



SERVING
EXCELLENCE
THROUGH TENNIS *and* ACADEMICS

THE CAMPAIGN *for* JTCC





Serving Young People Through Tennis *and* Academics

“This Capital Campaign is focused on giving more young people the chance to have an enriched learning experience through JTCC’s model of using tennis as a vehicle to provide the best possible education.”

RAY BENTON, CEO, JTCC

Thank you for your interest in furthering JTCC’s mission of changing lives while advancing the sport of tennis in America. Your generosity allows us to continue to grow our community starting with the grassroots and continuing on to the collegiate level.

As a nonprofit for academics and tennis based in College Park, Maryland, JTCC prepares promising young athletes for college and meaningful careers. Through our donor support, JTCC provides essential training tools for youth to realize their full potential, on and off the tennis court.

This campaign provides additional resources for the improvement of our programs. Your support will help fund state of the art facilities to serve our student-athletes in the classroom and on the court.

We will work strategically to direct donor investment to best prepare our young athletes for success. A gift of any amount will impact the JTCC community.

For that, we are truly grateful.



SERVING EXCELLENCE CAMPAIGN: **OUR VISION**

JTCC is embarking on the Serving Excellence Capital Campaign, our most comprehensive fundraising effort in the organization's 20 year history. The campaign will enhance our ability to serve more young people with expanded and renovated facilities.

Engaging our existing and new supporters, JTCC can accelerate multiple programs to further our mission to grow the game of tennis, creating a lifetime sport for everyone.

To this end, JTCC seeks to raise \$7.6 million during the Serving Excellence Capital Campaign.



JTCC provides young players from all demographic backgrounds with a pathway to use tennis as a means to obtain the best possible college education.

Our campaign will finance building six new indoor courts, ten new outdoor courts, a stadium court, additional administrative buildings, locker rooms, and food and beverage facilities.

This will also allow us to augment our existing programs to identify more young players from all demographic backgrounds to use tennis as a means to earn entrance to top-tier colleges and universities. We will also upgrade our existing facilities to better serve young athletes now, and into the future.

Mission, History *and* Outreach

“JTCC helped me develop a growth mindset, and I constantly worked hard to challenge myself and reach new heights. The coaches taught me to be disciplined and to trust my training in the face of adversity.”

MITCHELL FRANK, JTCC ALUMNUS, TWO-TIME NCAA CHAMPION, UNIVERSITY OF VIRGINIA

Mission

JTCC is a 501(c)(3) nonprofit organization committed to transforming lives through tennis. We offer a comprehensive pathway for all ages and abilities, serving Washington, DC, Montgomery County, MD, and Prince George's County, MD. Our mission is to grow the game of tennis and create a lifetime sport for everyone.

JTCC History

Founded in 1999 by Ken Brody, a lifelong tennis enthusiast, JTCC is situated on 15 acres of parkland adjacent to the University of Maryland in College Park.

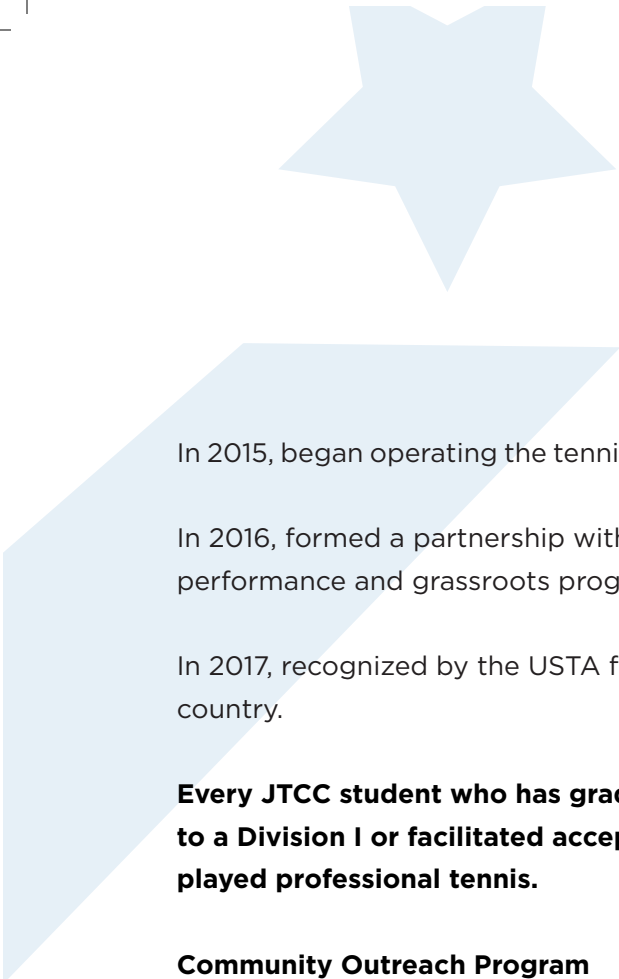
In 2000, the on-site school was opened creating an environment for students to excel both in the classroom and on the tennis court.

