



The Match

Fall 2020

www.mtef.com



Coping with COVID

2020 Summer Camp Proved Safe and Successful

To be or not to be was the question that swirled around MTEF's Summer Camp programming as the coronavirus took its hold in the Milwaukee area. To be turned out to be the answer. Despite the pandemic, MTEF's summer camps went on – although not quite as usual.

In fact, MTEF was one of the first sports organizations to offer in-person activities this summer, modifying its programming with pandemic protocols that kept our youth safe and healthy – including mask-wearing, small group sizes and physical distancing.

In partnership with the Milwaukee Recreation Department, MTEF held six weeks of summer programming at Merrill Park and five weeks of camp at Brown Deer High School in conjunction with Brown Deer Parks and Recreation.

Tennis lessons, 90-minutes in length, were held five days a week with many students staying for a full-day of three classes. Because Safer-at-Home restricted physical activities for many, our in-person programs focused on providing fun and engaging physical and social activities. Groups were small with pods of four students and a coach per court and, depending on location, one or two open courts between the pods.

One of the best parts for the campers this year was *Continued on Page 6*



Site Director Joel taught beginning tennis students about overhands at Merrill Park in July.



Tennis Director Tony challenged youngsters at the Mary Ryan Boys and Girls Club to count their "ups." The winner was rewarded with an icy popsicle on a hot day.

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MTEF Officers and Directors

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Vice President: Michael Buckholdt

Treasurer: Christopher Schifano

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Assistant Secretary: Kim Kirkpatrick

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Trevor D'Souza (2010-2012)

Michael Sperling (2012-2014)

Timon Corwin (2014-2016)

Elizabeth Horneffer (2016-2019)

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John Austin, William Henk, Daniel O'Brien

MTEF Staff

Executive Director: Julie Cordero

Tennis Director: Tony Broaden

Education Director: Julia Mercado

Controller: Barbara Franzen

Welcome Julia!

Mercado to Head Education Effort

MTEF is extremely pleased to announce that Julia Mercado has joined the foundation as education director.

A teacher at the Milwaukee Public Schools' Spanish Immersion School since 2016, Mercado has a strong background in delivering creative and interactive lessons to the youngsters in her classes, including those with learning disabilities.



Mercado

Her resume reveals that she does this by weaving multiple technologies, musical and art-related activities into a curriculum that includes reading, writing, science, social studies and computer literacy.

"Education is vital to a student's future success in life," said Mercado. "I want to provide leadership to implement the program, strengthen its sustainability and to support students to enjoy success in their education goals."

Music and art, she says, "help create a classroom environment of creativity and it helps make the brain more receptive to deeper critical thinking. As an educator, I incorporate songs to teach academic vocabulary. I also allow students to explain their thoughts, ideas, and feelings through drawing and labeling. Lastly, I try to keep my students moving since I know engagement will increase as learning becomes fun and meaningful.

Mercado, who grew up in Milwaukee, earned a B.S. in elementary education at the University of Wisconsin – Madison. She currently is pursuing a master's degree in administrative leadership/instructional leadership at Alverno College.

She loves to travel and has visited 12 countries so far, including Greece, Italy, France, Cuba and Argentina, all of which will serve MTEF well.

"Now more than ever, MTEF youth need academic support, mentors and motivators to help them succeed in life," said Julie Cordero, MTEF's executive director. "As our education director, Julia brings passion for education, classroom teaching experience and a host of ideas to enhance MTEF's educational programs."

A Year Like No Other

2020 Presented Problems That Required Resiliency

Amidst a racial justice crisis, pandemic and raging community anxiety, the need for MTEF's high-quality, safe and positive activities for youth is greater now than ever before.



Julie Cordero
Executive
Director's
Message

MTEF is proud to have focused on supporting both the physical and social/emotional wellbeing of our students in 2020.

With tennis balls – not crystal balls – we work to shape our future by investing in our youth and empowering them to develop the strong characters and critical life skills that will lead them to success. Through virtual and in-person opportunities, MTEF has engaged, partnered with and improved our students' chances to succeed.

Like all organizations, families, and companies, MTEF had many programs, plans and hopes that had to change this year.

Resiliency is at the core of what we strive

to instill in our participants. As such, when we focus on what we have accomplished under trying circumstances, we have much to be proud of!

