



QuickStart Tennis of Central Virginia, Inc. 2022 Annual Report

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## QCV . . . our expanded mission continues



**Racquets for Reading!!! Kids in Nelson County – May 2022**

QuickStart Tennis of Central Virginia, Inc. (QCV), a Section 501(c)(3) tax-exempt organization, operates as a special-purpose Community Tennis Association (CTA) focused on QuickStart Tennis, the USTA's kid-sized format developed for kids 10 and under. The format is also adaptable for beginners of any age and players who feel less comfortable covering a full-size court. QCV promotes, develops and grows QuickStart Tennis in 28 counties (with the addition of Campbell County in October 2021) and three independent cities in central and southside Virginia. QCV uses tennis as a vehicle to create happy, healthy, active and literate kids in the communities it serves and enrich their lives through tennis.

### **QCV named 2021 CTA of the Year by *Racquet Sports Industry* magazine**

We were honored to be named the Community Tennis Association of the Year and a 2021 Champion of Tennis by *Racquets Sport Industry* (RSI) magazine in January 2022. This honor recognizes “the dedicated people, organizations and companies who continue to work tirelessly to better this industry and this sport.” RSI observed, “When COVID hit, QCV quickly realized the challenges it presented when it comes to access to healthy activity, nutrition and

education, so it launched ***Racquets for Reading!!!*** which paired tennis with literacy and nutrition. A goal was to build ‘home libraries’ for kids to improve reading skills and scores and to build awareness for nutrition.” (There are more than 800 CTAs in the country.)

