

TMYL



2023 ANNUAL REPORT





A WORD FROM TMYL'S EXECUTIVE DIRECTOR

Happy New Year! 2023 was another year for the record books for TMYL – we served more youth, engaged kids in more hours of physical activity and academic tutoring. We also had a great year on the fundraising front thanks to a highly successful Lansing fundraiser, several grants (including one from the state of Michigan for \$50,000!), and generous supporters like you.

We are proud about the impact of our work in 2023. More than the impressive statistics you will read in the following pages, I'm excited and humbled as we hear from parents and teachers about the significant influence the program is having on their youth. Our focus as a team has been investing in ongoing education surrounding evidence-based best practices to ensure our programs are having maximum impact. This is truly what TMYL is all about!

The successes we have experienced and the challenges we have overcome have made us more eager for the year ahead and all that we hope to accomplish. We have more opportunities for the future than we could have imagined even a few years ago! We are currently engaging in thoughtful and strategic conversations about what the future holds for TMYL and the youth, families, and communities we serve. We cannot wait to share more updates with you as our plans unfold and come to fruition!

There is no adequate way to thank you for being a part of the TMYL family! Your support is integral to our ability to serve youth and set them up for success in life, in school, and on the court.

With Regards,

A handwritten signature in black ink that reads "Rebecca Johnson". The signature is written in a cursive, flowing style.

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PROGRAMS

In 2023, TMYL worked around the clock to serve the youth of Lansing, providing tennis, tutoring, and life skills opportunities all year-round.

Our year started and ended with a focus on school year programming. During each semester, our dedicated coaches and tutors provided over **18 hours of tennis instruction and over 8 hours of academic tutoring every week**. We tried to spread our reach as far as possible to meet kids where they are and serve them well including Friday nights, Sundays, weekday afternoons, and during lunchtime in 3 schools.

Once summer came, it was all hands on-deck! Our team led **8 weeks of programming across two locations** and hosted **full-day programming for Riddle Elementary School students** during that time. It was a highlight of our year to get more quality time with these Riddle kids, spending mornings on the court for tennis and afternoons in the classroom for learning and enrichment.

We love that we can deliver a variety of programs to meet the diverse needs of our community.

 **100%**
Academic Improvement


RECOMMENDED
93%

4.5/ 5 ★
Program Satisfaction

17,723

Hours of Physical
Activity Engaged



5,337

Youth Served

3,805

Hours of Academic
Tutoring Engaged



IMPACT OFF THE COURT

TMYL strives to ensure the youth in our programs develop crucial social and emotional skills linked to long-term success in education and life. **Social and emotional learning (SEL)** involves acquiring and applying skills for emotional understanding, goal setting, empathy, positive relationships, and responsible decision-making. SEL qualities are increasingly recognized as essential for employment and earnings, yet many job candidates lack these soft skills. Amid current societal challenges, there's a heightened need for promoting non-academic skills like **positive identity, social skills, and self-management**. TMYL programs incorporate research-backed practices, such as the Theory of Change, to address these needs effectively.

Learn more about the **Theory of Change** by scanning the QR code and watching this brief 3 minute video from Hello Insight.



SEL skills are regularly assessed to ensure that each young person is on a pathway toward success. To accomplish this, TMYL uses an online learning and evaluation platform – Hello Insight, to deploy scientifically validated tools and analytics that have been tested and statistically validated through surveying more than 250,000 young people in over 1,500 programs nationwide.

Check-In surveys assess young people's experience of key positive youth development practices that have been correlated with the types of SEL growth that lead to long-term academic gains, career and workforce development, positive behaviors, and increased thriving during TMYL's various programs. Additionally, Check-In surveys identify which positive youth development research-based experiences are areas of strength, as well as which experience could be enhanced in TMYL's programming according to the young people being served.



Over the past month, we assessed the SEL development of 56 young people participating in TMYL's Friday Night Tennis programming. The positive youth development research-based experiences we measured included: **Engage Authentically, Promote Peer Bonds, Manage Goals, Expand Interests, Share Power, and Challenge Growth.**

2023 Check-In Results



Program Satisfaction

84% of the young people in this program reported having the willingness to recommend this program to a friend.

Experience Findings

79% of the young people in this program reported experiencing authentic engagement. In our program, young people build relationships with adults who take the time to get to know them by listening and understanding who they are – their cultural and lived experiences, their interests, and their passions.



90% of the young people in this program reported working with an adult who carved out time in their day to learn about and listen to them. Young people in our program felt that adults took the time to really understand young people and their lives outside the program.

