QuickStart Tennis of Central Virginia, Inc.  
2019 Annual Report

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Want to be a great adult?  
Be a QuickStart kid!
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, “play to learn” 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 27 counties and three independent cities in central and southside Virginia. QCV uses tennis as a vehicle to create happy, healthy and active kids in the communities it serves.

**Jump Start QuickStart Tennis**, QCV’s first initiative, introduced QuickStart Tennis into schools, parks & recreation programs and other youth-based organizations in formerly underserved communities.

In May 2019, QCV hosted a community tennis workshop in Fluvanna County and helped launch new youth tennis programming at Lake Monticello for the hundreds of kids who live in the planned community. QCV has now trained almost 2,000 teachers, instructors and community volunteers to use the QuickStart Tennis format.

In fiscal 2019, QCV celebrated the tenth year of Tennis in PE at Greer Elementary in Albemarle County (our very first school) with a playday event for kindergartners, first- and second-graders. Kids received a celebration t-shirt and **Go Bananas for QuickStart!** cards and bracelets.

As of August 31, 2019, 209 schools in QCV’s 27 counties and three independent cities have tennis in their regular PE curriculum, making it possible for more than 97,000 kids to learn to play in school and afterschool QuickStart
Jump Start QuickStart has now exposed more than 140,000 kids to tennis. QCV has achieved 97% coverage of public schools in its service area.

A racquet in every hand! A smile on every face!

QCV has also taken tennis to 37 schools with 16,000 students outside its service area, for a total of 246 schools with 113,000+ students.

The Jump Start QuickStart initiative is essentially complete. No further expansion of QCV’s service area is planned.

For the sixth annual Crozet Tennis Day in May 2019, we expanded our activities to include a Bananas Blitz! visit to Brownsville Elementary where we talked to 140 first-graders about tennis and healthy eating.

First-graders at Brownsville Elementary – May 2019

Sixty first-graders at Crozet Elementary received racquets and balls to keep and Go Bananas! cards at this annual play event. This is the sixth year we have given all first-graders tennis equipment to encourage them to use the three kid-sized courts QCV built at the school in 2014.

First-graders at Crozet Elementary -- May 2019

This year QCV again participated in the statewide REV YOUR BEV DAY sponsored by the Virginia Foundation for Healthy Youth to encourage kids to drink water instead of sodas and juice. The 350+ students at Crozet Elementary got to taste fruit-infused water and were given Go Bananas! cards for water, berries and watermelon in the cafeteria during the two-hour lunch break.

Celebrating 10 Years at Greer – September 2018

Since QCV’s inception, Go Bananas for QuickStart!, QCV’s innovative campaign that uses tennis players as role models for kids, has directly reached more than 19,000 kids. QCV has taken 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 the Junior League’s 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 2019 we reached more than 2,300 kids.
In the fall of 2018, we again made “Apples for Aces” school visits to kindergarten classes, this year at Crozet and Stone-Robinson Elementary Schools, where we reached 140 students. QCV partnered with Carter Mountain Orchard to promote apples as healthy snacks for kids. We gave each kindergartner a Go Bananas! bracelet, the “WHY do tennis players eat apples?” card, an Apple for Aces sticker and a delicious red apple.

In July 2019, QCV piloted a new initiative for kindergartners at Crozet Elementary. We made a Go Bananas! visit to the midsummer kindergarten prep camp, introducing 50 kindergartners to tennis and giving them Go Bananas! water bottles, bracelets and cards. With the air temperature over 100 degrees that day, hydration was a timely topic.

Tennis Tuesdays, a tennis and nutrition immersion format for second-graders, continued at Baker-Butler Elementary for the fifth year. Five classrooms with 110 students participated this year, up from four classrooms and 88 students last year. Special guest this year was Sara O’Leary, Coach of the UVA Women’s Tennis team. After the Baker-Butler session, there was a Bananas Blitz! that reached another 450 kids at Hollymead and Greer elementary schools and Sutherland Middle School.

In July 2019, QCV piloted a new initiative for kindergartners at Crozet Elementary. We made a Go Bananas! visit to the midsummer kindergarten prep camp, introducing 50 kindergartners to tennis and giving them Go Bananas! water bottles, bracelets and cards. With the air temperature over 100 degrees that day, hydration was a timely topic.

Want to be a great tennis player?
Eat like a great tennis player!

BrightSTARS—Tennis for Me!, a tennis and nutrition immersion format QCV developed for preschoolers, continued to thrive. This program has grown to include 13 schools with 800+ kids. The original BrightSTARS school, Greer Elementary, completed its fifth year. BrightSTARS received rave reviews from teachers, administrators, parents and, most importantly, from the kids themselves.
Want to be a great adult?
Be a QuickStart kid!