Since March MTEF has:

- Awarded \$8,000 in cash scholarships to youth. (See story on Page 3)
- Provided two tablets and a Chromebook to students otherwise unable to participate in school virtually
- Played tennis with 100+ kids at Merrill Park, Brown Deer Schools, Mary Ryan Boys and Girls Club, Wick Field and offered four adult tennis classes
- Provided 100 virtual classes including: 10+ trauma-informed life-skills classes with Stryv365, Inc; five Spanish language classes with Coach Joel Rodriguez; five cooking classes and five science experiments with Miss Beth; two guest interviews – Steve Lyons on financial considerations and Julian Rheams on going to college and Historically Black Colleges and at least 50 workouts and tennis skills classes with Coach Tony.
- Hired a public school teacher as our *Continued on Page 7*

Making a Difference

Brookfield Couple's Generosity Encourages Academic Success

A Brookfield couple, inspired by the courage exhibited by Milwaukee Tennis & Education Foundation participants who spoke at the foundation's 21st Annual Tennis Ball fundraiser last November, has established a scholarship fund with an initial gift of \$25,000.

The couple, who wish to remain anonymous, have pledged to give annually over the next three years for a minimum total of \$34,000.

In providing their gift, they stated: "The purpose of the award is to acknowledge/encourage individuals to be courageous and to overcome their fears."

The first four recipients of their generosity were presented with checks in mid-June. All have been involved in

MTEF's High

Performance TEAM (Tennis, Education and Mentoring) programming.

The recipients and the amounts they received are:

David Akinsanya (attending the University of Notre Dame), \$5,000

Josiah Jacobs (grade 6), \$1,000

Adwoa Jessup (grade 7), \$1,000

Jailyn Powell (grade 11), \$1,000

The checks were delivered to their homes by MTEF Tennis Director Tony Broaden.

To maintain proper social distancing, the checks were



Akinsanya



Jacobs



Jessup



Powell

presented on a tennis racquet.

"These scholarships come at a time of great change in our participants' lives," said Julie Cordero, MTEF's executive director. "This gift and these scholarships are creating opportunities for children to achieve. Looking at the individuals we serve and the conversations we're having with our participants, Milwaukee Tennis & Education Foundation is filled with hope.

"To encourage these compassionate youth to contribute to making their community and world a better place – amidst all the pain as the community around us grapples with the traumas of systemic racism, a pandemic, police brutality, and more – is our greatest work," she

added.

Founded in 1975, the Milwaukee Tennis & Education Foundation has been making a difference in the lives of Milwaukee area children through outreach programming since 1995. Along with tennis, its TEAM programming incorporates tutoring, mentoring and nutrition/life skills.

Participants are primarily Black but the ranks also include youngsters who are Hispanic, Hmong, Native American and White.

Just Wait 'Til Next Year!

Gala to Resume After Pandemic Pales

How can something so microscopic become for way too many of us the biggest party pooper of the year? A lot of people may be asking that question as fun events such as fundraisers fall victim to the evil little virus known as COVID 19.

For months, MTEF held out hope that the 22nd Annual MTEF Tennis Ball, the foundation's largest fundraiser of the year, could be held in some form as scheduled. In the end, it was game, set and match for the virus and the decision was made to postpone the Ball until the fall of 2021.

Unfortunately, MTEF still needs a goodly portion of the funds the 2020 event would have raised to support its programming that continues despite the persistent plague – albeit in an adapted format that incorporates CDC health guidelines. (See related story that begins on Page 1.)

So, if you are someone who has enjoyed past Tennis Balls as either a sponsor or attendee, please consider making a financial donation instead.

Our participants still need your help to assist them in becoming the best they can be! They will be most appreciative of whatever assistance you are able to provide!

Stay tuned for information on the 2021 MTEF Tennis Ball, which will be held at the Italian Community Center, 631 E. Chicago St. on a date yet to be determined.

Gourmet Dinner Auctions Wine Pull Raffle

Save the Date!

