terry and Holly Hoy
Dianne and Robert Jenkins
Jonathan and Louise Jesse
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Fred and Susie Kasten
Mary Klein
Allan and Mary Klotsche
Neil and Rita Larson
Hope and Robert Longwell-Grice
Joe and Nancy Lucas
Nancy and Jay Massart
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John and Wendy Mikkelson
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John and Cheryl Miller
Michael and Sue Miller
Milwaukee Golf Charities
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John Ogden
Bill and Toni Owens
John and Laura Peck
Dave and Mindy Pelisek
Kathleen Poblocki
Marion and Verne Read

Jack Ryan
Robert and Judy Scott
Mike Sperling and Peggy Kirkeeng
Tim and Kate Stein
Larry and Nancy Sterkenberg
Jean Stevens
Charles and Janet Sykes
Frank and Kathleen Thometz
Paul Tillemann and Sally Duffy
Carl and Nancy Trimble
Steven and Wendy Uphagrove
Nina Vitek
Greg and Nancy Watchmaker
John and Sarah Weitzer
Barbara and Bob Whealon
Western Racquet Club
Mary Zarse

2010 Friends Campaign

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John Beck
Robert Burrington
Tom and Frankie Carswell
Norman and Barbara Cohen
Timon and Rachel Corwin
Gordon and Barbara Davidson
James and Penelope Deshur
Fidelity Charitable Gift Fund
First Century Bank
Theresa Florio
David and Susie Fondrie
Jeffrey Foran
Michael and Susan Freeman
Robert Frisch
Eugenia Gengler
Glenn Graves
Karen Guy
Christopher and Debra Hansen
James and Maria Janicki
Jewish Community Foundation
Stephen and Barbara Kaainoa
Fred and Susie Kasten
Rev. William Kelly, S.J.
Krause Family Foundation
Bill and Christie Krugler
Michael and Sarah Kubly
Mary Lacy
Michael and Linda Levey
Joe and Nancy Lucas
Lubar Family Foundation
Todd Mackay
Barry Mandel
Mary Kay and Brian Mark
David and Patricia Massart
Glorianne Mather
Franklin McCormick



Mary Fran Cahill

Stan Smith gave Asia Butler advice during the 5th Annual MTEF Pro-Am. Butler was one of the first two TEAM participants to play in the event.

John Miller
Aalfe Moloney
Judith Neal
Christopher Noyes
Greg and Rhonda Oberland
Marion and Verne Read
Robert W. Baird & Co.
Judy Schmitz
Mark and Dorothy Short
Carol Simone
Roger and Beth Stafford
David and Maureen Tarantino
Gary and Marci Taxman
Carl Trimble
Peter and Nancy Vandenberg
Rick and Jo Anne Vetter
Deborah Walker
Wells Fargo Foundation
David and Cindy Werner
James and Julie Winston
Beth Witte-Cleary
Andrew Ziegler

Tennis Ball Supporters

Sponsors

Presenting Sponsor

Toby Crabel/Crabel Capital Management

Partnering Sponsor

US Bank

Match Sponsors

Prince

Andrew and Carlene Ziegler

Set Sponsors

Elite Sports Clubs

Lubar Family Foundation

Game Sponsors

Robert W. Baird & Co.

Manpower

Whyte Hirschboeck Dudek, S.C.

Forecourt Tables

Mark and Linda Freedman

Herb Hentzen and Mary Fran Cahill

Jay and Nancy Massart

USTA

Backcourt Tables

Answerport

Buddy Squirrel

Johnson Controls

Le Club

O'Byrne Distributing

Frank and Kathleen Thometz

Paul Tilleman and Sally Duffy

Carl and Nancy Trimble

Wells Fargo Private Bank

Wheaton Franciscan Healthcare

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M&I Bank

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Quarles & Brady

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Live Auction

Adelman Travel

Mark Blutstein

Steve Butzlaff

David and Jane Frank

Rob and Mary Kinas

Le Club

Steve (The Homer) True

USTA Board of Directors

Jon and Shari Vegosen

Winspire

Silent Auction

Kristen Adams

Andre Agassi Foundation for Education

Ambassador Hotel – Rick Wiegand

Jordan Aranda

Scott Ansay

Audio Emporium

Babalot

Mark Baden

Robert W. Baird & Co.

