



Love of Tennis Strategic Plan 2010-

2015



LOVE of TENNIS

Introduction:

As a registered nurse I first became exposed to the many concerns poverty presented in our community while working for 25 years in the neonatal intensive care unit at CHEO. High risk newborns with many health concerns came through our unit from a high percentage of parents and grandparents who lived in poverty. Mom's had low self esteem, unhealthy and inactive lifestyles, and the majority hadn't completed high school.

I then started going into schools about 5 years ago and after seeing over 7,500 youth nothing prepared me for the childhood poverty I saw in the classrooms. I also noticed that those who lived in poverty were not as active, had very unhealthy eating habits, partially because the cost of unhealthy choices were cheaper, and there was also a large increase in childhood obesity.

I also knew that the future didn't look bright for these kids unless changes were made in communities across Canada. With my background and a real passion for tennis I also knew that we had the program that could increase the confidence in kids, improve their quality of life by increasing their marks in school and providing a better future for them as well as getting them more active and decreasing all the health risks that come with obesity such as diabetes and heart disease.

I was able to witness first hand in the many schools I visited the impact this program had on kids, the fun they had, and the confidence they gained from week to week. So through a lot of research, planning and the help from community partners our organization Love of Tennis program was established which will have a huge impact on the lives of our kids across Canada. There will be no kids left out which will provide all



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kids the opportunity to get active, gain self esteem and confidence, improve their marks in school and learn all about healthier choices.

This amazing program will provide kids with the self confidence and belief that they can achieve whatever they want. All participants will receive the Love of Tennis report card so their progress can be observed as they advance through the Love of Tennis certification levels Love, Topspin, Slice and Ace. Each stage introduces young people to different aspects of tennis, nutrition, fitness and life skills.

The lessons learned through the Life Skills experience are lessons that will remain with young people well into the future, regardless of how long they play tennis as a recreation.

Through the life skills experience participants learn valuable lessons about the importance of maintaining a positive attitude, how to make decisions by thinking about possible consequences and how to define and set goals from the tennis court to everyday life.

These lessons for life are taught through a variety of tennis related activities with the primary goal of having fun.

Participants learn about themselves and others through a range of experiences enhancing their tennis skills as well as their fundamental values for life.

In 2010 we will introduce this program to kids ages 6-8 years through the progressive tennis format and gradually over the next two years ages 9-11 and 12 and up.

We look so forward to making a difference in the lives of kids across Canada through this tennis programming.

Best Regards,

Danielle Smith
President



Mission:

To impact the lives of youth by combining tennis and fitness training with educational programs that promote healthy eating, character development and life enhancing values through the sport of tennis.

Vision:

By 2015 we will be the leader in promoting confidence and self esteem in our youth and the belief that anything is possible. They will believe that no dream is unachievable through hard work and dedication and be aware of the importance of a healthy and active lifestyle.

Core Values:

These essential core values are incorporated into all tennis programming and decisions made at Love of Tennis. Our six core values are the names of our six courts.

Honesty – I will call the ball in even when no one is looking

Perseverance – I will keep trying one more time forever. Even when things seem impossible I won't give up.



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Commitment – I will do what is promised. I will do what is expected and I will make no excuses.

Respect - I will listen to others. I will share and take turns and I will be courteous. I will also respect my equipment, the courts that I play on and the rules of the game.

Integrity – I will do what I say.

Teamwork - I will put us before me.

Business Objectives:

In support of our mission Love of Tennis (an OTCC Company) will focus its efforts on pursuing these five objectives.

Introduce a healthy and active lifestyle to 1500 young people

Creating Partnerships and Chapters across Canada

Creating nice environments for youth to play

Developing sponsorship and Fundraising Initiatives

Grow and Expand the McGuinty Grand Slam

Introduce a healthy and active lifestyle to 1500 youth.



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Low self esteem, lack of confidence, low marks will lead our kids into poverty and with this character development program we will provide all kids with the confidence to do well in school and believe anything is possible. No child will be left out providing an opportunity for kids in our community to succeed. A commitment from all children who enter the program will be expected. The first year of our character education program on court will be for 6-8 year olds, and then we will phase in 9-11 and 12+. We will also continue to offer and expand our school program.

Key Indicators of Success

Measurable Objectives	2010	2011	2012	2013	2014	2015
Introduce a healthy & active lifestyle to 1500 youth.						
6-8 years	150	250	350	450	550	650
9-11 years	100	200	300	400	500	600
12 +	200	250	300	350	400	500

Creating Partnerships and Chapters across Canada

Working with schools and partners to help grow this program will be essential. We need to acquire excellent working relationships with members in all communities to provide opportunities for all kids. As we create partners across Canada will leave no child behind.

Key Indicators of Success



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Measurable Objectives Create More Partnerships & Chapters	2010	2011	2012	2013	2014	2015
# partnerships	5	10	12	15	25	30
# schools	10	12	14	16	18	20
# chapters	1	2	3	5	7	10
# affiliates			2	4	7	10
# coaches trained	5	8	10	12	15	18
# team tennis volunteers	10	15	20	25	30	35

Creating Nice Environments for youth to play

The importance of self esteem and confidence also comes from playing on nice environments. We will continue to work with the School Board in helping to



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maintain nice courts and facilities where the kids play. This became so evident when we witnessed firsthand how students at one school were poorly treated because they were not athletes and their courts were not in great shape. These same courts were just resurfaced from an Ontario Trillium Grant and they now look amazing. The students feel great about their school courts and what a tremendous difference it has made. We feel very strongly that all kids should have the opportunity to play at nice facilities and as we partner with Chapters across Canada we will ensure that all facilities are in good condition.

Key Indicators of Success

Measurable Objectives	2010	2011	2012	2013	2014	2015
Creating Nice Environments for Youth to Play						
# school facilities	4	5	5	6	7	8
# courts resurfaced	6	8	12	14	16	18
Amount of funding for courts	10,000	10,000	-	10,000	10,000	10,000

Developing Sponsorship and Fundraising Initiatives



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It will be essential to develop sponsorship and fundraising initiatives to fund the program and associated costs. This will provide the opportunity for all children to participate in the program.

Key Indicators of Success

Measurable Objectives	2010	2011	2012	2013	2014	2015
Developing Sponsorship and Fundraising Initiatives						
# sponsors	4	5	8	10	12	15
Sponsorship revenue	5,000	8,000	12,000	14,000	16,000	18,000
# fundraising initiatives	2	4	5	6	7	8
Fundraising revenue	5,000	6,000	8,000	10,000	12,000	14,000
# donations	10	15	20	25	30	35
Donation revenue	1,000	1,500	2,000	2,500	3,000	3,500



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Grow the McGuinty Grand Slam

This event has been an exciting community team building and fundraiser for the Love of Tennis. With the opportunity to play with family, friends and co-workers it is an event that will leave you with lots of memories, good times and fun. For all ages and levels we look forward to growing this important event from year to year with the help of community partners and volunteers.

Key Indicators of Success

Measurable Objectives	2010	2011	2012	2013	2014	2015
Grow the McGuinty Grand Slam						
# participants	30	50	80	100	120	150
# high school teams	5	8	12	14	16	18
# sites	2	4	5	6	7	8
# volunteers	10	12	15	20	25	30
# sponsors	3	5	8	10	12	15
revenue	2,000	3,500	5,000	7,500	10,000	10,500