TMYL is dedicated to ongoing learning and improvement. Therefore, we used the Check-In Survey results to understand young people's experiences and improve the quality of our services. All TMYL Youth Instructors and Mentors are engaging in continuous learning and professional development surrounding the areas of growth highlighted in the survey results.

**Access to Hello Insight is generously provided by the USTA Foundation*



CHICAGO



2023 Cheers to Chicago

This year we paid homage to the generous support of our community in the windy city with our Cheers to Chicago fundraiser. It was two great days in May filled with private lessons, tennis clinics, and an evening reception with founder Todd Martin where we got together to celebrate all the accomplishments we've been able to achieve together in the past year. Energy was high, hearts were generous, and we couldn't be more thankful for each and every person who participated!

Event Sponsors

- Margo & Lynn Swan
- Anne & Troy Close
- The James Kwok and Kathleen Park Charitable Fund
- The Beebe Family
- Aaron & Whitney Fershee
- The Brakora Family
- Catherine Game & John Cawood
- Ruby, Milo & Oliver Gossain
- Bill & Maria Struck
- Underground Printing
- USTA/Midwest Tennis & Education Foundation
- The East Bank Club

Auction Donors

- Aaron Bilgin
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- All She Wrote
- Ballyhoo Hospitality
- BNP Paribas Open
- Carly Edgar
- Club Pilates
- Eris Brewery and Cider House
- Gibson's
- Joe Glunz
- Koval Distillery
- Marriott Theatre
- Max Ziegler
- Nancy Vitucci
- Paul Torricelli
- Revolution Brewing
- Spa Spazio Nail Salon
- Teri Emerson
- Trent Clark
- Western & Southern Open

LANSTING



2023 Champions Weekend

We switched things up a bit in Lansing this year, holding our annual Champion's Reception at UrbanBeat in Old Town. It was a lively, intimate evening with refreshments, music by John Beltran, and the unexpected surprise of dogs in costume parading just outside for Old Town's dog trick-or-treat night. All of our guests showed up with enthusiasm and a spirit of giving. We couldn't be more humbled by the generosity from our attendees! To round out the weekend, we hopped on the court with Todd, holding an Adult and Kids Clinic, as well as a special clinic for our Riddle After School Program kids.

Event Sponsors

- Anonymous
- Ralph & Sally Beebe
- Lynn and Margo Swan
- National Heritage Academies
- Orchid Orthopedic Solutions
- Wen LaCross Family Foundation
- AF Group
- Bill & Julie Cawood
- Court One Athletic Clubs
- FT Cares Foundation
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- Upstream Investment Partners
- Washington Avenue Advisors
- Woodworth Commercial
- Lisa Hildorf & Mark Castellani
- Kendall Electric
- Dave & Kristyn Ladd
- Lansing Sports Commission
- Roberto Martinez
- McLaren
- PTD Technology
- Jeremy & Kimberly Wells

Auction Donors

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- Blue Rose Cookie Co.
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- Cancun Mexican Grill
- Chapelure
- Cortney Tostevin
- Court One Athletic Clubs
- Culver's
- Dave Ewert
- Douglas J Aveda Salon
- Frederik Meijer Gardens
- Groovy Donuts
- H&H Mobil
- Herman Miller
- Impression 5
- International Tennis Hall of Fame
- Jackson
- Joel Raddatz
- jojo + lo Pickleball
- Kim Bruno
- Launch Trampoline Park Lansing
- Lucky's Steakhouse
- Emalie and Richard Karp
- Michael Shields
- Mona Mendez
- MSU Department of Theatre
- MSU Men's Tennis
- New Balance
- Nick Pope
- Paramount Coffee
- Peoples Yoga
- Playmakers
- Potter Park Zoological Society
- Pure Barre
- Purple Rose Theatre Company
- Reid Friedrichs
- Saddleback BBQ
- Sansu Sushi & Cocktails
- Schuil Coffee Company
- Sean Maymi
- Showroom Shine
- Steam Railroading Institute
- Studio C
- Swan Electric
- Sweet Encounter
- The Great Escape Room Grand Rapids
- Tom Kotcher
- Trent Clark
- University Club of MSU
- USTA
- Western & Southern Open
- Wheatfield Valley



YEAR IN REVIEW

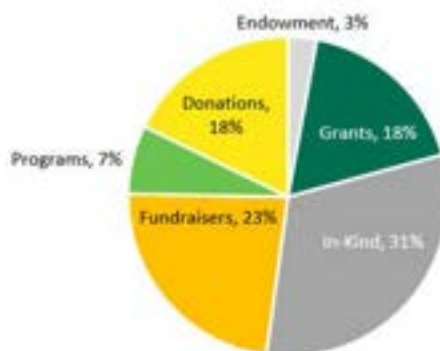
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Endowment balance as of
12/31/2023

