

2020

ANNUAL REPORT



Inspiring Youth To Serve

FROM THE EXECUTIVE DIRECTOR

As I reflect on the past year, it's hard to find adequate words to describe a year that turned life as we know it upside down.

At the beginning of 2020, TMYL was preparing to add to our already robust programming in order to increase our impact on the under-resourced children in Lansing. Plans included adding Dwight Rich School of the Arts in the Lansing School District to our Lunch Time Tennis Program, exposing 700 more children to the game of tennis while helping them remain active; an increased commitment and deepening of the relationship with our partner schools in Lansing, and collaborating with new partners, including the Boys & Girls Clubs and the YMCA, in our summer program. But then, everything came to a screeching halt.



In March, when it became clear that life would need to change, we were both sad and concerned. Sad, because we would miss spending time with the kids we serve and concerned for what the future held – for TMYL as an organization, but most importantly, concerned for all of the children in our area who would miss out on opportunities to learn and grow. We knew that we HAD to shift our programming and resources to meet the new needs of our community.

Through the commitment and creativity of our staff and Board, we did just that! Our programs shifted to a virtual platform and staff time was concentrated on personal outreach and providing resources (equipment, books, tablets, information, etc.) to our families. Meanwhile, our donors stepped up to ensure TMYL could continue to operate and thrive during a time of turmoil.

Ultimately, 2020 solidified that TMYL is not merely an organization dispensing programming, but a family. A family of participants, families, staff, donors, board members, and volunteers who rely on and support one another, who provide whatever resources and expertise they have available to benefit those who need assistance, and who genuinely care for each other.

As we enter 2021, we know things remain uncertain and are prepared to stay nimble in our programming to meet the most critical needs of our participants while following safety regulations. But as we return to the schools and courts to serve our kids, we will hold on to the lessons we have learned. As an organization, we strive to always meet our participants and their families where they are, and this year certainly reinforced how critical it is to tailor our programming and efforts where our children most need it.

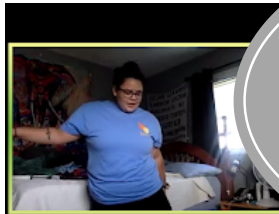
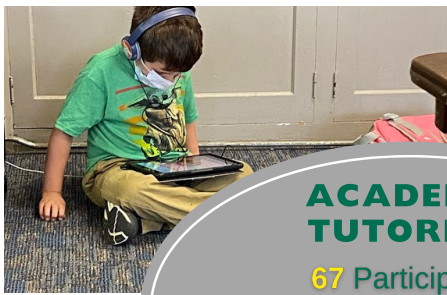
We are grateful for your support of TMYL! And while the future remains unclear, one thing remains certain – that with your ongoing assistance, we will continue to make a positive impact on the community by helping kids in Lansing who need it most!

Rebecca Johnson

Rebecca Johnson
TMYL Executive Director



TMYL PROGRAMS



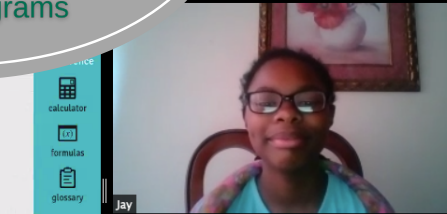
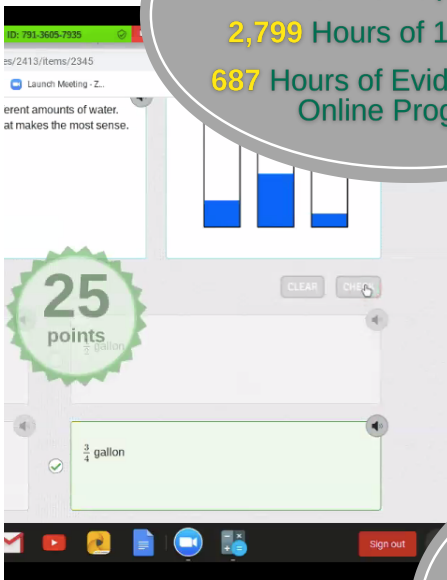
SUMMER AND FRIDAY NIGHT TENNIS