# Congratulations to this year's Champions of Tennis

**Person of the Year**  
Toni Wiley  
Dorchester, MA

**Lifetime Achievement Award**  
John Callon  
Johns Creek, GA

**Municipal Facility of the Year**  
Indian School Park  
Tennis Center  
Scottsdale, AZ

**Tennis Industry Service Award**  
Greg Lappin  
Chaska, MN

**Pro/Specialty Retailer of the Year**  
House of Tennis  
Las Vegas, NV

**Private/Commercial Facility of the Year**  
Longfellow Health Clubs  
Nashua, NH

**Builder/Contractor of the Year**  
Carla Magers  
Springfield, MO

**Business Exec/Sales Rep of the Year**  
Mike Ballardie, Slinger Bag  
Baltimore, MD

**Grassroots  
Second Serve Podcast**  
Cary, NC

**Junior Tennis Champion**  
Jordan Zimmerman  
College Park, MD

**Wheelchair Tennis Champion**  
Jennifer Edmonson  
Baton Rouge, LA

**Community Tennis Association**  
**QuickStart Tennis of  
Central Virginia**  
Ivy, VA

**Stringer of the Year**  
Roger Gough  
Davis, CA

**Public Park of the Year**  
Jaycee Park Tennis Courts  
Cheyenne, WY

**High School Coach of the Year**  
Amy Badger  
Albuquerque, NM

**Tennis Advocate of the Year**  
David Lee  
Gaithersburg, MD

**Park & Rec Agency of the Year**  
Howard County Rec and Parks  
Columbia, MD

**Youth Tennis Provider of the Year**  
Larry Newton  
Omaha, NE

**Adaptive Tennis Champion of the Year**  
Jim Hamm  
Marietta, GA

**NJTL of the Year**  
Advantage Cleveland  
Cleveland, OH

**Adult Tennis Provider of the Year**  
Lake Norman Tennis  
Association  
Mooresville, NC

**PTR Member of the Year**  
Marge Zesinger  
Bradenton, FL

**USPTA Member of the Year**  
Ken DeHart  
San Jose, CA

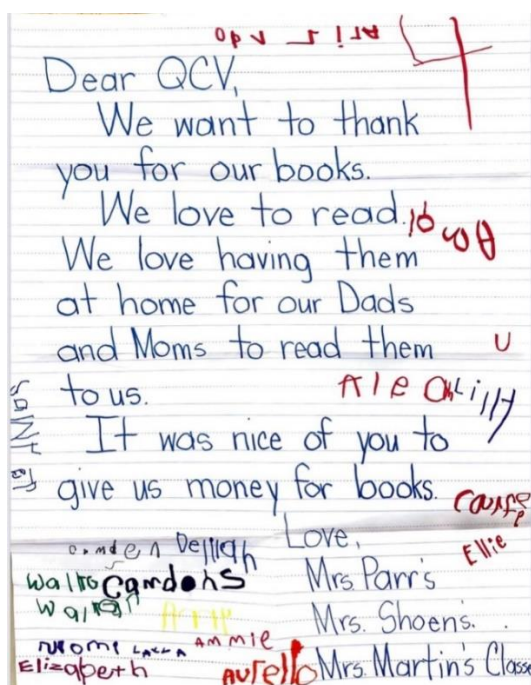
**Public Tennis Facility of the Year**  
Lisa & Douglas Goldman Tennis  
Center in Golden Gate Park  
San Francisco, CA

**Innovative Tennis Event/  
Initiative of the Year**  
USTA Tennis Champions  
Orlando, FL

**USTA Section of the Year**  
USTA New England

### Literacy and healthy eating . . .

Playing tennis with kids in school was not possible again this past school year due to restrictions on volunteers in schools, so we emphasized our **Racquets for Reading!!!** (RFR) initiative, which builds “home libraries” for preschoolers and kindergartners. Through RFR we make grants to schools for classroom teachers to select and purchase “bargain” books from Scholastic Book Club, promote healthy eating with our **Go Bananas for QuickStart!** cards and provide FUN giveaways to engage kids and foster a love of reading. Since inception in November 2020, RFR has reached 6,400 kids in 24 school systems through the end of the 2021/2022 school year.



### Building a “reading pathway” . . .

Further research into the reading scores in QCV’s service area indicates kids need books in their hands before they enter preschool. Child development research suggests the first three years of life are particularly critical to the acquisition of vocabulary and pre-reading skills. Dolly Parton’s Imagination Library (DPIL), a 27-year-old, turnkey book-gifting program for kids from birth until they turn five, presented the solution. For \$25.20 per year (funded by community donors), a child receives an age-appropriate book each month mailed to their home at no cost to the family.

DPIL perfectly complements what QCV aims to accomplish with **Racquets for Reading!!!**. Together these two programs form a “reading pathway” from birth through kindergarten. We want all kids to read at grade level by the end of kindergarten. As Dolly Parton says, “You can never get enough books into the hands of enough children.” Since April 2021, we have started or expanded DPIL programs in eight of our counties. More than 2,400 kids are now enrolled in these new programs. We are working to have a DPIL program that covers every one of our 31 school-system partners.

Eleven states and the District of Columbia currently support DPIL by funding some or all of the costs of the program. In January 2022, a member of the Virginia House of Delegates submitted a Budget Amendment to have the Commonwealth fund 50% of the costs and take DPIL statewide. The House approved the Amendment as submitted and the award was included in the Budget signed by the Governor in June 2022. This financial support will enable under-resourced communities all over Virginia to provide access to books for their youngest citizens. The local-community DPIL affiliate will need to raise only \$12.60 per child annually.



About 25% of kids who don’t read at grade level by the end of third grade drop out of school. Kids who don’t read at grade level at the end of kindergarten likely will not make the third-grade benchmark. Getting to kids early is essential. Kids in low-income situations have only one age-appropriate book for every 300 kids. Kids need “home libraries” to develop vocabulary and acquire reading skills. This is a deeply rooted, socioeconomic problem that can be helped by getting books into kids’ hands with the “reading pathway” provided by DPIL and RFR.

### A partial return to “normalcy”

With the easing of some COVID restrictions and the return to in-person teaching in schools, QCV was able to resume some “normal activities.” We trained the preschool teachers in Louisa County to run our **BrightSTARS-Tennis for Me!** tennis- and nutrition-immersion format in their Virginia Preschool Initiative classrooms.



