



A LOVE OF TENNIS STRATEGIC PLAN 2023-2028

It is with great pleasure that we present the A Love of Tennis Strategic Plan. This five year plan provides a blueprint for the next 5 years to build a thriving tennis community with all participants thriving and growing through tennis. Tennis at our facility will continue to be play based, and fun inspiring all participants to live each day with an encouraged sense of optimism.



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INTRODUCTION



As we embark on another exciting five years we want to thank all the participants, volunteers, staff , donors and partners who have helped us create an amazing tennis community and helped us make a significant positive impact in the lives of our participants. A Love of Tennis has become an amazing place to play, meet friends, family, socialize and stay healthy at the same time.

We look forward to a lot of exciting changes over the next five years, continued success and thank all of you for your support.

Sincerely,
Danielle Smith
Founder



Mission:

Empowering participants to be active through tennis programs building character and life enhancing values

Vision

The self confidence to pursue your dreams.



Values

Our values are at the core of how we all work, live and play

Optimism

We believe in no limits and that all things are possible

- We believe in dreaming big
- We believe playing on a team is rewarding and fun
- We believe a young child can dream of one day playing in a grand slam.
- We believe that a young nurse can take an abandoned tennis court and transform it into a vibrant community.
- We believe that a young boy or girl can grow up to be a doctor or engineer.
- We believe you can meet long lasting friendships on the court.
- We believe that growing up in poverty doesn't mean you can't create your own dreams.
- We believe that the optimistic way we work sets no limits to what we can achieve



Knowledge

We believe that knowledge makes us better at what we do

- We believe that we strive for up to date knowledge in programming
- We believe that reading changes lives as is important for kids to excel in school
- We seek out the latest techniques in teaching
- We encourage reading through our little library at the courts
- Bringing new ideas on court creates more fun for participants

Honesty

We believe in honesty in all interactions on and off court

- We are honest when making line calls
- We are honest when we communicate with co-workers, volunteers & participants

Excellence

We never stop striving to be a leader in making tennis fun for everyone

- Excellence happens in everyday ways that we make a difference to everyone
- Little things we do everyday makes a difference to the kids, staff and volunteers
- Our facilities are safe for participants and staff
- Doing your best everyday
- Our facilities are nice environments to play on

Accountability

We are responsible for all our actions

- We always do what we say we are going to do
- We respect our team members and show up to play each week
- We help our co-workers and volunteers when needed

Respect

We treat the equipment, our peers, volunteers and the instructors with respect

- We value all ideas and suggestions
- The kids respect their team members even when they are losing or their team makes mistakes on court
- We value all volunteers and respect their time and help
- We believe in increasing self confidence and will treat everyone with respect.

Teamwork

We work together as a team to create new ideas and change lives

- The kids always try for their team, and encourage their peers even when they make a mistake.
- We all help together to make it better for everyone.
- We work together as a team becoming community leaders in change





Strategic Pillars

Play

Playing Opportunities to attract and retain players

Focus Area

- Continue to grow the junior team tennis program
- Expand the women's league at the beginner, intermediate levels
- Grow the "girls on the courts" programming
- Continue to grow the "tennis for everyone" opportunities

Promotion

Enable growth through communication, events, partnerships and social media

Focus area

- Storytelling to encourage and celebrate diversity, inclusivity
- Grow the A Love of Tennis brand

- Share stories that emphasize fun and our core values
- Promote more partnerships
- Recruit sponsors
- Recruit more donors through storytelling and communication
- Utilize the DMS system to communicate better with donors
- Update website for better communication, registration



People

Tennis for Everyone

Focus Area

- Excellence in the delivery of fun play based programs
- Inclusion and diversity programs open to everyone
- Opportunities for girls and women at all levels, coaching, leadership and play
- Promotion of community program “tennis for everyone” by recruiting partners

A Positive, Fun Environment for Everyone

Focus Area

- Orientation of mission, vision, values to all volunteers, staff, board members
- A updated procedures and policy manual
- Recruitment, retention strategies for staff, volunteers, board members through a well being program
- Orientation to all volunteers, staff who run programs to ensure they are all play based and fun.
- A back check program to ensure the environment is safe for everyone.



PLACES

Thriving Places to Play

Focus Area

- Financially Viable
- Recruitment of sponsorship, marketing, fundraising, board members to develop a leadership succession plan
- Welcome, safe and inclusive environment
- Sustainable
- Improving of infrastructure - lights, electricity, tarp

- Well maintained with excellent and updated equipment for play
- DMS system to manage donations and donors

