



# ANNUAL REPORT

## DENVER TENNIS PARK

2021-2022



DENVER TENNIS PARK *Serving Kids*



# A YEAR IN REVIEW

## A MESSAGE FROM THE PRESIDENT

The Denver Tennis Park (DTP) just recently completed its fiscal year (July 1st, 2021- June 30th, 2022) marking the end of a transformational period that saw profound growth in participation, community partnerships, and philanthropic support. As is true for many organizations, last year represented a gradual climb out of the conditions set forth by the pandemic and the realization that some circumstances may never be the same. For the DTP, the past year was one of learning how to develop our capacity to bring the attributes of tennis to thousands of youth regardless of socio-economic, racial, or geographic circumstances. This was the central priority we laid out in our strategic plan, and we did a lot more than learn.

For the DTP, how many youth we reach is subsequent to who we are able to reach and how well our programming can cultivate their full potential. After all, we are a youth development organization with tennis as our tool. For us, that means we define our success by our capacity to leverage the lessons and experiences of tennis to support mental and physical health, academic achievement, professional development, positive relationships with peers and adults, and ability to contribute to one's own community and future. Transforming tennis into such outcomes may seem like alchemy, but every day we are witnessing youth grow in their confidence, strength, and ambition as they work closely with each other and our extraordinary instructor team. Our program team has put a lot of thought and effort into designing programming that maximizes these outcomes, making the DTP a unique facility and partner.

Equally important to the DTP last year was establishing partnerships with youth development organizations already working in under resourced communities. While we are proud to be a youth sports organization, it has been critical to our strategy to become members of the education, early childhood, pediatric health, and human services sectors. To be a youth development organization means understanding what challenges and opportunities are facing youth at every level. This has resulted in building significant partnerships with a wide range of organizations, from Big Brothers Big Sisters of Colorado to Struggle of Love Foundation to the Challenge Foundation. These partnerships and many others have given us insight as to how we can be of value to communities that may not have any knowledge of or interest in tennis.

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DENVER TENNIS PARK *Serving Kids*

## MANAGEMENT TEAM

**Gabriel Guillaume**  
President

**Gabe Vicuna**  
Director of Operations

**Chris Croxton**  
Director of Programs

**Mike Phillips**  
Sr. Youth Programs Manager

**Mystiana Guevara**  
Communications & Admin  
Manager

**Sonia Schwartz**  
Community Outreach Manager



## CONTACT

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# A YEAR IN REVIEW

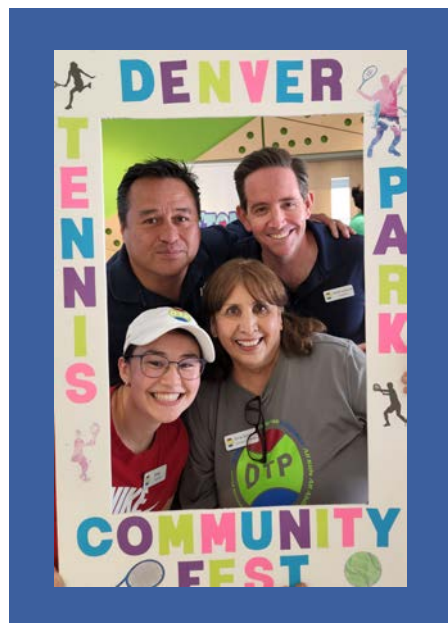
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Through such insights the DTP was able to launch tennis programming in the southwest Denver and Montbello neighborhoods. We implemented programming in Denver Public Schools, on community courts, with community-based organizations, and at community events. Last year we reached more than **3,000 individual youth**, and half of them resided in under resourced communities. For many of those youth, this was their first time playing tennis and we were so grateful to be the facilitators of that experience. To see their joy, their competitive spirit, and their overcoming the challenges of what is certainly a difficult sport was a privilege.

Our thoughtful entrance into under resourced communities wasn't without challenges. Finding accessible and well-maintained courts, reaching and enticing families to play tennis in 90+ degree weather, identifying volunteers, and gaining the trust of families took a lot of hard work and patience. One of the most important decisions we made was to form a community outreach team whose time was spent on relationship building while our instructors delivered programming. This required a profound capacity to connect with a truly diverse set of individuals and institutions. That work went much better than anyone had imagined and opened the doors necessary to meaningfully reach so many youth over such a short period of time.