Later in the school year, we held a training session for all PE teachers in Louisa County.



**Jump Start QuickStart Tennis**, QCV’s first initiative, introduced QuickStart Tennis into schools, parks & recreation programs and other youth-based organizations in underserved, rural communities. In October 2021, we were pleased to welcome Campbell County into our service area, in our first area expansion since 2014. Campbell County has seven elementary schools with 3,600 students.

As of August 31, 2022, QCV has taken tennis to 214 schools in its service area, making it possible for over 101,000 kids to learn to play in school and afterschool QuickStart Tennis programs.

Since beginning **Jump Start QuickStart** in 2009, QCV has exposed more than 170,000 kids in its service area to tennis.

QCV has also taken tennis to 37 schools with 16,000 students outside its service area, for a total of 251 schools with 117,000+ students.

QCV’s **Go Bananas for QuickStart!** campaign, which uses tennis players as nutritional and life-skills role models for kids, has reached more than 27,000 kids since 2009. Pre-COVID, QCV took the **Go Bananas!** message to physical education classes, family fitness nights, fun fairs, back-to-school nights, afterschool QuickStart Tennis programs, summer camps, preschool programs and community events like Junior Leagues’ *Kids in the Kitchen*. QCV’s goal to improve the physical and nutritional literacy of the kids it serves has expanded over the years to include healthy personal habits and life skills. In fiscal year 2022, given the ongoing COVID challenges, we continued to incorporate **Go Bananas!** into **Racquets for Reading!!!** and reached 4,000+ kids.



We did get to participate in Madison County’s inaugural Back-to-School Blast in August 2022, where we promoted **Go Bananas!**, **BrightSTARS-Tennis for Me!** and the “reading pathway” formed by Dolly Parton’s Imagination Library and **Racquets for Reading!!!**.



**QuickSTARS shine . . .**

**QuickSTARS** are kids who started playing tennis using the kid-sized QuickStart format and have gone on to compete in tournaments at state, national and international levels. This past year, two of our QuickStart “veteran” kids, Ilyas Fahim and Blythe Sturman, stood out, so we stepped up to support them with stipends to cover tournament entry fees.



**QuickSTAR Ilyas Fahim (age 17)**

***Want to be a great adult?  
Play tennis! Read books!  
Eat healthy! Have FUN!  
Be a QuickStart kid!***



**Ilyas (age 5) and his mom at the QuickStart Family Classic**



**QuickSTAR Blythe Sturman (age 13)**



**Blythe (age 5) and brother Wade at a UVA Tennis Match**

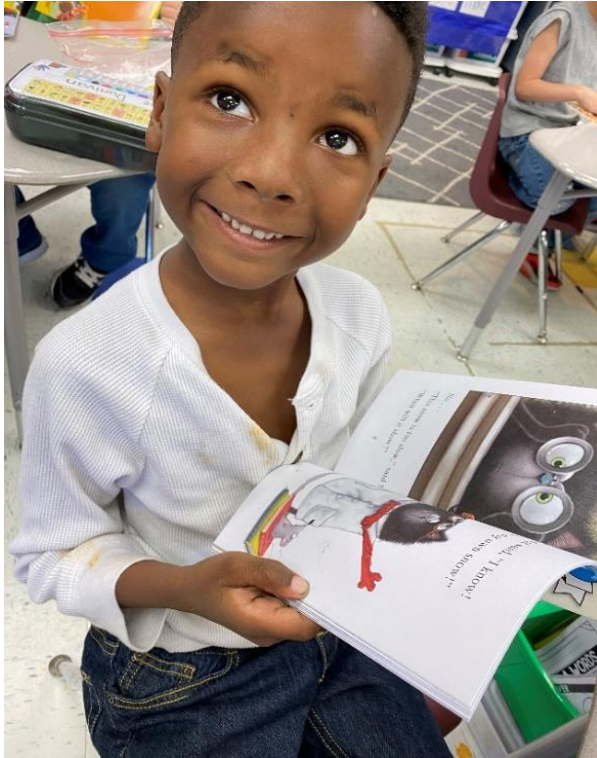
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We are hopefully going to return to our in-person, outreach activities this school year. We miss seeing the kids and can't wait to get them running around again!