22nd Annual

MTEF

Tennis Ball

Nov 5, 2020

Italian Community Center

631 E Chicago St.

POSTPONED TO 2021

NEW DATE AND DETAILS TBD

Gourmet Dinner Live and Silent Auctions Wine Pull Raffle

Gourmet Dinner Live and Silent Auctions Wine Pull Raffle

Grants and Gifts

Grants

Bader Philanthropies
Baird Foundation, Inc.
Robert W. Baird & Co.
Small Business Administration
USTA
USTA Foundation
USTA/Midwest Tennis & Education Foundation
Waukesha County Community Foundation – Bortz Family Fund
Wisconsin Tennis Association

Corporate Gifts

AmazonSmiles Foundation
Arandell Corporation
GE Foundation – Employee Matching Fund
UBS – Employee Matching Fund
Woller-Anger & Co., LLC
Suzanne Brill
Rod Den Boer
B. J. Doyle
Erv Woller, Jr.

Individual

Anonymous
Mae Brielmaier
Gianna and Brad Brin
Mary Fran Cahill and Herb Hentzen
Sarah Cyganiak
Trevor D'Souza
Mari and Thomas Dougherty
Donna Drosner and Jeffrey Pink
Elizabeth Eaton and Steve Ryan
Genie Gengler Charitable Giving Fund
Julie Gundersen
Beth and Mark Horneffer
Hal Horneffer
Lisa and Steve Lyons
John Markel

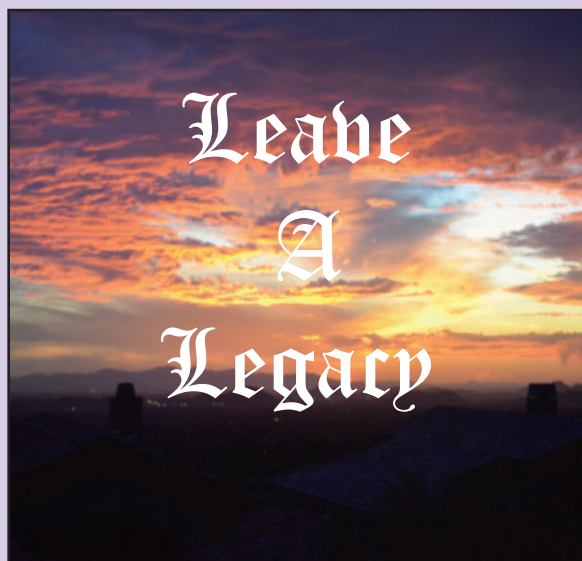
Chas and Judy Mulcahy
James Sazama
Deborah and Christopher Schifano
Mary E. Staten
US Bank
Lisa Winders

WRC Fundraiser

Timon Corwin
Kelly Frank
Julie Gundersen
Western Racquet Club Members

In Honor of Tennis Ball 2020

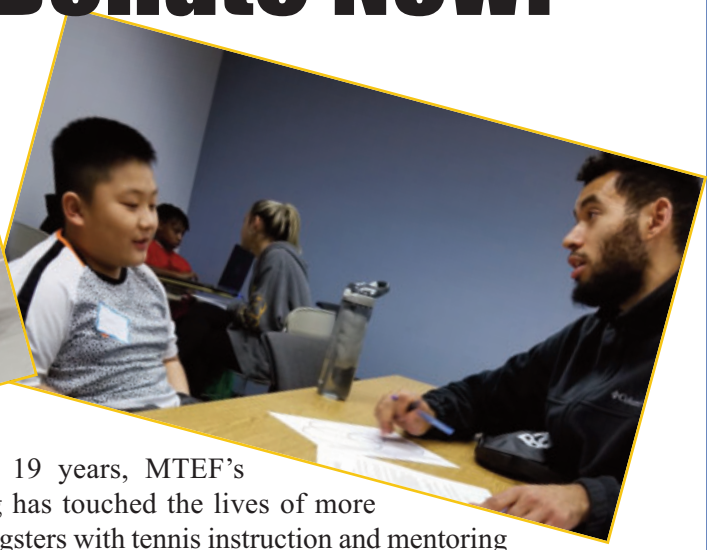
Karin and Michael Buckholdt
Sarah Cyganiak
Mary Fran Cahill and Herb Hentzen
Rachel and Timon Corwin
Britt and David R. Frank
Julie Gorens-Winston
Beth and Mark Horneffer
Hal Horneffer
Al Hurvis/ADAMM Education Foundation
Kurt and Kari Janavitz
Martha and John Kendler
Lisa and Steve Lyons
Milwaukee Tennis Classic, Inc.
Chas and Judy Mulcahy
Adam Pearson
Caran and Joel Quadracci
Denny Schackter and Patti Lock
Deborah and Christopher Schifano/US Bank
Kate and Will Schoyer
Judith and Robert Scott
Trimble Family Foundation
Lisa Winders



Ensure the future
of tennis, education and mentoring
for Milwaukee's youth by naming
the Milwaukee Tennis & Education Foundation
(EIN: 39-1317061) in your will or estate plan.