Making this all possible was a growing collection of interested philanthropists dedicated to our mission and our product. While the DTP generated more than 80% of its revenue from program and court fees, nearly 20% came from individuals, foundations, and corporations. It is through philanthropic support that we are able to take our programming into communities and schools, establish partnerships with other youth-focused organizations, and offer scholarships to youth who are committed to taking tennis as far as it can go. Therefore, our need to continue to find philanthropic support in the years to come remains a priority and we are just now beginning to make meaningful progress in the very communities we have the most to offer and learn from.

Overall the year was a transformational one for the DTP. What we accomplished, were challenged by, and learned helped us focus in and establish certain initiatives and priorities for the next three to five year strategic plan. On behalf of our partners, staff, and board, I would like to thank you all for your support, patronage, and most of all your trust.



# THE YEAR AHEAD

The Denver Tennis Park's commitment to *youth development, equitable access, collaboration, and positive tennis experiences* is sustained through our standard programming as well as through **special initiatives** that allow the DTP to focus its energy on specific opportunities and partnerships. In the next year, the DTP will be launching several initiatives that we expect will have lasting impact through sustained implementation, evaluation, and collaboration.

## DPS TENNIS PIPELINE

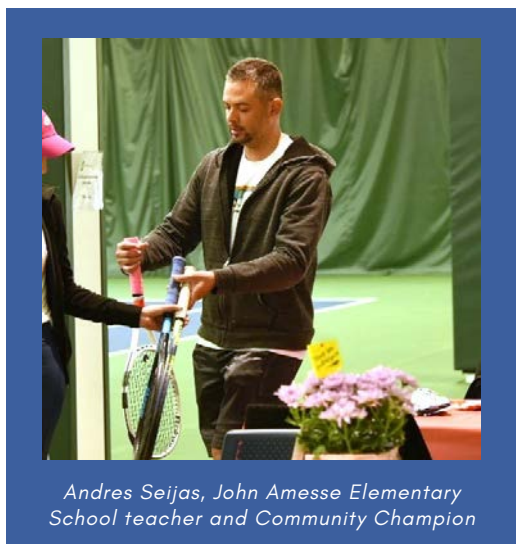
As a core partner, the DTP works with Denver Public Schools (DPS) to ensure that current high school teams have dedicated hours and access to our facility for training, practices, and matches. However, many schools within DPS don't have teams, particularly in under resourced areas of Denver. In alignment with our commitment to ensuring everyone has equitable access to tennis, the DTP is launching an initiative to introduce and cultivate tennis starting at the elementary level. The goal is to build demand and support for tennis in elementary, middle and high schools with the hope that this drives interest in forming tennis teams in high schools that don't already have a team, thus strengthening the competition among those that do. The DTP will introduce tennis through physical education and enrichment programs and identify teacher and/or faculty "champions" who could host ongoing tennis clubs. The DTP, with support from donors and USTA Colorado, will provide equipment, training, and other forms of support to cultivate and sustain the clubs for future generations of DPS students.



*DTP Instructors at College View Elementary  
January 2022*



*DTP Instructors at Lincoln High School  
February 2022*



*Andres Seijas, John Amesse Elementary  
School teacher and Community Champion*

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## COMMUNITY CHAMPION

### ANDRES SEIJAS

John Amesse Elementary School in Denver's Montbello neighborhood has demonstrated the value of forming and sustaining a tennis club. Andres Seijas is a 3rd grade teacher at Amesse and a lover of tennis. With the help of his principal and another teacher, he formed a tennis club last year for students. There are 25 youth involved with the program, and the DTP was proud to have them take a field trip to our facility last school year. We believe this model is both impactful and replicable in many schools throughout DPS. We are excited to launch this initiative in South West Denver and other Montbello schools this school year and beyond.

# THE YEAR AHEAD

CONTINUED FROM PAGE 3

## YOUTH LEADERSHIP COUNCIL

The DTP's primary mechanism for advancing youth development takes place on court, but facilitating leadership, a youth voice, and mentorship should also happen off the court. This spring, the DTP will launch the formation of a youth leadership council made up of middle and high school students who want to collaborate in both informing the DTP and our partners as to what resonates among youth while also receiving opportunities to meet and be exposed to community leaders, business leaders, educators, and others as part of their learning and growth. Additionally, we will design the leadership council to establish mentor/mentee relationships between the older and younger members. This community of support will cover a wide range of topics from mental health to professional development to advocacy as its youth membership identified areas for learning and teaching.