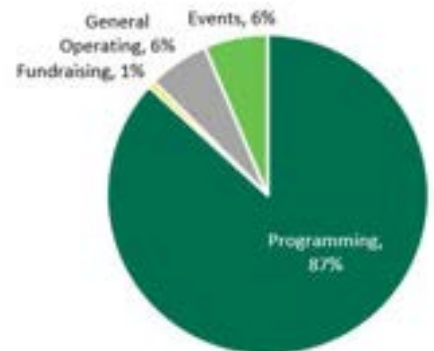
IN-KIND DONORS

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- Bill Struck
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- Capital Region Community Foundation
- CASE Credit Union
- Court One Athletic Clubs
- Dana Bennett
- Delta Dental Foundation
- Doug & Dorothy Nevitt
- East Bank Club
- Elevation Construction Management
- Grant Hendrickson
- Greater Lansing Food Bank
- Jackson
- Junior Achievement
- Lansing Parks and Recreation
- Lansing School District
- MSUFCU
- NFIB Michigan
- Northwest Initiative
- Pace Howe Designs
- Planet Fitness
- Preuss Pets
- Rachel Korest
- Sparrow MAC
- Sue Selke
- Swan Electric Company
- Tom Stanton
- Underground Printing
- Van Attas Greenhouse
- Wilson

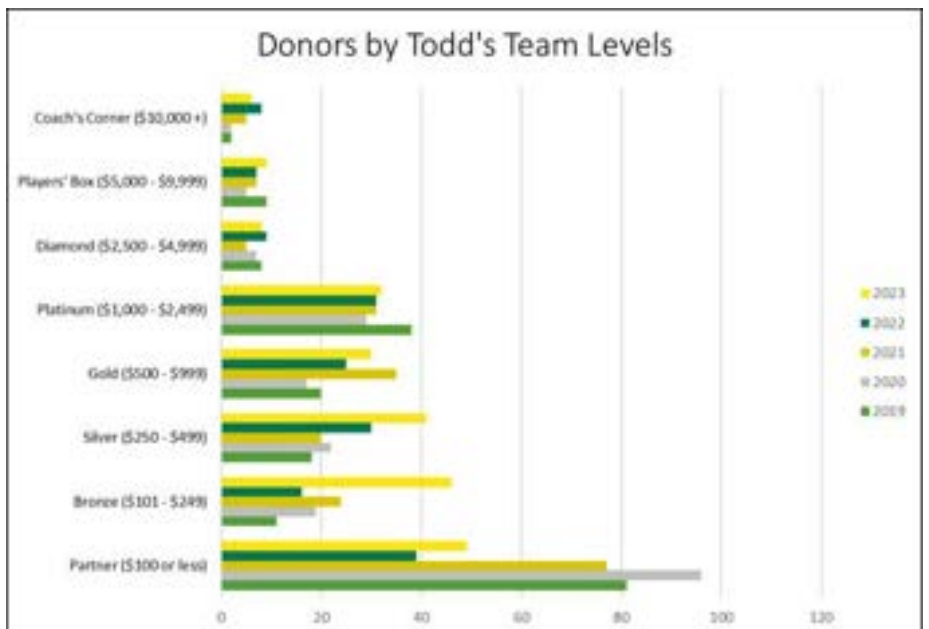
2023 Revenue



2023 Expenses



Donors by Todd's Team Levels



2023 TODD'S TEAM

COACH'S CORNER

Dave Brogan
Cookie Jar Foundation
Sal & Marcie Durso
Jack & Kelly Griffin
Dan & Julia Swan
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Lynn & Margo Swan*

PLAYERS' BOX

Anonymous*
The Beebe Family*
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Jennifer & Richard Dresden
Lynn H Martin
Jennifer & Matt Van Dyke

DIAMOND

Anne & Troy Close*
FT Cares Foundation*
Anna & Mike Miller
Jay & Susan Monahan
National Heritage Academies*
Orchid Orthopedic Solutions*
The James Kwok and Kathleen Park
Charitable Fund*
Wen LaCross Family Foundation*