Burt and Carla Bartlett

Dawn Becker

Christine Beckman

Ron Bloom

Briggs & Stratton

Evolution Salon & Spa

Five Hearts Boutique

French Poodle Floral

Gene Genal

Great Lakes Distillery

Mike Gueller

Beth Grzesiak

Tom and Glenna Haas

Mike Haber

Randy and Kayla Haws

the lemon tree

Jackie Lewis

Lied's Nursery

Archbishop Jerome E. Listeck

Chip Liefert

Jill Lindsay

Barb Lowe

Lowe's

Amy Marris

Jay and Nancy Massart

MillerCoors

Milwaukee Ale House

Milwaukee Brewers Baseball Club

Karen Mohr and Karen Replogle

Morgan Stanley Smith Barney

Chas and Judy Mulcahy

Cindy Nagel

Becky Nuenfeldt

Steve and Anne O'Connell

Bill and Toni Owens

PRP Wine International

Paley Tennis Center

Tom and Susan Parks

Scott and Nora Pecor

Prince

Princeton Club

Barbara Quilling's Sewing Studio

The Relocation Center

Rogers & Hollands Jeweler

Debbie Rolfs

Denny Schackter

Stephanie Schmidt

Rod Schroeder

Sendik's

Sendik's Food Markets

The Severson Family

Shuckers Crab House & Oyster Bar

Shully's Cuisine & Events

Ursula Shute at Prince Sports

Skin Alive

Mike and Jodi Sharp

Stan Smith

Jill Sommers/Nimble Training Services

Mike Sperling and Peggy Kirkeeng

Sprecher Brewing Co.

Starbucks Coffee Co.

Steve Sprinkman

Stanley Black & Decker

Tony and Jean Stevens

Randy Stolpe

Strauss Brands, Inc.

Jose and Gail Teigeiro

Frank and Kathleen Thometz

Paul Tilleman and Sally Duffy



Mary Fran Cahill

Presenting sponsor Tony Crabel got into the live auction action urging Tennis Ball attendees to up their bids on a metal racquet that allegedly once belonged to tennis star Roy Emerson.

Wally Bronson

Jon Calvillo

Paul and Stacy Cannariato

Cardinal Stritch University

John and Judy Carlson

Capricio Salon & Spa

Chiropractic Company

Marion Coffey

Core Construction Fitness

Chris and Laurie Covert

Romal Criss

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Chris D'Amato

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Manuel de la Torre

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Bill Kirsch

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Charlie Kordus

Denny and Sandy Kuester

Lake Express

Richard and Chris Lane

Larry's Brown Deer Market

Tennis Ball Supporters



Mary Fran Cahill

Both long and short gowns were popular at the 12th Annual MTEF Tennis Ball. **Above left:** Susie O'Byrne and her brother-in-law Mariano Luna were among those who enjoyed dancing to the music of the Brew City Horns. **Above right:** Petie Bachmann and Herb Hentzen discussed MTEF programming. **Right:** John Weitzer perused some auction items.

Time Warner Cable
Ray and Judy Veloff
Rick Vetter
Wes and Pat Vogt
Eric and Ruthann Volcheff
John and Sarah Weitzer
Western Racquet Club
Wilson
Worzella Photography
Richard and Kay Yuspeh

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Pat and Ralph Felton
Tanja and Thomas Felton
Erick Fisher and Vanessa Goodman
Jennifer Fleck
Georgia Foley
Jena Marie Fox
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Harvey and Adeline Kohn
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Sue Kubichek
Gabriele Langan
Valerie Lapins and Brian Black
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Michael and Linda Levey
Jim Lewis
Vanessa Vang and Cha Lo
N. Thompson and Elizabeth Long
Curt and Linda Lundeen
Anna Mack
Jack and Elizabeth Manley
John and Rita Massart
Frank and Laura McCann
Steve and Jen Meyer
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Tony and Heather Miller
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