## LEARNING COMMUNITY

The DTP is committed to continuous improvement in our capacity to accomplish our goals and priorities. To do so means dedicating our time and energy to learning about what others are doing and sharing what we are learning. Across the nation there are dozens of organizations committed to youth development through tennis and equitable access to the sport. The DTP will be launching an effort to convene these similar organizations to share, learn, and identify ways to join resource development. This will not only help strengthen the skills and knowledge of our instructor team, but it will also inform our strategies around community partnerships, fundraising, customer service, facilities management, and much more.



These special initiatives, along with current programming, outreach, and our state of the art facility, collectively advance our commitment to serving and learning from our broader community. If you are interested in supporting any of these through your time or resources, please feel free to reach out to Gabriel Guillaume at [gabrieledenvertennispark.org](mailto:gabrieledenvertennispark.org). Thank you for your interest and commitment to the Denver Tennis Park!

# FINANCIALS

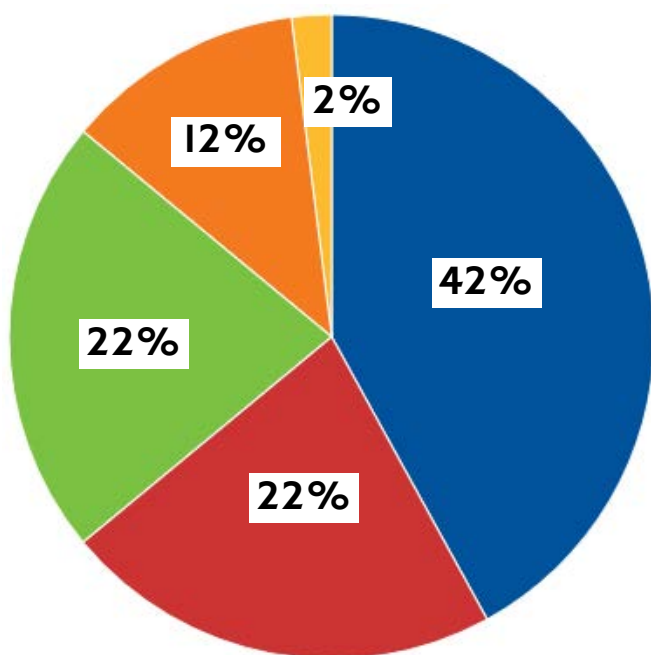
Revenue, expenses, and community support income breakdown for the year  
July 1, 2021 - June 30, 2022.

## REVENUE

Youth Program Fees	\$791,996
Adult Program Fees	\$405,832
Community Support Funding	\$408,220
Court Fees	\$221,139
Other Fees & Retail	\$32,120

**TOTAL REVENUE**                      **\$1,859,307**

### REVENUE



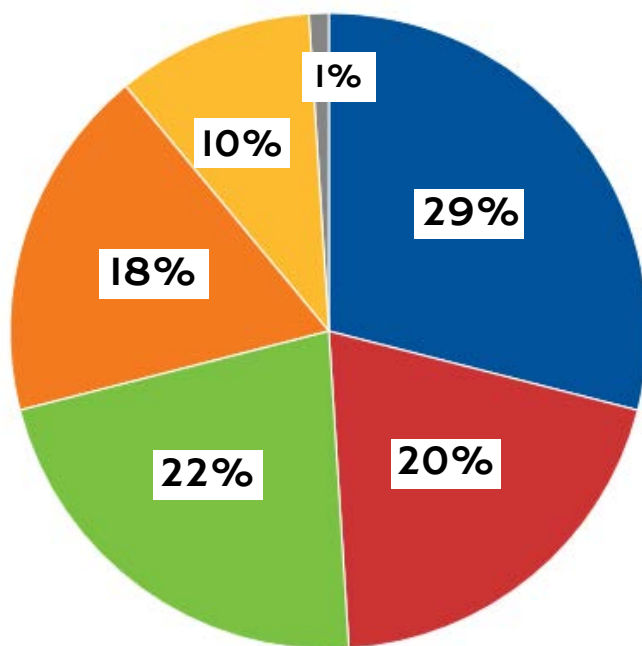
- Youth Program Fees
- Adult Program Fees
- Community Support Funding
- Court Fees
- Other Fees & Retail

