



EASTERN ONTARIO TENNIS ACADEMY 2008 ANNUAL REPORT



David McGuinty M.P. Ottawa South, Danielle Smith President EOTA

Mission: To impact the lives of all participants by providing fun, affordable and life enhancing programs



President's Message

Team tennis is a major program that has really taken off in our organization and across the world. At a USTA coaches conference I heard Patrick McEnroe talk about the team spirit of the USA Davis Cup team and discuss the importance of team tennis. He indicated that we really should have more team tennis programs in our organizations.

We were pleased to hear this as we have incorporated team tennis into our school program, our annual fundraiser, our spring programs and summer camps. The benefits of playing on a team include team work, cooperation, honesty, perseverance and the spirit that keeps you going for your team. It has been so rewarding watching kids compete and cheer on their team mates, to play on a team in the World Team Tennis Fundraiser with family and friends or to see kids come to camp with their team colors on.

Added to the benefit of being on teams has been our progressive tennis program that allows kids to play tennis right away by using modified equipment and court sizes. It has been amazing to watch little kids play after one or two lessons. Tennis has really changed to allow more people into the sport so quickly and we have witnessed this first hand.

This year we are extremely proud of the team tennis program in the schools that allows all kids the opportunity to play. Our inner city school program provides kids with the life skills of team work, honesty, perseverance, commitment and respect which will help them build a brighter future through better grades in school. We are extremely committed in changing the lives of kids and making our community a better place through tennis. By decreasing childhood obesity, creating brighter futures and building nice environments for kids to play we are proud to say that we plan to make a lasting and positive impact in our community.

We wish to thank David McGuinty M.P. Ottawa South who sponsors the McGuinty Cup and presents it to the winners of the World Team Tennis Event, David Fairweather who maintains the facility at Hillcrest for us, and our great partner the Ottawa Carleton School Board in which we have obtained a new lease agreement for Ridgemont High School courts. We look forward to refurbishing those courts so more kids could have a nice place to play!

We also wish to thank all our schools and the extremely dedicated teachers who bring tennis to their students. We look forward to another great year in 2009 by building on our many community partnerships including Tennis Canada and the Building Tennis Communities program.

Danielle Smith

HONESTY RESPECT PERSEVERANCE COMMITMENT TEAM WORK



Our Core Values

Commitment – I will always do what I say

Perseverance – I will never give up and quit

Respect – I will respect my facility, equipment, peers and myself

Honesty – I will always make the right call even when no one is watching

Team Work – I will think of us before me

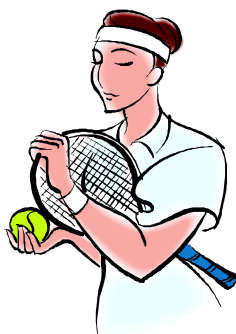
Introduction: Community Tennis Association:

We are a CTA which is a not for profit incorporated organization that benefits the needs of the community through tennis programming. We partner with Tennis Canada and have been involved in the Building Tennis Communities program which has mentored us through the last 4 years. It has been a very rewarding experience as we have seen many positive changes in our community through our programming. The community needs we identified were kids and families in poverty and childhood obesity.

We implemented our programs on Hillcrest courts that were refurbished through an Ontario Trillium grant for \$33,100. It has been Hillcrest programming revenue– team tennis, adult programs, summer camps and our annual fundraiser that has enabled us to continue our school program as well as a grant from the Communities in Action Fund enabling us to give 10 schools tennis equipment.

We wish to thank the many families and individuals who have participated in programs at Hillcrest and our wonderful pros who have made all this possible. We also wish to thank the Ottawa Carleton School Board which has provided us with a lease agreement for Hillcrest and our new site Ridgemont. It has been a very positive experience sharing the facility with the school and community. We have also been able to create nice places for kids and families to play.

We will highlight our five goals and where we are at this point in achieving our objectives. We are in the first year of a 5 year strategic plan.



Goal # 1 Introduce tennis and our 5 essential core values to 20,000 youth

As Arthur Ashe, stated so many years ago, “As never before, our moral, intellectual and material wealth, will depend on the strength, skills and productivity of our youth.” We feel this is extremely important and therefore our values of commitment, respect, honesty, perseverance and team building skills are incorporated into all programming.

Key Indicators of Success

Measurable Objectives	Goal 2008	Results 2008
Tennis is promoted in the schools through a tennis curriculum	12 schools 5,000 participants	12 schools 7,500 participants
# teachers and or mentors trained in programming	4	8
Increase in high school tennis teams	1	1
Learn/Play/Compete program at hillcrest	500 participants	600 participants
# team tennis participants Hillcrest	200	400 80 teams
# team tennis participants schools	100	300 64 teams
Tennis promoted through Ottawa Boys & Girls Club	500	500
Develop Partnerships	5	10
High School learn/play/compete	500	750

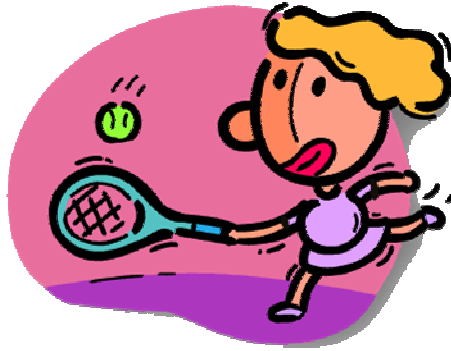


Goal # 2 Deliver a consistent life skills experience through each school and facility we work with

Consistency of our life skills is important to ensuring the integrity of our programming. Tracking methods will be developed as well as supervision from trained coaches and mentors who ensure the programs are running successfully.