In 2008, selected by the United States Tennis Association (USTA) as the first Regional Training Center for its high performance program.

In 2009, initiated a Community Outreach program supported by the work of its players and coaches.

In 2013, recognized by the USTA as the best development program in the country.

In 2014, opened its first satellite facility under the leadership of Brian Gottfried at the Bolles School in Jacksonville, FL.



In 2015, began operating the tennis programming at the YMCAs in Bethesda, MD and Silver Spring, MD.

In 2016, formed a partnership with the Kings Highway Tennis Club in Darien, CT to develop a high performance and grassroots program.

In 2017, recognized by the USTA for the second time as the best development program in the country.

Every JTCC student who has graduated from the Champions Program has earned a scholarship to a Division I or facilitated acceptance at a Division III or Ivy League college or university and/or played professional tennis.

Community Outreach Program

JTCC's Community Outreach program enhances overall health and wellness and promotes personal growth through sportsmanship, competitive spirit, independence, and teamwork, opening doors to future success. JTCC introduces tennis to underserved youth ages 5-11 in Washington, DC and Prince George's County, MD. Instructors utilize a unique combination of tennis instruction and education to reach children who lack the resources to otherwise experience the sport.

Since its inception, JTCC has expanded its Community Outreach program to 30 sites. To date, JTCC has impacted more than 5,000 young people and promising players have been invited to enroll in JTCC's Champions program which puts them on a pathway to earning college scholarships in the future.

JTCC's Community Outreach program is based on a mentoring model where student-athletes become role models for children in the community. Players enrolled in JTCC's Champions program and JTCC coaches commit their time and expertise to travel to community outreach sites to coach and mentor the participants.

JTCC introduced an academic component to its community outreach program in 2013. The Academic Creative Engagement (ACE) curriculum is a nationally accredited, out-of-school program designed to support and encourage academic achievement, health, wellness, and strengthen life skills. With the inclusion of ACE, participants receive two hours of instruction (one hour of tennis and one hour of educational programming) in a safe out-of-school environment. Emphasis is placed on the following skills: problem solving, math concepts, writing and public speaking.



THE PATHWAY TO **EXCELLENCE**

1. Introduction to Tennis

Since 1999, more than 4,000 children have been introduced to the sport by JTCC at our facilities in College Park. In addition, 5,000 young athletes and students have been served by JTCC Community Outreach, while another 1,100 children have started the game of tennis at JTCC satellite facilities.

JTCC is also responsible for introducing tennis to more than 1,800 adults, who completed a series of three or six free and low-cost lessons. 42% of these players continued playing the sport and paying for more advanced programming.

2. Talent Development

JTCC is especially proud of the success our athletes have achieved. Thanks to a proven talent development model, 70 JTCC athletes participated in top level national tournaments in 2018. Additionally, 90 athletes have been ranked in the top 100 in the United States in their age group since the organization's founding.

3. Achieving Excellence

Players in JTCC's pathway of introduction and talent development programs have achieved great things, both on and off the tennis court. Seven JTCC athletes have been ranked in the top 10 of the ITF World Junior rankings. JTCC graduates have received more than 17.5 million dollars in tennis scholarships over the past twenty years to a wide range of leading colleges and universities, including the University of Virginia, University of Michigan, UCLA, Duke and Vanderbilt. In addition, numerous JTCC alumni have earned need based and academic support totaling 2.5 million dollars from Division III and Ivy League schools such as Bowdoin, Claremont McKenna, Williams, Amherst, Harvard and Yale.

This proven approach to achieving excellence has resulted in exceptional tennis players making a profound impact on their college teams and in their workplaces after graduation.

“JTCC is a remarkable organization that makes kids’ dreams come true in all possible ways. Our family is truly grateful to everyone in JTCC for many years of mentoring, coaching, and encouragement.”

EDWARD BRAILOVSKY, FATHER OF JTCC GRADUATE JOSEPH BRAILOVSKY





The JTCC model creates an opportunity for committed young people from the age of three to be put on a pathway of excellence that produces Champions for Life.



OUR FUNDING GOAL FOR THE SERVING EXCELLENCE CAMPAIGN IS **\$7.6 MILLION.**

NEW FACILITIES
\$3 MILLION

PROGRAMMATIC
NEEDS
\$2.5 MILLION

FACILITY
RENOVATIONS
\$1.6 MILLION

RESERVE FUND
\$500,000

Exciting New

FACILITIES

Exciting new facilities at JTCC will create the opportunity for more people to benefit from JTCC programs. With a goal of three million dollars for the new facilities component of the campaign, we plan to expand our current site with six new indoor courts and ten new outdoor courts.