## EXPENSES

Program Personnel	\$498,371
Facility & Admin Personnel	\$344,263
Facility Operations	\$386,392
Community & School Program Personnel	\$309,209
Programs/Events/Outreach	\$173,267
Other	\$20,916

**TOTAL EXPENSES**                      **\$1,732,418**

### EXPENSES



- Program Personnel
- Facility & Admin Personnel
- Facility Operations
- Community & School Program Personnel
- Programs/Events/Outreach
- Other

# IN APPRECIATION: DONORS & COMMUNITY PARTNERS

The Denver Tennis Park gratefully acknowledges the following individuals, foundations, and corporations for their donations from July 1, 2021 - June 30, 2022. The generosity of our donors helps ensure that local youth and their families have access to high quality tennis programming year-round. In addition, we would like to recognize our Community Partners who have collaborated with the DTP this past year and have graciously welcomed us into their communities.

Ed & Michelle Anderson  
 James & Deborah Bashleben  
 Mark Bugge  
 Liza Butterfield  
 Michelle Campbell  
 Bijal & Sureel Choksi  
 Chris & Mo Croxton  
 Norton Cutler  
 Yvette Dolan  
 Colton Duffy  
 Soyolmaa Dulamjav  
 George Evans  
 Alex Fredrickson  
 Gabriel & Sara Guillaume  
 Susana Guillaume  
 Mary Clare Hainsworth  
 Donna Hansen  
 Susan High  
 Babu Iyer  
 Rebecca Jackson  
 Mo Kechriotis  
 Ellen Landy

Maria Lapko  
 Susan Lowe  
 Ethel McGlynn  
 Matthew Mendez  
 Katherine Peshek  
 Mike & Ginger Phillips  
 Thomas Recker  
 Barry Riddle  
 Kim Riley  
 Anne Rowe  
 Bob Ryan  
 Robert Rydel  
 Christina Santino  
 Lauren Schmidt  
 Sharon Schneider  
 Bruce Scott  
 Cappy Shopneck  
 Tram Tong  
 Diane Tran  
 Kara Wetherill  
 Barry Zink

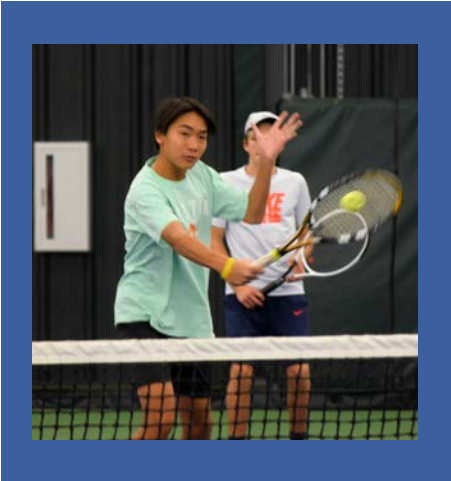
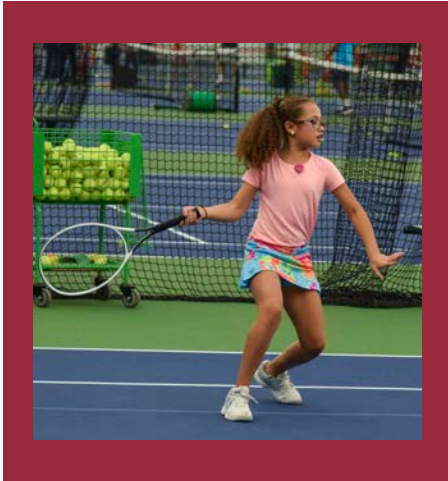


**USTA Foundation**      **Daniels Fund**      **Alpine Bank**      **Fuel the Drive**  
**Colorado Youth Tennis Foundation**

## COMMUNITY PARTNERS

Abraham Lincoln High School  
 Big Brothers Big Sisters of Colorado  
 The Challenge Foundation  
 College View Elementary  
 Colorado Lions Youth Organization  
 Doull Elementary  
 John F. Kennedy High School  
 Ktone Cares Foundation  
 Southwest Communities That Care  
 Southwest Denver Coalition  
 Southwest Vida Youth Publication  
 Struggle of Love Foundation  
 USTA Colorado





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