



Annual Report 2019



Our Mission

To improve the lives and futures of Milwaukee's youth through tennis, education and mentoring.

Our Vision

MTEF strives to create opportunities for children in Milwaukee, especially those from low-income families and communities, to learn a lifetime sport and, more importantly, develop into healthy, well-rounded, well-educated, tolerant and compassionate human beings who will contribute to making their community and the world a better place.

Our Core Values

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

Integrity: We offer what we can deliver, and work hard to achieve it.

Responsibility: We assume responsibility for our actions and their consequences.

Perseverance: We continue to strive to do our best in spite of any challenge.

Fun: We find enjoyment in our undertakings on the court, in the classroom or in our interactions.

Learning & Growth: We believe in constant improvement, learning from our everyday experiences and becoming better as a result.

Our Goals and Objectives

Academics: Improve academic performance by taking personal responsibility for homework, attendance and grades.

Tennis Skills: Develop skills through instruction and competitive play that lead to a lifelong enjoyment of the sport.

Fitness and Nutrition: Educate children on the advantages of healthy living, including a balanced diet and regular physical activity.

Life Skills: Nurture and develop life skills that can be used both on and off the court.

Community Tennis Development: Including social and competitive tennis development.

A Message From MTEF's President

In 2019 MTEF once again delivered on its critical mission of improving the lives and futures of Milwaukee's youth through tennis, education, and mentoring.



Janavitz

Our core offerings remained strong and well attended.

More than 250 kids attended MTEF's Summer Camps at Merrill Park, Sherman Park, Brown Deer, and Kosciuszko Park.

Twenty two participants received the benefits of MTEF's High Performance Academy throughout the 2019 school year.

This dedicated group of students accessed tennis, education, and mentor programming up to three days per week,

and it was amazing to witness their personal growth over the course of the year. 100% of them were promoted to the next grade level with 100% of the seniors matriculating at either two- or four-year colleges!

Quality program delivery requires robust fundraising, and MTEF's signature Tennis Ball fundraiser was its most successful ever. We raised more than \$115,000 with 276 individuals joining the festivities at the Pfister Hotel.

Not only did we exceed our financial goal but we also generated incremental brand awareness for MTEF as many participants were first-time attendees. This will expand the foundation for future Tennis Balls as well as increase the pipeline for other fundraising activities.

2019 also was a year of transition and building new connections for MTEF.

I became President in 2019, following outstanding leadership by Beth Horneffer for the three years prior.

We hired Julie Cordero as our new executive director and Tony Broaden as our new tennis director. The two of them have reinvigorated our programming and fundraising efforts.

MTEF also developed new and diversified programming including:

- Additional after-school Introduction to Tennis sites at nine MPS middle schools.
- Milwaukee's first Middle School Tennis League at MPS.
- The first annual Serve and Connect Day at Sherman Park, in which participants cleaned the park and then joined police and firefighters for an adult/child tennis tournament.
- A new trauma-informed life skills program funded by and delivered through the Al Hurvis/ADAMM Education Foundation for our Summer Camp attendees at Merrill Park. This will continue in 2020 under the new Stryv365 foundation and partnerships with Milwaukee Academy of Science, Hmong American Peace Academy, and Malaika Early Learning Center.
- Participation in the first annual Milwaukee Tennis Classic Education Fair.

With talented and committed leadership, a reinforced balance sheet, improved programming, new and thriving organizational partnerships and a growing pipeline of participants, MTEF is launching into the new decade from a position of strength. We look forward to increasing both the depth and breadth of our impact on the Milwaukee community and thank you for supporting MTEF and our kids.

As Arthur Ashe once said: "True heroism is remarkably sober, very undramatic. It is not the urge to surpass all others at whatever cost but the urge to serve others at whatever cost."

With your continued backing, MTEF will be here to serve for the long haul.



Kurt Janavitz
President

MTEF Officers and Directors

President: Kurt Janavitz
Vice President: Michael Buckholdt
Treasurer: Christopher Schifano
Secretary: Sarah Cyganiak
Assistant Secretary: Kim Kirkpatrick

Directors: Thomas Balistreri, Michael Buckholdt, Mary Fran Cahill, Judy Coran, Timon Corwin, Sarah Cyganiak, Jeffrey Davis, Donna Drosner, Trevor D'Souza, Louis Gral, Herbert Hentzen, Elizabeth Horneffer, Kurt Janavitz, Mark Jensen, John Kender, Steve Lyons, Morgan McCreary, Charles Mulcahy, Frank Parker, Thomas O'Byrne, Rajit Saluja, Christopher Schifano, Michael Sperling, Frank Thometz, Joanne Williams, Lisa Winders

Past Presidents: Charles Mulcahy (1975-2006), David Pelisek (2006-2008), Thomas O'Byrne (2008-2010), Trevor D'Souza (2010-2012), Michael Sperling (2012-2014), Timon Corwin (2014-2016), Elizabeth Horneffer (2016-2019)

Advisory Board: John Austin, Bill Henk, Daniel O'Brien

MTEF Staff

Executive Director: Julie Cordero
Tennis Director: Tony Broaden
Education Director: Julia Mercado
Controller: Barbara Franzen

2019



2019 Saw Advancements in MTEF Programming

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, when a \$31,000 grant from Miracle on Canal Street initiated the exponential growth TEAM has experienced since then.

MTEF is the Greater Milwaukee area's official National Junior Tennis and Learning (NJTL) chapter.

As of 2019, MTEF had received numerous national and regional awards for its programming, which emphasizes reading, life skills and nutrition/fitness in addition to tennis.