**Board of Volunteers**  
**QuickStart Tennis of Central Virginia**  
October 2022

**A BIG THANK YOU** to all the donors, grantors and supporters who make *Racquets for Reading!!!* possible!

## Racquets for Reading!!! – Year Two



**QUICKSTART TENNIS OF CENTRAL VIRGINIA, INC.**

Cash Statements — Fiscal Years Ended 8/31/22 and 8/31/21

Cash Budget — Fiscal Year Ended 08/31/22

|                                   | ACTUAL<br>FYE 8/31/22 | ACTUAL<br>FYE 8/31/21 | BUDGET<br>FYE 8/31/22 |
|-----------------------------------|-----------------------|-----------------------|-----------------------|
| <b>INCOME</b>                     |                       |                       |                       |
| Public support                    |                       |                       |                       |
| Grants                            | \$ 52,200             | \$ 19,800             | \$ 51,659             |
| Sponsorships                      | -                     | -                     | 3,000                 |
| Contributions & program donations | 18,853                | 15,588                | 1,000                 |
| Total public support              | <b>\$ 71,053</b>      | <b>\$ 35,388</b>      | <b>\$ 55,659</b>      |
| Interest Income                   | \$ 2                  | \$ 2                  | -                     |
| <b>Total income</b>               | <b>\$ 71,055</b>      | <b>\$ 35,390</b>      | <b>\$ 55,659</b>      |
| <b>EXPENSE</b>                    |                       |                       |                       |
| Program expenses                  |                       |                       |                       |
| Grants made                       |                       |                       |                       |
| Literacy grants                   | \$ 55,567             | \$ 24,137             | \$ 63,346             |
| Equipment grants                  | 700                   | -                     | 315                   |
| Gardening materials/signs grants  | -                     | -                     | 160                   |
| Scholarship grants                | -                     | 1,188                 | 800                   |
| Tennis instruction grants         | -                     | -                     | 600                   |
| Total grants made                 | <b>\$ 56,267</b>      | <b>\$ 25,325</b>      | <b>\$ 65,221</b>      |
| Stipends                          | 1,210                 | -                     | -                     |
| Giveaways & prizes                | 1,573                 | 1,851                 | 2,900                 |
| Posters/cards                     | 322                   | 442                   | 2,000                 |
| Refreshments                      | -                     | -                     | 100                   |
| Program promotion                 | 90                    | 30                    | -                     |
| Computer expense                  | -                     | 158                   | -                     |
| Supplies & postage                | 16                    | 71                    | -                     |
| <b>Total program expenses</b>     | <b>\$ 59,478</b>      | <b>\$ 27,877</b>      | <b>\$ 70,221</b>      |
| Fundraising expenses              | <b>\$ 205</b>         | <b>\$ 411</b>         | <b>\$ 150</b>         |
| General & administrative expenses |                       |                       |                       |
| Insurance                         | \$ 1,153              | \$ 778                | \$ 1,113              |
| Promotion                         | 166                   | 246                   | 200                   |
| Website/software expenses         | 241                   | 101                   | 550                   |
| Supplies & other G&A expenses     | 506                   | 221                   | 450                   |
| <b>Total G&amp;A expenses</b>     | <b>\$ 2,066</b>       | <b>\$ 1,346</b>       | <b>\$ 2,313</b>       |
| <b>Total expenses</b>             | <b>\$ 61,749</b>      | <b>\$ 29,635</b>      | <b>\$ 72,684</b>      |
| <b>Net cash flow</b>              | <b>\$ 9,306</b>       | <b>\$ 5,755</b>       | <b>\$ (17,025)</b>    |