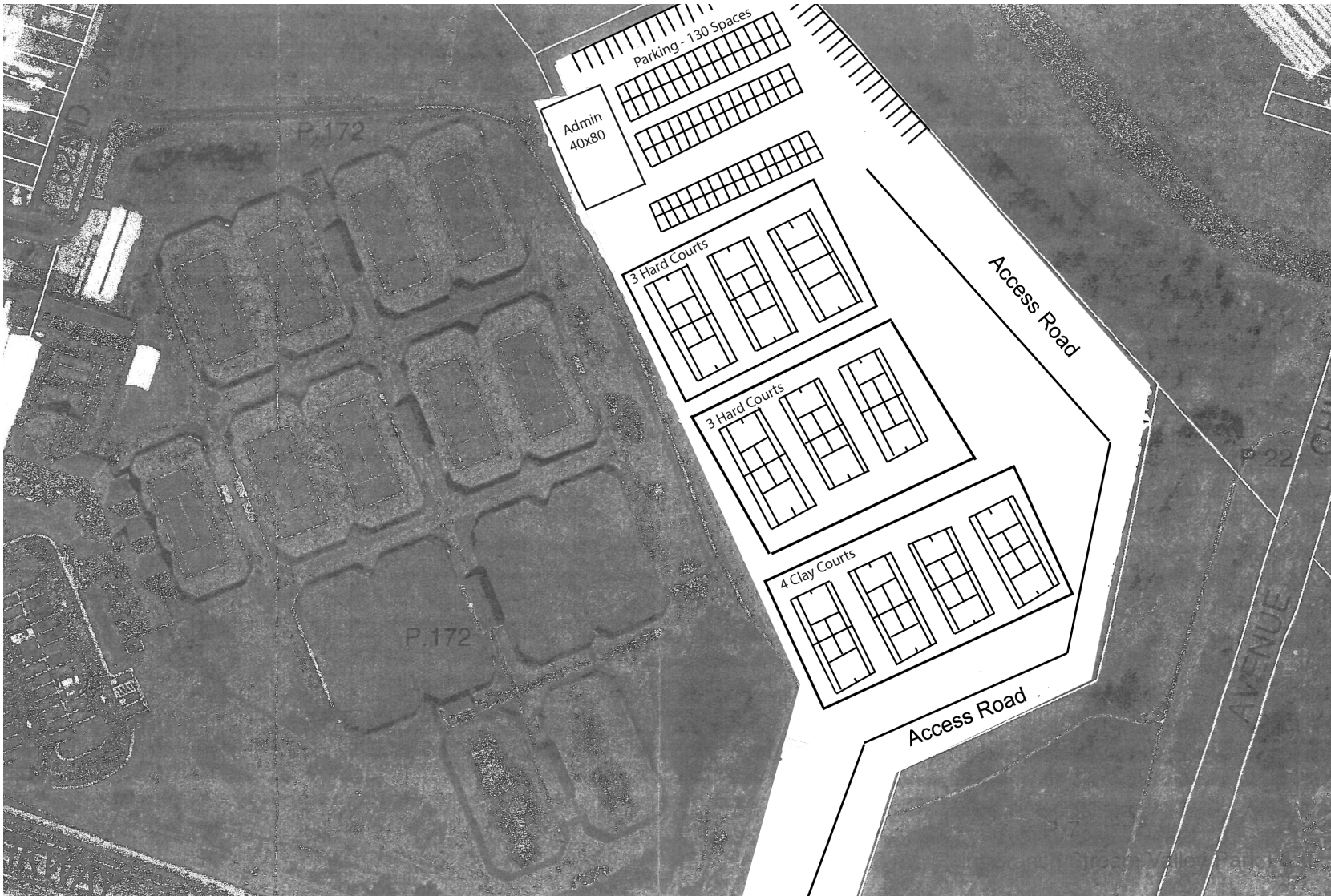
We will build a permanent stadium court with seating to host major national and international events. The state-of-the-art court will be a space that young players aspire to compete on. Finally, JTCC will add new administrative buildings, locker room facilities and additional food & beverage capabilities.



OUR FUNDRAISING GOAL FOR NEW FACILITIES IS **\$3 MILLION.**

NEW INDOOR
COURTS AND A NEW
STADIUM COURT
\$1.4 MILLION

ADDITIONAL LAND,
OUTDOOR COURTS
AND BUILDING
\$1.6 MILLION



The increase in capacity at JTCC will help further our mission to grow the game of tennis at every level.

Enhanced

PROGRAMMATIC NEEDS

“It is a pleasure to be involved with such a dynamic organization with world class coaches and a management team that is committed to growing our favorite sport.”