Among the honors, MTEF was rated, out of the then-more than 500, the No. 1 NJTL chapter in the country by the USTA in 2011 and the No. 2 in 2012

It also is one of a handful organizations to continually receive the USTA's four-star rating, the highest an NJTL chapter can achieve.

In June 2019, MTEF introduced a new community-based event, *Serve & Connect*. The daylong program brought TEAM participants together with representatives from the Milwaukee Police and Fire Departments and community resident. Activities included a cleanup of Sherman Park and a tennis tournament in which teamed fire and police personnel with MTEF youngsters.

An MTEF alum, Charlee Goodman, received a national honor when she was featured in the USTA's *50 for 50* campaign. The campaign was held in conjunction with the 50th anniversary of the NJTL's founding by Arthur Ashe, Charlie Passarell and Sheridan Snyder.

MTEF entered a new age in its 2019 summer programming. High Performance TEAM participants engaged with a new summer partner, Stryv365, in a pilot program that introduced a trauma-informed life skills curriculum. Led by specially trained coaches, the goal was to empower youngsters to overcome the negative effects of early childhood trauma in a fun, nurturing environment. In addition, the academic enrichment facet was project based and focused on STEM activities, including topics such as inertia and tennis, amusement park design and tower construction.

MTEF also continued its summer partnerships with the Milwaukee Public library's Super Reader program, the Summit Educational Association, the Brown Deer schools and the Brown Deer Parks and Recreation Department. The latter two offer tennis instruction to children on Milwaukee's South Side and from the northwest Milwaukee suburb respectively.

In addition, MTEF participated in USTA Jr. Team Tennis (JTT) play competing with teams from suburbs such as Fox Point and Germantown.

MTEF's first high-performance summer site, opened in 2014, continued at Merrill Park. The site offers programming designed to cultivate and develop up-and-coming junior players from Milwaukee's central city.

In the fall and winter, MTEF renewed its partnership with the Boys and Girls Clubs, making a 2018 pilot program, the indoor Middle School League, a permanent part of its programming. Milwaukee Public Schools also continued its tennis partnership with MTEF, making MTEF the sole tennis provider to the district's community learning centers (CLCs).

In December, MTEF again was chosen as a winner in Potawatomi Hotel and Casino's bingo fundraiser, now called Heart of Canal St. The foundation

received a check for \$36,592.

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



Milwaukee Tennis & Education Foundation, Inc.
Statement of Financial Position
Years ended December 31, 2019 and 2018
Assets

	2019	December 31	2018
Current Assets			
Cash and Cash Equivalents	\$180,836		\$64,562
Investments at fair value	50,574		48,941
Pledges and accounts receivable	275		0
Prepaid Expenses	<u>0</u>		<u>1,500</u>
Total Assets	<u><u>\$231,685</u></u>		<u><u>\$115,003</u></u>

Liabilities and Net Assets

Current Liabilities:			
Accounts Payable	\$12,278		\$10,592
Net Assets:			
Without donor restriction	219,132		104,411
With donor restriction	<u>275</u>		<u>0</u>
Total Net Assets	<u><u>219,407</u></u>		<u><u>104,411</u></u>
Total Liabilities and Net Assets	<u><u>\$231,685</u></u>		<u><u>\$115,003</u></u>



The financial statements of the Milwaukee Tennis & Education Foundation for the years ended December 31, 2019 and December 31, 2018 were audited by Reilly, Penner & Benton. The audited financial statements are available for review upon request or by visiting mtef.com.



Milwaukee Tennis & Education Foundation, Inc.
Statement of Activities
Years ended December 31, 2019 and 2018

	Without Donor Restriction	With Donor Restriction	Total 2019	Total 2018
Revenue				
Contributions	\$192,493	\$275	\$192,768	\$163,214
In-kind contributions	93,641	0	93,641	65,757
Investment Income	1,081	0	1,081	1,160
Unrealized investment gain/(loss)	582	0	582	(229)
Special Event Revenue	119,700	0	119,700	93,698
Less direct benefit to donor	<u>(37,463)</u>	<u>0</u>	<u>(37,463)</u>	<u>(54,663)</u>
CLC Project	1,380	0	1,380	0
Registration Fees	10,461	0	10,461	9,795
Miscellaneous income	<u>34</u>	<u>0</u>	<u>34</u>	<u>75</u>
Total Revenues	<u>381,909</u>	<u>275</u>	<u>382,184</u>	<u>278,817</u>
Expenses				
Program related	201,279	0	201,279	243,885
General and administrative	39,454	0	39,454	38,406
Fundraising	<u>26,455</u>	<u>0</u>	<u>26,455</u>	<u>67,704</u>
Total Expenses	<u>267,188</u>	<u>0</u>	<u>267,188</u>	<u>349,995</u>
Change in net assets	114,721	275	114,996	(45,259)
Net Assets, Start of year	104,411	0	104,411	149,670
Net Assets, End of year	<u><u>\$219,132</u></u>	<u><u>\$275</u></u>	<u><u>\$219,407</u></u>	<u><u>\$104,411</u></u>



Grants and Gifts

Grants

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 Genie Gengler Charitable Giving Fund
 Green Bay Packers Foundation
 Harley Davidson Foundation
 Al Hurvis/ADAMM Education Foundation
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 Waukesha County Community Foundation-Bortz Family Foundation
 Wisconsin Tennis Association

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 Eric and Bev Wentz
 YourCause-Wells Fargo Community Support Campaign (designated individual gifts)

In memory of Jordan Werner

Mike Spurling and Peggy Kirkeeng

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Palermo's Pizza

PRP Wine International

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