Key Indicators of Success

Measurable Objectives	Goal 2008	Results 2008
Establish a training manual for all mentors and teachers at schools and facilities	Completed	completed
Establish an orientation manual for all new staff, Board members and volunteers	Completed	completed
Establish revenue to hire supervisor for Love of Tennis Programming	To be completed by 2012	ongoing
Develop Board policies in establishing tracking methods in establishing success in implementing core values into programs	Ongoing to be completed by 2010	ongoing
# coaches certified and trained each year	3	3



Goal # 3 Grow the love of Tennis School Program to 25 schools in this region

Positive Aspects of Program:

- Schools love the program
- Kids are so excited about tennis – play at lunch and breaks outside
- Teaches life skills and they can play for life
- Creates active kids
- Gives all kids the opportunity to play

The schools program has been extremely successful due to the enthusiastic and dedicated teachers who having been helping implement this in the schools. In order to provide all kids with the opportunity to play no matter what their background the schools program has been extremely important to our success. In order to grow this program to new levels and not leave any child out it will be extremely important to continue to strive for grants, sponsors and promote our fundraising event.

Key Indicators of Success

Measurable Objectives	Goals 2008	Results 2008
Tennis is promoted in the schools	12 schools 5000 students	12 schools 7,500 students
Teachers & mentors trained on programming	4	6
Revenue raised through Team Tennis fundraiser	\$2000.00	0
# sponsors and partners involved with program	4	4
Volunteer Ottawa Membership	Yes	Yes
Recognition of volunteers	3	3
Elementary school team tennis	5 schools	3 schools



Goal # 4 Grow the Team Tennis Fundraiser through Promotion and Sponsorship

We created a team tennis fundraiser and partnered with the World Team Tennis organization to help raise much needed revenue for the school program. David McGuinty M.P. Ottawa South sponsored the McGuinty Cup and presents it to the winners of the event. It is for all levels and the Corporate teams get direct entry into the US Nationals in Indian Wells California. This is a great event that gives back to the community.

Programs that this event helps with:

- Equipment for schools
- Safe places for kids to play
- Develop after school programs
- Training for teachers
- Gives all kids the opportunity to play
- Provides life long life skills
- Gets kids active and decreases childhood obesity
- Provides kids with skills necessary to do well in school-creates brighter futures for those living in poverty –kids can dream and hope that anything is possible
- Provides needed revenue for pros and volunteer training.
- Provides needed revenue to grow the Team Tennis program in schools and provide medals and awards to winning teams
- Helps fund the Players of the World Team Tennis Event for competing schools in the team tennis event – our annual school team tennis event who for some kids this is their only field trip.

This event brings companies, families and friends together like nothing else. It is fun, fast and an excellent team building event. Our community becomes a healthier place to be through this event as it has the potential to change lives forever.

Key Indicators for Success

Measurable Objectives	Goals 2008	Results 2008
Develop a marketing package and plan	Complete	ongoing
Develop a Team Tennis Tournament Committee	Complete	ongoing
Establish a budget for tournament and plan for next 5 years	Complete	ongoing
Recruit volunteers –job descriptions and screening process	10 volunteers	5 volunteers
# corporate companies participating	10 teams	5 teams
# recreational teams	10 teams	3 teams
# high school teams	4 teams	0 teams
# women’s teams only	4 teams	0 teams
Generate revenue for Love of Tennis School Program	\$2,000.00	\$2000.00 in expenses net profit 0
Recruit sponsors & partners for event	4	1

We have lots of work to do on this program however the key focus this year will be to recruit volunteers, a committee and a marketing plan to grow this amazing event. It has amazing potential to help so many more kids.

We wish to thank all participants of this event so far. We truly appreciate your sincere support and look forward to seeing you on the courts this year. You just have to go into the schools to see the excitement of the kids to realize the importance of this event.



Goal # 5 Establish excellent Business practices and financial stability for future success.

In order to do as much as we wish in the community we must create an organization with sound policies and procedures as well as provide the needed information to new members of our organization. To also have a succession plan in place so this organization will grow and be doing great things in the community when our grandchildren and great grand children are around is extremely important.

Our organization will provide consistent value to our participants and be a model of organizational excellence. In order that our organization is successful in the future we must make it a priority in establishing a systems approach to management. The key elements we will focus on our operating efficiency, enhancing effectiveness, training of staff and Board, protecting against risks, creating systems and manuals, assessing and improving operations as well as ensuring we are fiscally responsible.

Key Indicators of Success

Measurable Objectives	Goals 2008	Results 2008
Job descriptions & Recruitment of Board members	4 Board members	None recruited
Create a leadership orientation manual	Complete	complete
Develop a policy and procedure manual	Complete	complete
Fiscal responsibility of all expenditures	Ongoing	ongoing
Develop operations manual	Complete	complete
Develop accounting manual	Complete	complete
Create an annual Board evaluation	Complete	complete



Conclusion:

We can be extremely pleased at the successes we have achieved over the last few years. We have touched many lives and created a great place at Hillcrest for the community and schools to enjoy. We look forward to continuing this great journey.