BrightSTARS at Stone-Robinson Elementary

For the first time, two BrightSTARS showed they were ready for a summer tennis camp experience. Elizabeth and Levi at Stone-Robinson Elementary showed tennis skills early on and kept improving during the year. So QCV awarded them scholarships to the SuperStarters Summer Camp. They made a transition from one 30-minute BrightSTARS session every two weeks to three hours of tennis each day for four straight days in the hot summer sun in central Virginia. They obviously love tennis!

Levi at SuperStarters Summer camp

As part of community outreach, QCV, for the tenth year, participated in the Junior League’s annual Kids in the Kitchen event at the Cherry Avenue Boys & Girls Club, with the Go Bananas! message reaching more than 160 kids in four hours. Both the Western Albemarle High School Boys and Girls Tennis teams helped out “on court.” QCV again participated in Family Fitness Nights at Thomas Jefferson and Trevilians Elementary Schools in Louisa County.

Western Albemarle Tennis Teams

QuickStart PRO once again organized school visits by tennis professionals participating in the Men’s Challenger Tennis Tournament in the fall and Boar’s Head Resort Women’s Open in the spring. UVA Men’s Tennis alumnus Collin Altamirano and current UVA player Henrik Wiersholm, who is also a Go Bananas! role model, visited over 200 first- and second-grade kids at Baker-Butler Elementary School.
As part of its QuickStart PRO initiative, QCV also develops, supports and promotes tennis instruction, programs and outreach by independent teaching professionals and organizations. This year QCV stepped up to help one recently formed and two forming Community Tennis Associations in central and southwest Virginia. Southside Area Tennis Association (SATA) started last year and serves Danville and Martinsville, Pittsylvania, Henry, Patrick and Franklin counties. SATA is hitting its stride as programming is rapidly expanding. Western Albemarle Tennis & Racquet Sports Association (WATRS) will serve Crozet and western Albemarle County and Nelson County. The Piedmont Area Tennis Association (PATA) will serve the City of Charlottesville and Albemarle, Buckingham, Fluvanna, Green, Louisa and Orange counties.

**STEP UP for QuickStart** is QCV’s initiative that identifies volunteers and potential tennis resources in a community. Volunteers like Margaret Rose, Mary Alice Bond and Gabriela Chase have been instrumental in the success of BrightSTARS in Albemarle County and our community outreach efforts.

**QuickStart Pathway Builder** takes schools to the “next level” through a tennis-immersion process and builds a pathway of QuickStart programming. Current Next Level schools include Buckingham Primary and Elementary, Clearview Early Childhood Center, Grove Park Preschool, plus Cumberland, Greer, Baker-Butler, Cale (Southwood Boys & Girls Club), Crozet, Scottsville, Stone-Robinson and Rockfish River Elementary Schools. QCV will create additional Next Level schools as funding permits.

Longtime QCV Board member and Corporate Secretary Barbara Watson retired from the board after six years of service at the end of the fiscal year. Barbara’s vast experience as a PE teacher has been invaluable, and her willingness to contribute at every opportunity make her irreplaceable. She was a PE teacher at Greer Elementary and was the first person to ask QCV to help her incorporate tennis into her PE curriculum. QCV presented Barbara with the “Top Banana Award.”
Ten Years of QuickStart Tennis in Central Virginia

Summary

- Trained almost 2,000 people to teach kid-sized tennis
- Taken Tennis in PE to 246 schools with 112,000+ students in 31 counties and five independent cities in Virginia
- Reached almost 20,000 kids with our Go Bananas for QuickStart! healthy-eating and life skills for kids campaign
- Created 45 Go Bananas! cards for 45 different foods and life skills with 45 different tennis players/coaches as role models
- Helped create or refurbish Grow Veggies for QuickStart! “tennis gardens” at 11 schools
- Introduced tennis to almost 2,000 disadvantaged and at-risk preschoolers at 13 public schools through BrightSTARS–Tennis for Me!
- Helped with the startup of three Community Tennis Associations that serve and program 11 counties and 3 cities in the QCV service area
- Raised $307,000 to buy tennis equipment for schools, parks & recreation departments, Boys & Girls Clubs, purchase racquets, balls and Go Bananas! giveaways for kids and build six kid-sized tennis courts in Crozet
- Received financial support from 48 foundations and charitable trusts, 48 corporate donors and 71 individuals, with many making multiple contributions

THANK-YOU to all our donors, volunteers and community partners who stepped up to support our mission. We certainly could not have done all we’ve done without your tremendous support, and we are truly grateful! Now, on to our next 10 years.

QCV Board members Barbara Bozsik and Robert Gibb at Kids in the Kitchen – March 2019
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, 2019. Without the financial support provided by these and prior donors, it would be impossible for QCV to accomplish its mission.