# QUICKSTART TENNIS OF CENTRAL VIRGINIA, INC.

Cash Statements – Fiscal Years Ended 8/31/22 and 8/31/21

Cash Budget – Fiscal Year Ended 08/31/22

|                                                                        | Detail by Program / Activity |                       |                       |
|------------------------------------------------------------------------|------------------------------|-----------------------|-----------------------|
|                                                                        | ACTUAL<br>FYE 8/31/22        | ACTUAL<br>FYE 8/31/21 | BUDGET<br>FYE 8/31/22 |
| <b>SUMMARY</b>                                                         |                              |                       |                       |
| Beginning cash balance                                                 | \$ 34,368                    | \$ 28,613             | \$ 34,368             |
| Receipts                                                               | 71,055                       | 35,390                | 55,659                |
| Disbursements                                                          | (61,749)                     | (29,634)              | (72,684)              |
| Ending cash balance                                                    | <b>\$ 43,674</b>             | <b>\$ 34,368</b>      | <b>\$ 17,343</b>      |
| <b>PROGRAM / ACTIVITY</b>                                              |                              |                       |                       |
| <b>Racquets for Reading!!!</b>                                         |                              |                       |                       |
| Grants received                                                        | \$ 52,200                    | \$ 19,800             | \$ 50,659             |
| Donations received                                                     | 14,455                       | 9,814                 | -                     |
| Grants received in prior years reclassified to Racquets for Reading!!! | -                            | 1,000                 | -                     |
| Unrestricted contributions reclassified to Racquets for Reading!!!     | -                            | 4,500                 | -                     |
| Literacy grants made                                                   | (55,567)                     | (23,568)              | (63,346)              |
| Expenses                                                               | (33)                         | (30)                  | -                     |
|                                                                        | <b>\$ 11,055</b>             | <b>\$ 11,515</b>      | <b>\$ (12,687)</b>    |
| <b>Go Bananas for QuickStart!</b>                                      |                              |                       |                       |
| Donations received                                                     | \$ 500                       | \$ 1,500              | \$ -                  |
| Sponsorships received                                                  | -                            | -                     | 3,000                 |
| Grants received                                                        | -                            | -                     | 1,000                 |
| Grants received in prior years reclassified to Go Bananas              | -                            | 17                    | -                     |
| Expenses                                                               | (1,780)                      | (2,522)               | (5,000)               |
|                                                                        | <b>\$ (1,280)</b>            | <b>\$ (1,005)</b>     | <b>\$ (1,000)</b>     |
| <b>BrightSTARS</b>                                                     |                              |                       |                       |
| Grants received                                                        | \$ -                         | \$ -                  | \$ -                  |
| Contributions received in prior years reclassified to BrightSTARS      | 1,171                        | (1,017)               | 1,171                 |
| Donations received                                                     | 7                            | 559                   | -                     |
| Literacy grants made                                                   | -                            | (559)                 | -                     |
| Expenses                                                               | (131)                        | (9)                   | -                     |
|                                                                        | <b>\$ 1,047</b>              | <b>\$ (1,026)</b>     | <b>\$ 1,171</b>       |
| <b>QuickSTARS</b>                                                      |                              |                       |                       |
| Unrestricted contributions reclassified to QuickSTARS                  | \$ 2,500                     | \$ -                  | \$ -                  |
| Scholarship grants/stipends made                                       | (1,210)                      | -                     | -                     |
|                                                                        | <b>\$ 1,290</b>              | <b>\$ -</b>           | <b>\$ -</b>           |
| <b>Grow Veggies for QuickStart!</b>                                    |                              |                       |                       |
| Gardening materials grants made                                        | \$ -                         | \$ -                  | \$ (160)              |
|                                                                        | <b>\$ -</b>                  | <b>\$ -</b>           | <b>\$ (160)</b>       |
| <b>Jump Start QuickStart</b>                                           |                              |                       |                       |
| Grants & donations received                                            | \$ -                         | \$ -                  | \$ -                  |
| Equipment grants made                                                  | -                            | -                     | (315)                 |
|                                                                        | <b>\$ -</b>                  | <b>\$ -</b>           | <b>\$ (315)</b>       |
| <b>STEP UP for QuickStart!</b>                                         |                              |                       |                       |
| Expenses                                                               | \$ -                         | \$ -                  | \$ (800)              |
|                                                                        | <b>\$ -</b>                  | <b>\$ -</b>           | <b>\$ (800)</b>       |
| <b>QuickStart PRO</b>                                                  |                              |                       |                       |
| Contributions received                                                 | \$ 700                       | \$ -                  | \$ -                  |
| Unrestricted contributions reclassified to QuickStart PRO              | -                            | 1,350                 | -                     |
| Equipment grants made                                                  | (700)                        | (1,188)               | (600)                 |
|                                                                        | <b>\$ -</b>                  | <b>\$ 162</b>         | <b>\$ (600)</b>       |
| <b>8 and Under Tennis Academy (8UTA)</b>                               |                              |                       |                       |
| Contributions received in prior years reclassified to BrightSTARS      | \$ (1,171)                   | \$ -                  | \$ (1,171)            |
| Expenses                                                               | (56)                         | -                     | -                     |
|                                                                        | <b>\$ (1,227)</b>            | <b>\$ -</b>           | <b>\$ (1,171)</b>     |
| <b>Contributions</b>                                                   |                              |                       |                       |
| Unrestricted contributions reclassified to restricted                  | \$ 3,190                     | \$ 3,715              | \$ 1,000              |
|                                                                        | (2,500)                      | (5,850)               | -                     |
|                                                                        | <b>\$ 690</b>                | <b>\$ (2,135)</b>     | <b>\$ 1,000</b>       |
| <b>Interest Income</b>                                                 |                              |                       |                       |
|                                                                        | \$ 2                         | \$ 2                  | \$ -                  |
| <b>Fundraising expenses</b>                                            |                              |                       |                       |
|                                                                        | \$ (205)                     | \$ (411)              | \$ (150)              |
| <b>General &amp; administrative expenses</b>                           |                              |                       |                       |
|                                                                        | \$ (2,066)                   | \$ (1,346)            | \$ (2,313)            |
| <b>Net cash flow</b>                                                   |                              |                       |                       |
|                                                                        | <b>\$ 9,306</b>              | <b>\$ 5,755</b>       | <b>\$ (17,025)</b>    |
| <b>Ending cash balance</b>                                             |                              |                       |                       |
|                                                                        | <b>\$ 43,674</b>             | <b>\$ 34,368</b>      | <b>\$ 17,343</b>      |