139 Participants
2,234 Hours of Physical Activity



ACADEMIC TUTORING

67 Participants
2,799 Hours of 1:1 Tutoring
687 Hours of Evidence-Based Online Programs



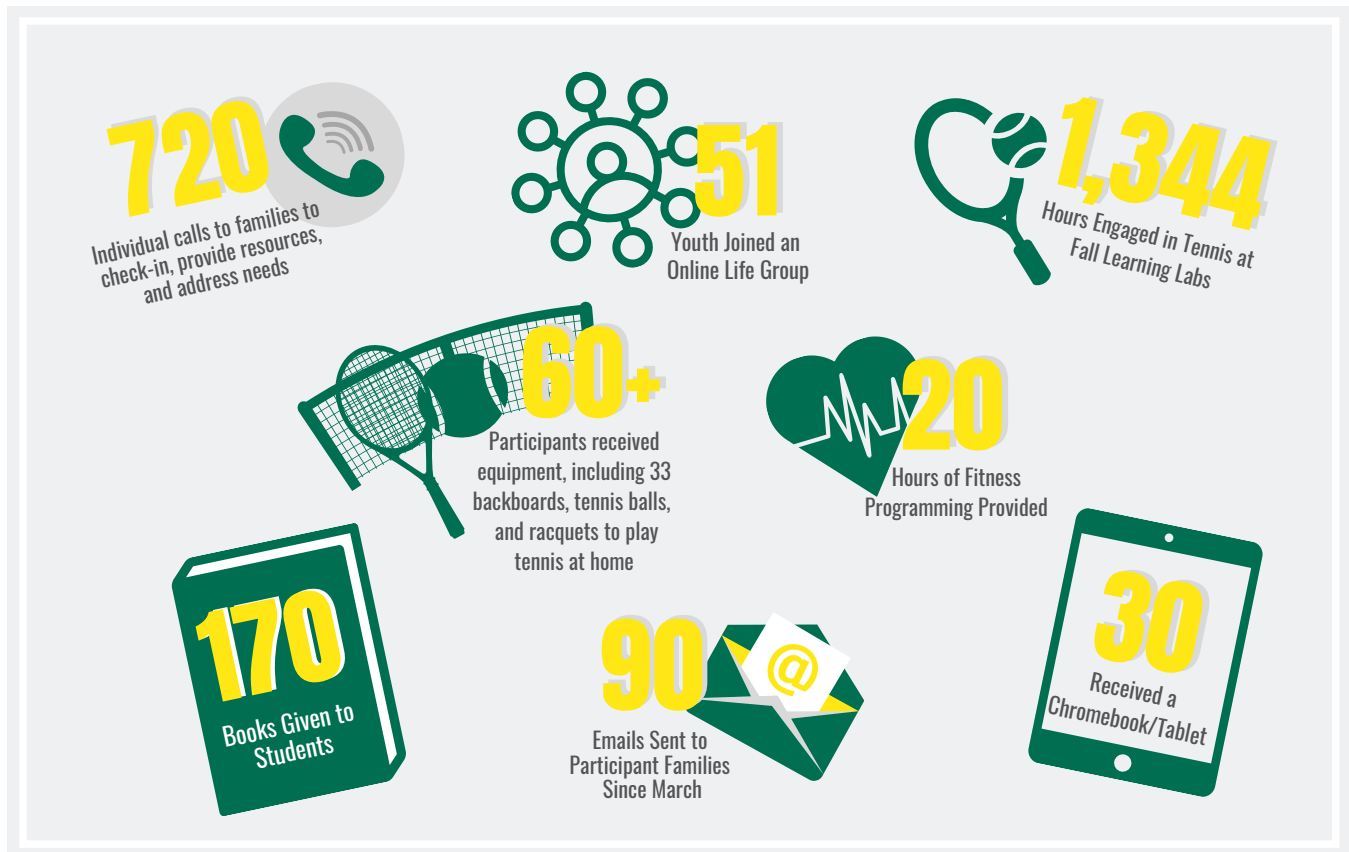
OUTREACH AND PARTNERSHIP TENNIS

2,688 Participants
3,992 Hours of Physical Activity



COVID-19 PROGRAMS AND RESPONSE

When everything shut down in Michigan in mid-March, TMYL's tennis and education programs all quickly shifted to a virtual platform to continue providing services to our youth. We focused on providing significant training for our coaches and tutors to ensure program effectiveness and impact. We transitioned several staff members to exclusively focus on outreach to families – phone calls, emails, text messages, and equipment drop-off. Below is a synopsis of the programs TMYL provided throughout the COVID pandemic.



Go to www.tmyl.com/covid to find out more details about TMYL's Covid Programming in 2020 and early 2021.



Grantors

- Dollar General
- Community Foundation
- Let's Play Sports
- USTA
- USTA Foundation
- USTA/Midwest Tennis & Education Foundation

Generous Partners

- Court One Athletic Clubs
- Lansing Parks & Recreation Department
- Lansing School District
- MSU Indoor Tennis Center
- Sparrow Michigan Athletic Club
- USTA Foundation
- USTA/Midwest

2020 EVENTS

7th Annual Tennis Extravaganza

On March 13 and 14, TMYL hosted the 7th Annual Tennis Extravaganza in Chicago. The weekend event included a tennis clinic at College Park Athletic Club and a full day of tennis at East Bank Club in Chicago, including junior and adult cardio mixers, and a reception with our founder, Todd Martin. Over an uncertain weekend, 75 people participated in our events, supporting the work we do every day with youth.