PLATINUM

AF Group*
Anonymous
Anonymous*
The Brakora Family*
Nicole & Patrick Brillantes
Lisa Hildorf & Mark Castellani*
Bill & Julie Cawood*
The Chyu and Whitney Family Fund
Conant Leadership *In Honor of Ben Conant
Court One Athletic Clubs*
Nancy & Bill Danhof
Nancy Dunkel
Aaron & Whitney Fershee*
Amanda Fisher
Catherine Game & John Cawood*
Barbara Given
Dave Haak
Matt & Heather Hagan
Scott Hurwitz & Kelly Austin
Emalie & Richard Karp
Clare Mackey
Adrian & Miroslava Martin
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Nick & Angie Pope
Kathryn Popoff
David & Judy Rubovits
Bill & Maria Struck*
Christopher Struck
Upstream Investment Partners*
Washington Avenue Advisors*
Woodworth Commercial*

GOLD

Ozan Baris
Nick & Ellen Belloli
Steve & Vicki Belloli
Will & Sarah Black
Cecil Booth & Danny Sharp

GOLD (CONT.)

CASE Credit Union
Sam Eyde
Sarah Eyde
Vinny & Sally Gossain*
CJ Griffin
Jeffrey Jacobs
Ravi Kapoor
Kendall Electric*
Katelyn Kye
Aaron & Katie Laatsch
Dave & Kristyn Ladd*
Lansing Sports Commission*
Puneet Mansharamani
Todd & Amy Martin
Roberto Martinez*
McLaren*
Tom & Nancy Patterson
PTD Technology*
Wayne Repko
Laura & Todd Ross
Torye Santucci
Melissa & Tim Stolicker
USTA Midwest Tennis &
Education Foundation*
Harold VanderSalm
Jeremy & Kimberly Wells*
Wordhouse Wealth Coaching

SILVER

Absolute Solar
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Katie & Kevin Blair
Parag Bordia
Kim Bruno
Raymond & Lori Choi
Christman Construction
Sameea Chughtai
Trent Clark
Ben & Christina Conant
Mike Dauka
Kara & Scott Eldridge
Rick & Pat Ferman
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Willa Lang
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Dawn & Ryan Opel
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Portland Party Store
Waheb Qarana
Alyson & Patrick Ryan
Renee & John Salomon
Brian Saltzman
Robert Schostak
Catherine Schwartz
Katie Smith
Spadafore Distributing
Tom Stanton
Emily Stevens

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Luisa Tririgoff
Kristin Wood
Mike Wymard

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Ninos Andrews
Katherine Antonucci
Kara Bachman
Kurt Baldassari
Jenna Battles
Doug Baum
Jeremy Capell
Cindy Cruise
Patrick & Lindsay Fitzgerald
Mike Frank
Sue Freehling
Mark Gertzof
Anna Gjerlow
Melissa Green
Greer Harrison
Lesley Herald
Harry Jadun
Meg & John Janssens
Marnie Katz
Megan Kearney
Scott Kilgren
Sara King
Debby Krebs
Elissa Lafayette
David Lee
Aubrey Lehrmann
Sanjit Mahanti
Stephanie Mansour
Amy Montgomery
Katherine Morrison
Gavin Newcomer
Liz Opie
Allison Resnick
Phil Rooney
Chris Scott
Stephen Stanley
Cassius Street
Carin Sussholz
Demetra Vassilatos
Rene Velazco
Michael Viges
Steven Weyhing
Lisa Whalen
Susan Woods
Betsy Zeiger

PARTNER

Kendell Anderson
Mary Barlow
Banu Basaran
Audrey Brayton
Anne Brereton
Nicola Brown
Cosette Buckberry
Bill & Christina Burke
Debra Chamberlain
Kathy Dalla Costa
Anthony Crivella
Douglas Dancer
Tom & Vickie Derengoski
Pharrington Douglas
Mira Edgerton

PARTNER (CONT.)

Kathleen R Fendt
Bob Foley
Annette Furca
Iris Gruhl
Cheryl Hayes
Renee Hoekstra
Dan and Barb Ilgen
Darlene Johnson
Flo Jones
Erin Kilgren
Julie Morris
Kevin Kuhn
Mark & Deirdre Levine
Danielle Loevy
Crystal Lowe
Angie Morris
Julie Pearlman
Bruce Perkins
Robin Pizzo
James & Gloria Pocock
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Diane Selke
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*Donor was an event sponsor

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- Lansing Kiwanis
- Michigan Nonprofit Association
- MiLEAP (Michigan Department of Lifelong Education, Advancement, and Potential)
- PNC Foundation
- USTA/Midwest Tennis & Education Foundation
- USTA Foundation



GIVE TODAY TO INVEST IN TMYL KIDS!





TMYL exists to prepare young people, especially those from under-resourced families and communities, for success as individuals and as active, responsible citizens through innovative tennis, education, life skills, and leadership development programming.

CONTACT INFO

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SOCIAL MEDIA

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 toddmartinyouthleadership