Prepared on cash basis without audit. See accompanying Notes to Cash Statements.

# QUICKSTART TENNIS OF CENTRAL VIRGINIA, INC.

## Notes to Cash Statements Fiscal Year Ended August 31, 2022

1. QuickStart Tennis of Central Virginia, Inc. ("QCV") is a tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code. QCV's mission is to promote, develop and grow QuickStart Tennis in 28 counties and three independent cities in central and southside Virginia.
2. QCV maintains its books on the cash basis of accounting on a fiscal year ending each August 31.
3. QCV has no tangible assets other than cash derived primarily from grants, sponsorships and other sources of public support. Administrative expenses are funded through donations from public donors.
4. As of August 31, 2022, QCV had cash of \$43,674 of which \$30,400 is committed to future QuickStart Tennis grants and program activities according to the terms of the respective grants and sponsorships. QCV had no other significant commitments or payables as of August 31, 2022.



Preschoolers at Madison Primary School developing motor, concentration and tennis skills, learning cooperation and having lots of FUN in our BrightSTARS-Tennis for Me! tennis and nutrition immersion program that is led by volunteers Ginger Carver and Bina Fears.

### On the front cover:

At the Back-to-School Blast in Madison County, we met many rising kindergartners who had experienced **BrightSTARS-Tennis for Me!** last school year at Madison Primary School. We loved seeing the child pictured on the cover hugging the tennis racquet and how happy he was to be holding a racquet again.