Event Committee

Anne Chalesle, *Event Director*
Michael Brakora
Viny Gossain, *Board Member*
Liz Opie
Chris Struck, *Board Member*

Briarwood Country Club
Kelly & Miguel Cervantes
Anne Chalesle
Chicago Bears
Chicago Cubs
Chicago Pizza Tours
Club Pilates
Mary Cook
Corridor Brewery & Provisions
CSz Theater Chicago
Custom Hair Lounge
East Bank Club
Eris Brewery and Cider House
Fairgrounds Craft Coffee & Tea
Farmhouse Chicago
Josh Moulton Fine Art
Katie Jackson
Lakeshore Sports & Fitness
Life In Motion Guide

Liz Stella & Dot
Lori Sapio Photography
Todd Martin
Midtown Athletic Club
Nick Cromydas
Nike
Old Irving Brewing Co.
The Painted Lady
Park Lane Jewelry
Powdr Corporation
Pyar&Co
Quinessa Solomon - Gordon

Racquet Magazine
Revolution Brewing
Arjuna Reddy
Spa Spazio Nail Salon
Spinning Wheel Brands
SQN Escapes
Strings Attached
The Second City
Toast Restaurant
Western & Southern Open
Wilson
Zyia Active

Auction Donors

All She Wrote
Amy Bissonette Photography
Art Institute of Chicago
Ashland Leather
Babolat
Ballyhoo Hospitality
Benefit Cosmetics Armitage
BeautyCounter - Sarah Pearsell
Boka Restaurant Group
Botanica-cbd

Champions Dinner and Auction

Due to safety concerns and capacity restrictions, our Annual Champions Dinner and Auction went virtual! A virtual dinner was definitely an interesting experience. While we missed seeing everybody in person, at least we all got to wear comfier clothes! The event featured a panel discussion of our coaches with Todd Martin conducting the interview! We also had some spirited bidding on our Live Auction Items and heard from parents of our participants. TMYL was overwhelmed with the generosity of both current and new donors who sponsored our virtual event.



