

A Love of Tennis

**BUILDING**  
TENNIS COMMUNITIES



**Annual Report 2013**



## Our Mission

To inspire young people to maintain an active and healthy lifestyle and live their dreams.



Our Vision: A healthy and active lifestyle for every child in Canada and the self-confidence to believe anything is possible.

Core Values: Honesty, integrity, perseverance, respect, commitment and teamwork

### **President's Report:**

This has been one of the most rewarding years since we have been in business. We are starting to see an amazing difference first hand in the children who have been attending each year. Their self-confidence, has improved tremendously, the kids arrive with a huge smile and are really improving, moving well on the court, and are truly hooked on the game of tennis. Our environment remains an amazing positive and nice place for these kids to be and it shows in their keen interest in wanting to improve and be at tennis. It has been a sincere privilege for me and our amazing volunteers and staff to be able to teach these children.

As the inactivity rate, obesity and poverty increases in our kids we are very proud that we can address these issues by creating no barriers to participation. An environment that provides them with the key lessons to believe in themselves, dream that anything is possible and the opportunity to live a healthy and happy life is something that we have been able to provide in a positive, fun and exciting way.

I want to personally thank all those involved in helping us achieve our dreams including VIP Lawn Care, Tommy & Lefebvre and Tennis Canada in the Building Tennis Communities Program. Our staff and volunteers exemplify the same core values that we teach our kids which creates an amazing environment to work in and we are all proud of them. Our terrific Board Members who work to help grow the organization are amazing people to work with and I want to personally thank them. To the kids keep up the great work, never give up on your dreams, work hard for what you want to achieve, believe in yourself and enjoy tennis and all the life skills it offers everyday with your family and friends. We look so forward to seeing you all on court again this year! Keep up the great work.

## Community Development Goals and Strategies

### Goal # 1: To strengthen the leadership infrastructure at all levels to effectively deliver A Love of Tennis Programming

- Developing an operating framework and Business model which includes mandatory, primary and secondary operating documents.
- Developing an orientation manual for new Board members and ensure succession plans are in place for key tennis development positions.
- Vice-president of the organization working at recruiting volunteers, interviewing and screening at the present time.

# Volunteers recruited and screened: Projected 20      Actual (18)

### Goal # 2: To increase A Love of Tennis Programming to reach 100,000 young people.

	Projected	Actual	Up to Date
• # A Love of Tennis sites	2	2	2
• # school programs	15	14	16
• # volunteers trained to deliver programs	20	18	45
• # junior participants (5 years)	20	15	30
• # junior participants (6-8 years)	40	45	60
• # junior participants ( 11+)	300	20	30
• # serving up success league participants			
6-8 years	50	45	75
9-10 years	50	35	60
11 and up	300	20	30
• # schools adding tennis to curriculum	5	3	10
• # school participants	15,000	8,000	30,000

Note: To date 30,285 participants have been introduced to A Love of Tennis Programming

#### Junior Participants ages 11+

There is an inactivity crisis in Canada. Too many youth are spending 6-8 hours a day in front of screens. This will lead our future generation to higher health care costs related to childhood obesity such as diabetes, heart disease, cancer and strokes. I drove my bike to a local high school to pick up mail and noticed that everyone was being dropped off by car – mine was the only bike locked in the bike rack.

These are the awareness facts regarding our youth and we must work to help change the path of our kids so they can live a healthier and brighter future. Our program has no barriers, offers increased self-esteem, life skills that will serve all youth well in the future in all parts of their lives, a positive environment and a sport that they can play for a lifetime. We will spend many resources over the next

year to help train youth leaders to recruit more youth into our programming. It is crucial that we look after our future generation.

### **Awareness Facts of our Youth Today**

- only 12 % of children and youth are meeting Canada's current Physical Activity Guidelines. This means 88% of children and youth are not active enough (2007-2009 CFLRI CANPLAY study.) [1]
- only 7% of youth 15-19 years are meeting Canada's current Physical Activity Guidelines—this means that 93% of youth 15-19 years are NOT meeting the guidelines (2007-2009 CFLRI CANPLAY study.) [1]
- "Physical activity" has different intensities – Light, Moderate, and Vigorous. Light activity might be gardening; Moderate activity might include walking the dog, Vigorous physical activity might be a hockey game or a race. Physical activity doesn't always have to be vigorous!
- Canadian youth accumulate, on average, more than six hours of screen time on weekdays and 7 hours on weekends.[1-3] Think about it – you spend between 6-7 hours at school each day – and then another 6-7 hours in front of a screen? CRAZY!
- Approximately 40% of youth (10-14 years old) with disabilities in Canada do not participate in organized sports and physical activities. [4]
- If I told you that girls only spend approximately 13% of Physical Education class engaged in moderate to vigorous physical activity would you believe me? [5]
- Only 5% of adolescent girls are meeting the current physical activity guideline of 90 minutes of physical activity per day. [1] Why is that?
- In just the past five years, video game use in teenagers has gone up 24 minutes/day, computer use is up 27 minutes/day, TV use is up 38 minutes, and music and audio media use have risen 47 minutes a day. [6] All this media time usually translates to less time engaged in physical activity. [7] Can you think of ways to be active while you're getting your media fix? Why not wear your MP3 player while you run, or try out an active video game?
- In the past two decades, sport participation rates in Canadian youth aged 15-18 declined from 77% to 59%. [8]
- Get active and you can get better grades - increased time in physical activity is associated with better academic achievement. [9]
- Over the past five years, the proportion of 8- to 18-year olds who own their own cell phone has grown from 39% to 66%. The proportion with iPods or other MP3 players has also increased, jumping from 18% to 76% among all 8- to 18-year-olds. [6]
- Studies show that exercise has positive short-term effects on self-esteem in both children and adolescents. [10]
- Children with disabilities encounter more barriers to physical activity. [11]
- Teenage boys engage in more unstructured physical activity than girls. [12]
- Canadian adolescents tend to be less active in the winter months, [13]

References:

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**Goal # 3: To ensure all communities have nice facilities for young people to play**

	Projected	Actual	Up to Date
• # courts resurfaced	2	0	6
• Revenue raised for court renovation	\$15,000	0	\$60,000

Our goal over the coming year will be to market and promote our fundraisers to help generate more revenue for facility upgrades. We have many school sites on the waiting list that are in very poor shape. Our kids need to be playing on nice environments which helps increase their self-esteem but also will increase the amount of youth who play if they have nice places to go.

**Goal # 4: To increase revenue through a fundraising and sponsorship program**

	Projected	Actual	Up to Date
• Amount of fundraising revenue	\$5,000	\$500	\$1000
• # of sponsors	2	2	2
• # of A Love of Tennis Presentations	4	0	0
• # Grants	2	2	8

Over the next year we will recruit more volunteers to help us market our product and create more awareness of the terrific work we are doing in the community as well as informing others of the tremendous need to ensure our kids live a long healthy and happy life.

### **Summary**

Overall, we know we have work to do but we are also so encouraged of the results we have accomplished in such a short time. We are pleased at the difference we have seen in the children and youth who have participated in our programming. It is an excellent opportunity to see first-hand the positive impact we can make in our communities.

We look so forward to continuing to make an impact in communities by helping to decrease childhood poverty and obesity and creating an atmosphere where all children can believe anything is possible.



Yours for another great year on the courts,  
Danielle Smith  
President & Founder A Love of Tennis