To learn more,
contact your financial advisor.

Be a Friend! Donate Now!



Over the past 19 years, MTEF's programming has touched the lives of more than 40,000 underserved Milwaukee youngsters with tennis instruction and mentoring plus academics, life skills and fitness/nutrition education.

For many years, the USTA Foundation has designated MTEF as a 4-Star NJTL chapter – one of only 25 out of more than 250 in the entire United States. MTEF was recognized as the National NJTL Chapter of the Year in 2006 and the Midwest NJTL Chapter of the Year in 2004, 2005 and 2009 and the national No. 2 First Serve chapter in 2010.

MTEF programs are possible because of the generosity of Friends in our community, like you, who help us sustain and grow our programming. You can make a big difference in a child's life with your gift of any size.

Donations can be made online at mtef.com/donate or mail this form with your check or credit card information. Friends will be recognized in the next issue of *The Match*. Here are some ways you can help:

Sponsorships

- ☐ Summer Programming
 - ☐ Merrill Park
 - ☐ Brown Deer
 - ☐ Sherman Park
- ☐ Year-round High Performance TEAM
- ☐ Newsletter
- ☐ Tutors and Tennis Instructors
 - ☐ Tutors
 - ☐ Tennis Instructors

Area of Greatest Need

☐ Please use my donation wherever it is most needed.

Volunteers

Another way to be a Friend is to donate your time. Projects/areas of need are:

- ☐ IT/Website
- ☐ Data Input/Analysis
- ☐ Committee Interest
- (Tennis Ball, Media, Fundraising, Program etc.)
- ☐ Mentor

To Donate Now

Copy this page. Make your choice(s) from the list above, fill in the information below and mail this page to:

MTEF, 3000 N. Sherman Blvd., Milwaukee, WI 53210. Make checks payable to MTEF.

Name: _____ Phone: _____ Amount: _____
Address: _____ City: _____
State: _____ ZIP code: _____ Email: _____
Credit Card: MasterCard Visa
Number: _____ Expiry: ____/____ Validation: _____ Signature: _____

Or log onto www.mtef.com and click on *Donate* or *Get Involved*. Donations are fully tax-deductible.

Meet Our Kids

Meat Our Kids features young people involved in MTEF's year-around TEAM (Tennis, Education and Mentoring) programming.



Charly Heu
5th Grade
McKinley Elementary School

Charly is full of energy and passion when it comes to the game of tennis and it shows.

From hitting topspin forehands during a drill to working with his coaches in the zoom fitness classes all the way to engaging with peers and service learners in the classroom,

Charly is always looking for ways to improve and to face the next big challenge. When not on the courts with MTEF, you can find Charly gaming with friends, or taking his parents out on the courts to play.

Saniya Simmons
9th Grade
Milwaukee School of Languages

Saniya is a rising teenager in MTEF'S year-round TEAM program. She works hard to improve, and it shows!

Here's what the coaches have to say about her:

Coach Loren says, "Saniya is a very hardworking and passionate player. Every time she is on the court, she is always so focused and ready to give it her all! She has such powerful strokes, and once she is able to play her game consistently, she will be out of this world."

When Coach Tony reflects on his time spent with Saniya, he had this to say: "It's honestly a lot of fun working with Saniya. I try out a lot of different ways to teach a technique or concept and Saniya is always there asking great questions and, when working on something new, she's always willing to give it another try. With that kind of attitude, no one can ever truly fail."



2020 Summer Camps Incorporated Pandemic Health Protocols

From Page 1 no ball pick-up! Instead they helped push balls to the corners of their courts where the coaches used hoppers to pick them up.