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Alina Ackenbom HomeLight Inc.
AmazonSmile Foundation Regina Kirk
Anonymous Michael Mallory
Janice Aron Ann McAndrew
Boar’s Head Resort Sports Club Network for Good
Liza Borches William and Carter Paxton
Barbara Bozsik Renee Pfeifer-Luckett
Wendy Harrill Burgard QuickStart Tennis Fund in the
Mary Gregorie Burns Charlottesville Area Community Foundation
CAPTRUST Community Foundation Robert Gibb Insurance Associates
Carter Mountain Orchard Patricia Polk Simpson
Charitable Fund for Tennis in the Community Nicole Samuilka
Foundation, Harrisonburg and Rockingham Co. Cindy Brinker Simmons
Gloria Chorey Smyth Foundation Fund in the
Gwedette Crummie Charlottesville Area Community Foundation
Facebook Network for Good Sheetz
James Fernald Brian Taylor
Carol Hardter Fox United States Tennis Association -
Gamma Sports Net Generation
Randy Giaramita Office of the President
Katie Gregg Virginia Foundation for Healthy Youth
Michael Guthrie Wen Wang
Melodie Hagspiel Barbara Watson
Jonathan Harrill Wegmans Food Markets
Lynda Harrill Trula and John Wright
Roy Harrill

QCV Volunteers 🌈🌈🌈 Who makes it happen
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Officers & Board of Volunteers Other Volunteers (cont’d)
Alina Ackenbom, President Gabriela Chase
Lynda Harrill, Founder and Michelle Jennings
VP-QuickStart Coordinator Nicole King
Barbara Watson, Secretary Ellen Markowitz
Roy Harrill, Treasurer Molly Nolasco
Barbara Bozsik Kelly Nordstrom
Gwedette Crummie Sara O’Leary, UVA Women’s Tennis Coach
Robert Gibb Linda Perry
Mary Alice Bond Margaret Rose
Kandyce Baker Matthew Rose
Ginger Carver Mia Shen

Other Volunteers
Western Albemarle HS Tennis Teams

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!

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

QUICKSTART TENNIS OF CENTRAL VIRGINIA, INC.
Donors, Volunteers and Communities Served
Fiscal Year Ended August 31, 2019
# Quickstart Tennis of Central Virginia, Inc.

## Cash Statements — Fiscal Years Ended 8/31/19 and 8/31/18

## Cash Budget — Fiscal Year Ended 08/31/19

<table>
<thead>
<tr>
<th></th>
<th>ACTUAL FYE 8/31/19</th>
<th>ACTUAL FYE 8/31/18</th>
<th>BUDGET FYE 8/31/19</th>
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## EXPENSE

### Program expenses

- **Grants made**
  - Equipment grants: $3,979, $11,712, $3,600
  - Gardening materials/signs grants: 515, 38, 664
  - Scholarship grants: 320, -, -
  - Tennis instruction grants: 150, -, 640
  - Total grants made: $4,964, $11,750, $4,904

- **Giveaways & prizes**: 1,544, 3,178, 2,200
- **T-shirts & hats**: 2,884, 998, 3,600
- **Posters/cards**: 275, 416, 2,000
- **Refreshments**: 53, 27, 150
- **Program promotion**: 11, -, 450
- **Website & computer expense**: 40, 40, 50
- **Program travel**: -, 117, -
- **Instruction expense (8UTA)**: -, - , 500
- **Planning meetings**: -, 141, -
- **Sponsorships given**: 162, 500, -
- **Stipends**: -, -, -
- **Supplies & postage**: 79, 38, -

- **Total program expenses**: $10,012, $17,205, $13,854

### Fundraising expenses

- Insurance: $758, $758, $757
- Dues: 135, 135, 330
- Promotion: 1,021, 770, 500
- Supplies & other G&A: 861, 675, 670

- **Total G&A expenses**: $2,776, $2,338, $2,257

- **Total expense**: $12,820, $19,645, $16,311

- **Net cash flow**: $4,893, $(1,038), $(7,311)

Prepared on cash basis without audit. See accompanying Notes to Cash Statements.
QUICKSTART TENNIS OF CENTRAL VIRGINIA, INC.
Cash Statements ─ Fiscal Years Ended 8/31/19 and 8/31/18
Cash Budget ─ Fiscal Year Ended 08/31/19

<table>
<thead>
<tr>
<th>SUMMARY</th>
<th>ACTUAL FYE 8/31/19</th>
<th>ACTUAL FYE 8/31/18</th>
<th>BUDGET FYE 8/31/19</th>
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<tr>
<td>Ending cash balance</td>
<td>$29,066</td>
<td>$24,172</td>
<td>$16,861</td>
</tr>
</tbody>
</table>

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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 27 counties and three independent cities in central and southside Virginia.

2. QCV maintains its books and records 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, 2019, QCV had cash of $29,066 of which $11,107 is committed to future QuickStart Tennis equipment 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, 2019.

On the front cover...  
*BrightSTARS* (preschoolers) at Greer Elementary School make a "tennis sandwich." This type of activity fosters cooperation, improves agility, balance and coordination, and is a lot of FUN!

For more information about QCV...  
www.quickstartcentral.org  
quickstartcentral@comcast.net  
PO Box 422, Ivy, VA 22945  
434-244-9644