### For more about QCV . . .

[www.quickstartcentral.org](http://www.quickstartcentral.org)  
[quickstartcentral@comcast.net](mailto:quickstartcentral@comcast.net)  
PO Box 422, Ivy, VA 22945  
(434) 244-9644

## QUICKSTART TENNIS OF CENTRAL VIRGINIA, INC.

Donors, Volunteers and Communities Served

Fiscal Year Ended August 31, 2022

### QCV Donors Who makes it possible

*QCV sincerely thanks the following donors who generously contributed to QCV's mission during the year ended August 31, 2022. Without the financial support provided by these and prior donors, it would be impossible for QCV to accomplish its mission.*

|                                              |                                           |
|----------------------------------------------|-------------------------------------------|
| 4imprint.com                                 | Jonathan Harrill                          |
| Alina Ackenbom                               | Lynda Harrill                             |
| Adele A. & Harold J. Westbrook Foundation    | Roy Harrill                               |
| ALDI Inc.                                    | Harvest Foundation of the Piedmont        |
| AmazonSmile Foundation                       | Audrey Hirshberg                          |
| American Woodmark Foundation                 | Kenbridge Construction Co.                |
| Anonymous                                    | M. Meade Palmer Memorial Fund in Northern |
| Steve and Laura Anundsen                     | Piedmont Community Foundation             |
| Bama Works Fund of Dave Matthews Band at the | Oriental Trading Co.                      |
| Charlottesville Area Community Foundation    | Pardee Resources                          |
| Book Baskets                                 | PATH Foundation                           |
| Barbara Bozsik                               | Plow & Hearth                             |
| CAPTRUST Community Foundation                | Rappahannock Electric Charity (The Power  |
| Community Foundation of the                  | of Change)                                |
| Central Blue Ridge                           | Richard L. Pietsch Trust                  |
| Community Impact Fund, Community             | Richard Lykes Community Fund in Northern  |
| Foundation Serving Western Virginia          | Piedmont Community Foundation             |
| Gwedette Crummie                             | Nicole Samulka                            |
| Joseph R. Daniel                             | Jonathan Sarosiek                         |
| Dick Purcell Land, Cattle and Timber Corp    | Smith Mountain Lake Rotary Foundation     |
| Dollar General Literacy Foundation           | Smyth Foundation Fund at the              |
| Edgar A. Thurman Charitable Foundation       | Charlottesville Area Community Foundation |
| for Children                                 | Soho Center                               |
| Empower Broadband                            | Southside Electric Cooperative            |
| Adam Fried                                   | USTA/Mid-Atlantic                         |
| GEICO Philanthropic Foundation               | Walter J. Payne Foundation                |
| Robert Gibb                                  | Watterson Foundation                      |
| Glenwood Foods                               | Weyerhaeuser                              |
| Geisha Goodman                               | Trula and John Wright                     |

### QCV Volunteers Who makes it happen

#### Officers & Board of Volunteers

Alina Ackenbom, President  
Lynda Harrill, Founder and  
VP-QuickStart Coordinator  
Barbara Bozsik, Secretary  
Roy Harrill, Treasurer  
Gwedette Crummie  
Robert Gibb  
Geisha Goodman

### Communities QCV Serves Who benefits

*QCV is committed to serving kids in the following counties and cities in central and southside Virginia. Through community partnerships QCV can grow tennis just about anywhere!*

|                        |                 |                     |               |
|------------------------|-----------------|---------------------|---------------|
| Albemarle              | Culpeper        | Halifax             | Nottoway      |
| Amelia                 | Cumberland      | Henry               | Orange        |
| Appomattox             | Danville (city) | Louisa              | Patrick       |
| Brunswick              | Dinwiddie       | Lunenburg           | Pittsylvania  |
| Buckingham             | Fluvanna        | Madison             | Powhatan      |
| Campbell               | Franklin        | Martinsville (city) | Prince Edward |
| Charlotte              | Greene          | Mecklenburg         | Rappahannock  |
| Charlottesville (city) | Greensville     | Nelson              |               |