Throughout July and August, 12 academic sessions were held virtually as a series of drop-in classes called "Find Your Voice."

These classes focused on poetry, music, reading and writing. All campers and year-round participants were invited to join in both!

Coach JP and Coach James from Stryv365 were on court two days a week at both Merrill Park and Brown Deer sites leading activities from their *peak team*

program, which helps youth develop resiliency to stress through trauma-informed exercises.

Coach Tony also delivered activity packs to campers' homes. The packs included a foam tennis ball, a jump rope, the game Kanoodle and a cloth face mask.

He also offered a "rally in the alley" to get the kids outside playing a bit. Jump ropes could be used to double as nets, or they would just rally the foam ball across the yard.

With the support of the Wisconsin Tennis Association's Diversity Grant, MTEF also provided beginning tennis to youth ages 7-12 enrolled in the Mary Ryan

Boys and Girls Club summer program.

The program was right-sized to their age, space and readiness by using NetGeneration equipment and pop-up nets on the club's asphalt basketball courts.

The kids were so eager to be active, the program continued into the fall!

Milwaukee Recreation and MTEF also teamed up to offer adult tennis lessons at Wick Field, Lincoln Park and the Milwaukee School of Languages.

The adult lessons were designed for individuals from beginner level (2.0) thru advanced intermediate (3.5), who either wanted to pick up the game of tennis or further develop their tennis skills.



Coach Loren (center) with MTEF High Performance TEAM participants Roseana (left) and Taihdra.

Shining Bright Coach Named to List of Top Young Entrepreneurs

MTEF regards Coach Loren as a star on our courts. Turns out she shines just as brightly off the court!

Founder and CEO of Lëvor, which produces organic beauty products for people of all hair types, the 21-year-old recently was named to Wisconsin Inno's third annual Inno Under 25 list. The list features the Wisconsin's top young entrepreneurs, tech experts and startup community leaders.

According to the list's profile of her company, Lëvor's mission is "to desegregate the haircare industry." Founded in 2018, the company finished second in Wisconsin's Big Idea Tournament earlier this year.

To learn more about the honor and Lëvor, log on to: <https://www.bizjournals.com/milwaukee/inno/stories/inno-insights/2020/09/24/wisconsin-inno-under-25.html>

Summer Programming Required Ingenuity; Support Still Needed

From Page 2 education director to best support students' academic achievement.

And better yet, we have much more to come.

Your help, support, gifts and encouragement have kept the staff (and me) running strong. We can only achieve our vision *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 with all of your help!*



TEAM participant Levi seemed happy to receive an activity package. It contained a jump rope, foam ball and more to encourage outdoor activities.



Volunteer Tutors Needed

Looking for ways to give back and support youth during the pandemic? MTEF is seeking mentors and tutors to commit to at least one-hour per week to support our youth with homework, tutoring or instilling a positive mindset during the pandemic.

You would be partnered with a student and expected to meet weekly. Sessions are held on Zoom.

To learn more or sign up, contact Julia at jmercado@mtf.com

Milwaukee Tennis & Education Foundation
Attn: Julie Cordero
3000 N. Sherman Blvd.
Milwaukee, WI 53210

Out in the Open: *Fall Programming Included Lots of Fresh Air*



Coach Tony worked on a volley drill with two HP TEAM participants at Wick Field.

Usually when the school year begins, MTEF's High Performance TEAM participants have always headed indoors. Not so in 2020 – the pandemic year that has proven to be like no other.

Starting in mid-September and running through Halloween, fall programming moved outdoors at Wick Playfield on the city's west side – which actually allowed for more court time than ever before.

HP participants have been working hard with tennis drills on Monday, Wednesday and Saturday. Opportunities for match play exist on Friday evenings. Thirty-two dedicated students in grades 5 through 12 are divided by age into TEAM Aces or TEAM Smash.

As always, students also are supported academically and expected to achieve off the court. Six students currently are participating in one-on-one tutoring with Marquette University Service Learners, Rachel and Ximena.

Since 31 MTEF students attend schools that either are fully virtual or in a hybrid model, having the one-on-one support time is more meaningful than ever.

Because of the progress students are making in the individual sessions, the online Zoom tutoring mode may be here to stay permanently to help our students to succeed in the classroom..