Auction Donors

Babolat
Bead Boutique
Beggar's Banquet
David & Patricia Brogan
Nick & Ellen Belloli
Jodi Berlin
Biggy Coffee - Owosso
Birchwood Country Club
Bronca
Burgdorf Winery
Campbell's Market Basket
Carsmetology
Miguel & Kelly Cervantes
Anne Chalesle

Chapelure
Costco
Court One Athletic Clubs
Creative Wellness
Cody Cross
Annette Davis
Doggy Daycare and Spa
Douglas J Aveda Salon
Dave Ewert
Molly Fletcher
Foods for Living
Goldfish Swim School
H&H Mobil
Catherine Hauschild
Herman Miller

Anna Hodges Oginsky
Joan Witter
Lansing Brewing Company
Leading Edge Golf
Reuben Levinsohn
MSU Indoor Tennis Facility
MSU Men's Soccer
Nut House Sports Grill
Orchid Orthopedic
Paramount Coffee
Peacock Road Tree Farm
Playmakers
Potter Park Zoological Society

Pure Barre
Racquet Magazine
Saddleback BBQ
Kurt Scholler
Sparrow Michigan Athletic Club
Spartan Golf
Glenn Stevens Jr.
Bill Struck
Cortney Tostevin
Treetops Resort
Van Atta's Greenhouse
Wheatfield Valley
Wilson

TMYL FINANCIALS

While we had a slight (understandable) decrease in revenue for 2020, it was off-set by a decrease in expenses. Even during a tumultuous time, TMYL continued to take steps to diversify our funding sources. We made a concerted effort to seek out more grant opportunities and succeeded! In 2020 grants made up 28% of our total revenue compared to 11% in 2019. In addition to grants, over 200 individuals and businesses supported TMYL through both direct and in-kind contributions.

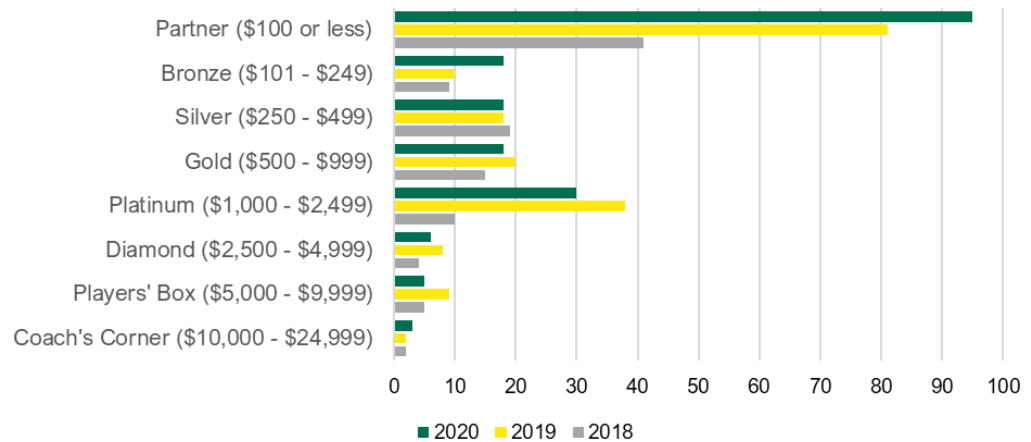
Your contributions to TMYL have been invaluable. We hope we can count on you to partner with us to spread the word and expand our donor base. The more resources we have, the more children we can reach!

