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Grace O'Connor

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ensure the accuracy of our annual report. Please feel free to contact us with any discrepancies. Thank you.



15-LOVE() Giving Kids the Advantage

annual report

FROM THE board president



Dear Friends and Supporters of 15-LOVE:

The following quotation comes from Arthur Ashe:

> 'Start where you are; Use what you have; Do what you can."

While not specifically directed toward our 15-LOVE Program, Arthur's three step quote is nonetheless relevant to where we are today and what we do. This 2019 Annual Report attempts to communicate some of our accomplishments during the past year as we continue to strive to follow Arthur's sage advice.

When Arthur came to Albany in 1990 to help us launch 15-LOVE, we really had no idea what would actually occur. We started with nothing. Actually, we did have something. We had an idea. The idea was to help make a positive difference in the lives of kids in Albany, Schenectady and Troy. (Step 1)

We pulled together a group of like-minded individuals formed a board of directors, created a new not-for-profit organization (Capital Region Youth Tennis Foundation), and God Bless. gave ourselves an operating name (15-LOVE). We talked to friends, businesses, and community leaders about helping us. They liked the idea too. We recruited Kevin Dowdell, a former Capital Region resident and an outstanding tennis player, who was working with Arthur. We invited Kevin

to help us and, in turn, Kevin invited Arthur to help bring awareness to our startup program and to help raise funds to launch 15-LOVE. (Step 2)

Having been successfully launched in 1990, we continue to carry forth with our original mission of "reaching out in a loving, caring way to the youth of the Capital Region (using tennis as the medium), especially to those in the inner-cities of Albany, Schenectady and Troy." It has not always been smooth sailing. There have been times of stress and struggle. But, with a talented and dedicated staff, an actively engaged board of directors, and with outstanding community support, we have achieved good results – particularly evidenced by the kids who have graduated from our program and are now making a positive difference in the world.

I think Arthur would be proud of what we are doing.

We are very grateful for your ongoing support. We would not be where we are today without a strong team effort.

Herb Shultz

President, Board of Directors

FROM THE executive director



Dear Friends.

2019 seems like a lifetime ago. This Annual Report is coming out later than we had noped, but we wanted to make sure we got it out and recognized all of the amazing support we receive from our community, and

hold ourselves accountable for how we put the gifts we receive to good use.

2019 was unfortunately marked with disruptions in my personal life, as I tore my ACL and had knee surgery to repair it, and a week later, my then 9 year-old son broke his elbow, requiring surgery. I wasn't able to drive, so needed to work from home for a bit (little did I know that this would be a "test drive" for 2020!). I don't tell this story to make this about me, but to say that we have an amazing team at 15-LOVE.

Board Members offered to drive me around, staff members took on new responsibilities, and our youth helped out so much more around the office. I wasn't able to finish the year with the Book Club students at Sheridan Prep, but our staff and volunteers took the reigns and ended the year strong with them. When we talk about 15-LOVE as a family, we mean it across the board. From the youth we work with, to our amazing instructors, passionate staff, dedicated volunteers and unmatched Board of Directors, we are one big family. And, that comes through even stronger when there is some type of hardship. There is no pride, no job too menial, just a mission to fulfill... and everyone involved is willing to make that happen in whatever way they can. Even as the organization grows, we haven't lost the sense of community that truly makes the program special

When I talk to alumni, or get notes or donations from them, I am so in awe of the people they have become. We often talk about encouraging our kids to become "productive citizens who work hard to achieve their own goals." I can tell you for a fact, that time and time again, this the case. I wish I could put my finger on just what it is that makes that bit of difference, but I don't think that's possible, and I don't think it's just one thing. It's a multitude of things, all working together in harmony.

The fact that our alums stay in touch, so our current youth see what is possible (and maybe fostering a little sense of competitiveness); the fact that our students often meet our Board Members, and know that from the very top, everyone in the organization cares about them: maybe it's the sport of tennis that teaches them to both rely on themselves, and work as a team to find success; maybe it is the relationships they build and the fact that they get to know kids from so many different backgrounds and truly understand them and start to see the world from their eyes. Whatever it is, it works, and there is no way we could do it without the amazing community support that we receive. So, thank you for believing in 15-LOVE and giving us the opportunity to work with an amazing group of today's youth who will most certainly become our leaders of tomorrow.

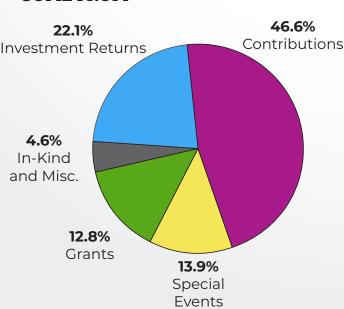
With great appreciation,

Amber Marino Executive Director

STATEMENT OF FINANCIAL POSITION **DECEMBER 2019**



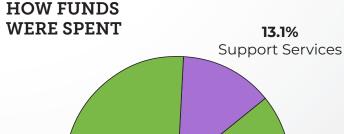
WHERE FUNDS **COME FROM**



STATEMENT OF ACTIVITIES 2019

Revenues

Contributions Foundation Grants Special Events (net) In-Kind and Miscellaneous Investment Returns Total Revenues	\$406,187 \$111,050 \$121,391 \$40,473 <u>\$191,996</u> \$871,097
Expenses Program Service Expenses Management and General Total Expenses	\$392,100 <u>\$58,849</u> \$450,949
Change in Net Assets Net Assets	\$404,093
December 31, 2018 December 31, 2019	\$1,346,081 \$1,750,174





13.1%

Partners & Sites by County

Albany School of Humanities, Albany VI, Arbor Hill Community Center, Arbor Hill Community School, Arbor Hill Park, Blessed Sacrament School, Camp Metro, Delaware Ave. Boys' & Girls' Club, Delaware Community School, Eagle Point Elementary School, Fairwood Apartments Tennis Facility, Giffen Elementary School, Henry Johnson Charter School, Hoffman Park, Hoffman Teen Center, Israel AME, Krank Park, Lincoln Park, Montessori Magnet School, New Scotland Elementary School, North Albany YMCA, Parsons Child & Family Center, Philip Schuyler Academy, Pine Hills Elementary School, Police Athletic League, Schuyler Achievement Academy, Sheridan Prep Academy, St. Catherine's Institute, Thomas O'Brien Academy of Science & Technology, Trinity Institute, Westland Hills Park, and Wilson Ave. Park.

SCHENECTADY

Central Park, Central Park Middle School, Hamilton Elementary School, Hillhurst Park, Howe Elementary School, Jerry Burrell Park, Keane Elementary School, Michigan Avenue Courts, Mt. Pleasant Boys' & Girls' Club, Mt. Pleasant Middle School, Oneida Middle School, Pleasant Valley Elementary School, Quackenbush Park, Sportime, Steinmetz Park, VanCorlaer Elementary School. Yates Elementary School and Zoller Elementary School

86.9%

Program Service

and Expenses

RENSSELAER

Frear Park, Griswold Heights Center, Hope 7, Prospect Park, (Troy), Public School #18 (Troy), Rensselaer Boys' & Girls' Club, Riverfront Park, and Troy Boys' & Girls'

MISSION STATEMENT

"To reach out in a loving, caring way to the youth of the Capital Region, using tennis as the medium, especially those in the inner cities." Within that overall mission, the following seven operating themes are emphasized:

- 1. Stress education
- 2. Promote good health (emotional and physical)
- 3. Instill positive values
- 4. Foster multi-cultural relationships

- 5. Support family preservation
- 6. Advocate good sportsmanship
- 7. Encourage community service

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