

# NET POSITIVE, A Case For Your Support of the USTA Mid-Atlantic Section



## USTA Mid-Atlantic **CREATES**



USTA Mid-Atlantic is a nonprofit organization committed to promoting tennis and its physical, social, and emotional health benefits. We envision a community where tennis is accessible and available for all people to play.

USTA Mid-Atlantic has wide-reaching impact. We operate leagues, tournaments and other programs and events throughout the region for over 28,000 adult and youth members. We support the community providers, facilities and coaches that directly deliver the sport. The many health and social benefits of tennis have made it more popular than ever, and USTA Mid-Atlantic's programs and outreach are rising to meet that demand.

## OUR IMPACT

Support for the community of tennis providers and delivery of the sport

**\$35,000** grants awarded to safely re-open 16 Community Tennis Associations in 2020

Scholarships to help youth get into and stay in tennis



**91** youth player scholarship recipients in last 10 years

Grants to improve tennis courts and create safe, high-quality places to play

**\$70,000** in Safe Place to Play

Grant funding for tennis court construction or refurbishment in the last three years



Tennis opportunities and programs for every type of player

**1.3 Million** people played tennis in the Mid-Atlantic in 2020.



**16% increase** in tennis players from 2019 to 2020 in the Mid-Atlantic.

## TENNIS ACCESS FOR ALL

**ALL AGES**

**ALL ABILITIES AND EXPERIENCE LEVELS**

**ALL INCOMES**



**ALL COMMUNITIES & BACKGROUNDS**

## ALL WELCOME



USTA Mid-Atlantic



## CREATES COMMUNITY

>> **USTA Mid-Atlantic fosters social connections and uplifts neighborhoods and communities** by creating fun opportunities for people of all ages to engage in physical activity while fulfilling social and emotional needs that infuse vibrancy in people that last a lifetime.

>> **USTA Mid-Atlantic supports tennis facilities, events, and programs that create opportunities for character-building** through the sport generally, as well as through the delivery of the sport by teachers, coaches, and tennis pros.

- **Youth programs** teach and model character development for children and youth, emphasizing honest competition, team work, and good sportsmanship, while also building leadership skills, poise, confidence, persistence, and resilience.
- **Scholarships increase** access to youth programs and their character-building benefits for those who might not otherwise have the opportunity to play tennis, removing barriers of entry to the sport.

- **Tennis leagues** promote camaraderie among various ages, abilities, and from across the region.
- **Youth tennis and junior teams** foster friendships among youth and parents, promote good sportsmanship, and build a solid foundation for lifelong play.
- **Recreational programs** and pick-up games create opportunities to meet new people and make friends.
- **Safe, well-maintained places to play** improve community well-being and enhance the attractiveness and value of neighborhoods, as well as providing access to the benefits of the sport among communities that are under-resourced.
- **Coaches** and providers receive resources, training and support to better support their players.

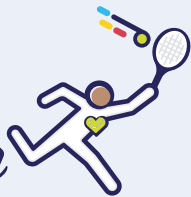
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## CREATES CHARACTER

- **Coaches** are part of a cohort of professionals who use USTA's Safe Play and other screening, education, and reporting tools as a commitment to upholding the respect and safety of every player.
- **Training and Curriculum** for PE teachers and youth providers help them create positive and supportive environments to introduce the sport broadly and in a setting that removes barriers to entry.

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## CREATES WELL-BEING

*"Tennis relates to life in so many ways. It teaches you mental strength and resilience. I think that is key to anything that you want to do."*

- Andrew Hannan  
USTA Mid-Atlantic High School Ambassador

>> **USTA Mid-Atlantic ensures that tennis can be played by all ages and ability levels**, enjoyed by families and across generations, and that all who play have the opportunity to benefit from the long-lasting physical and social-emotional aspects of the sport.

- **Physical benefits** include improved heart health and muscle development; agility and balance; brain functioning and focus; bone health and eyesight maintenance; as well as possibly increasing life expectancy.
- **Social-emotional benefits** include decreased isolation and loneliness and increased social connections as well as improved confidence and mental outlook.



# SHOW YOUR SUPPORT

As a nonprofit organization, USTA Mid-Atlantic relies in part on the generosity and support of our community to fund our operations. We ask that you consider supporting our vital work. You can get involved in one or more of the following ways , and you can contact our development team for assistance.

- **DONATE** - Make a one-time gift or join THE SERVE SQUAD, with a recurring monthly donation online. Please visit [ustamasblog.com/donate](https://ustamasblog.com/donate) for more information and ways to make your unrestricted gift to improve the region's access to tennis' unique health and social outcomes.
- **MATCHING GIFTS** - Employee matching gift programs are a great way to double or even triple your contribution to USTA Mid-Atlantic! Check with your human resources department to see if your employer has a matching gift program or use our Matching Gift Finder Tool.
- **CREATORS CIRCLE** - Members of the Creators Circle are dedicated donors who provide gifts of \$1,000 or more per year. These individuals receive personalized updates on the impact of their giving and invitations to engage in our virtual and in person events.
- **GIFTS OF STOCKS OR SECURITIES** - Gifts of appreciated securities benefit USTA Mid-Atlantic while providing you with tangible tax benefits. Please consult your financial, tax, or legal advisor for more information.
- **DONOR ADVISED FUNDS (DAF)** - A donor-advised fund (DAF) is a charitable giving vehicle administered by a qualified public charity. Think of it like a philanthropic savings account. When you are ready, you can then recommend a grant to USTA MAS.
- **PLANNED GIFTS** - By including USTA Mid-Atlantic in your estate plans, you can continue to have an impact on our tennis community and leave a legacy of tennis for all to enjoy. Bequests are one of the simplest and most popular methods of gift planning.
- **NET POSITIVE COMMUNITY PARTNERS** - USTA Mid-Atlantic is committed to building mutually beneficial relationships with our community and corporate sponsors. Partners receive year-round virtual benefits and personalized assistance by our staff to meet their philanthropic goals.



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Learn about our impact

[www.usta.com/midatlanticimpact](https://www.usta.com/midatlanticimpact)

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