\$517,516.99

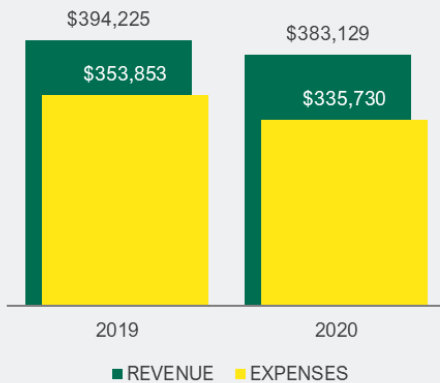
ENDOWMENT BALANCE
AS OF DEC. 31, 2020



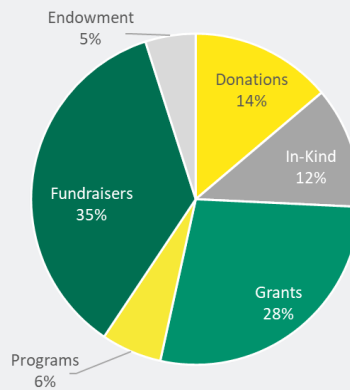
Number of Donors by Donation Level



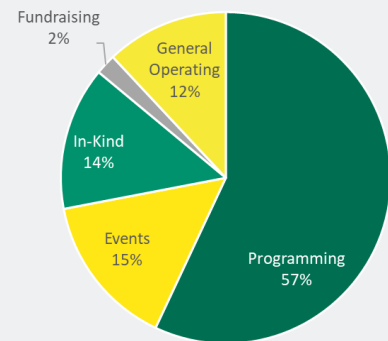
2019 vs. 2020



2020 Revenue



2020 Expenses



In-Kind Donors

Anita Agasaveeran
Amy Bissonette Photography
Capital Area Literacy Coalition
Banu Colak
Communities in Schools
Court One Athletic Clubs
Jennifer Cronkite
East Bank Club

Jill Kochanek
Carley Koski
Lansing Parks and Recreation
Daniel Martin
Lanie Martinez
MSU Center for Community
Engaged Learning
OnTarget Living

Racquet Publishing, LLC
Mallory Rumrill
Zuwena Sandu
Kurt Scholler
Sparrow Michigan Athletic Club
Mike Sprague
Tom Stanton
Bill Struck

Sheila Tansey Johnson
USTA Foundation
USTA/Midwest
Wilson Sporting Goods

2020 DONORS - TODD'S TEAM

TMYL is beyond thankful for our generous donors and partners who are committed to our mission to serve under-resourced children in the Lansing area. Thank you to each and every one of you!

Coach's Corner

David & Patricia Brogan*
Doug & Leigh Conant
Lynn & Margo Swan*

Player's Box

Jack Griffin-Farm Bureau Insurance*
McKinsey & Co.*
Octagon*
Daniel & Julia Swan
David & Mary Swan

Diamond

Ralph & Sally Beebe*
Cerrone Family Foundation*
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Orchid Orthopedic Solutions*
Christopher Struck
Jennifer & Matthew Van Dyke

Platinum

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Troy & Anne Close*
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DeFeo Family Foundation*
FT Cares*
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MSU Golf*
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Sue Selke*
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Jon & Shari Vegosen
Rene Velazco
Kristin Wood

Bronze

Doug Dancer
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Lauren Burny
Christine Campanelli
Christopher & Julie Chepy
Kara Chmielewski
Caryl Dillon
Cindy Faulkner
Flint Tennis Club

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Tina Caravette
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John Minagawa Webster
Vanya Weglarz
Jodi Wujkowski
Mei You
Kristin Yorke
Valerie Yudelovitch

Special thanks to Goldman, Sachs & Co and Jackson National Life for serving as TMYL Matching Organizations in 2020.

** Denotes a donor who sponsored at least one event.*

LOOKING AHEAD TO 2021

As 2021 begins, we will continue to provide our tennis and education programs virtually to ensure the health and safety of our participants, coaches and tutors. In addition, we will continue to partner with Lansing Parks & Recreation and the Lansing School District to provide in-person lunch time and after school tennis at the Learning Lab at Foster Community Center five days a week.

We fully anticipate slowly rolling out in-person programming as the weather turns nice this spring and vaccinations become more widely accessible. Through the spring and summer, we will continue to offer hybrid programming so we can continue to serve those youth who are not yet comfortable attending in-person programs.

With all the changes that are sure to come our way this year, TMYL will continually assess what is in the best interest of our youth and community and adjust our programming as necessary.



BOARD OF DIRECTORS



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 Amanda Fisher, Vice President, *NFIB/Michigan*
 Todd Kosta, Treasurer, *Woodworth Commercial*
 Emalie Karp, Secretary, *Sparrow Health Systems*

Nick Belloli, *Orchid Orthopedic Solutions*
 Nicole Brilliantes, *Michigan Athletic Club*
 Vineeth Gossain, *Witt-Kieffer*
 Kristina Janssens, *Flagstar Bank*
 Casey Lubahn, *Michigan State University Golf*
 Roberto Martinez, *National Heritage Academies*
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