JANE HARMAN, FORMER CONGRESSWOMAN

With a fundraising goal of 2.5 million dollars, JTCC will expand its reach through increased financial aid awards for young athletes, in addition to recruiting and retaining top executives to manage the organization's future success.

A new scholarship fund for children with financial need will make it possible for more young players from all demographic backgrounds to use tennis as a vehicle to obtain the best possible college education. They will have access to a superb educational experience and benefit from JTCC's three pillars of **Academics, Character Development and Tennis.**

To ensure that the momentum generated by the Capital Campaign continues, JTCC will strengthen its top management team. This will allow us to sustain our progress, funding current and future generations of young athletes who aspire to excellence on and off the tennis court.

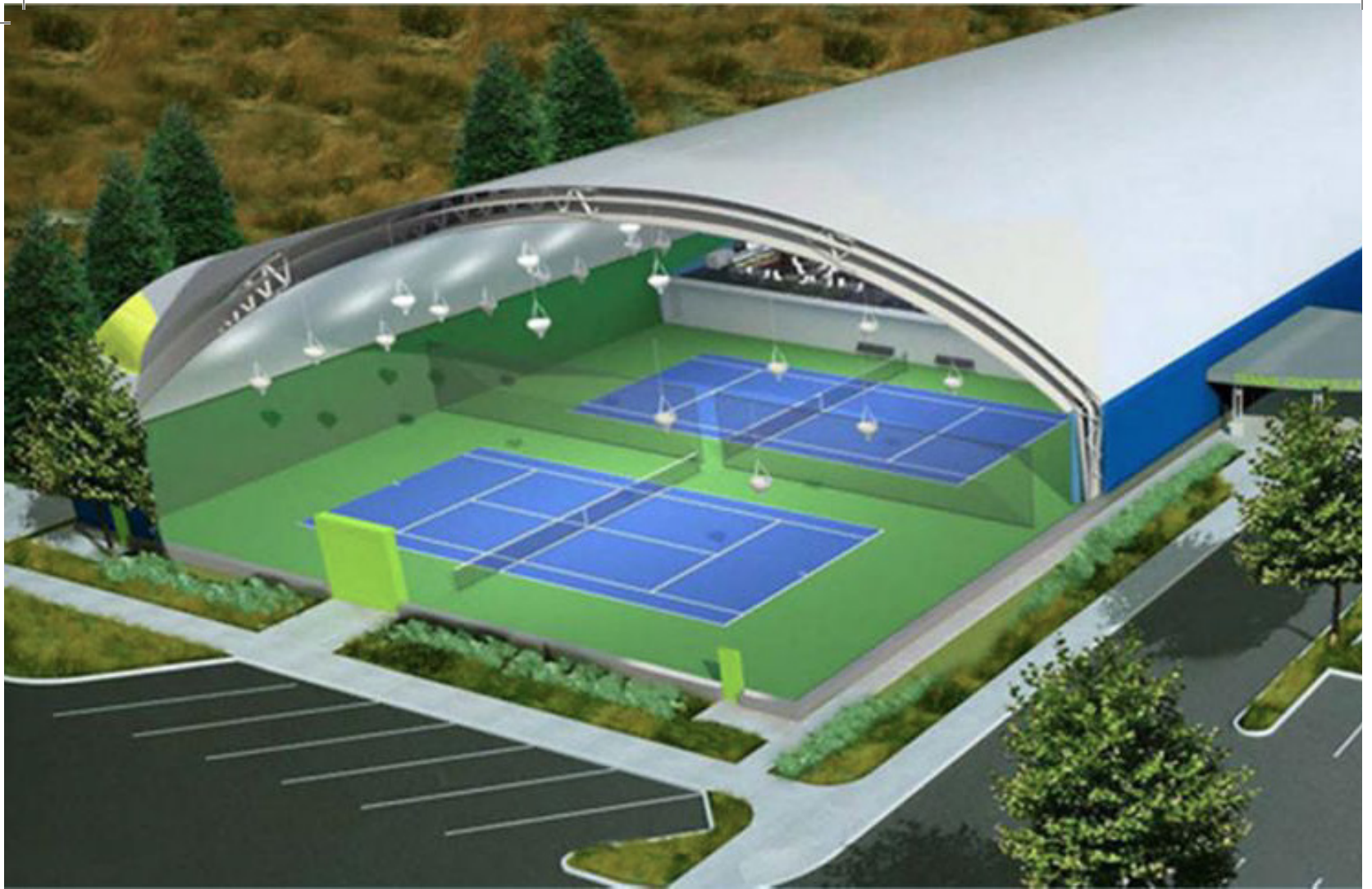


JTCC supports young tennis players who aspire to achieve excellence on and off the court.

OUR FUNDRAISING GOAL FOR PROGRAMMATIC NEEDS IS **\$2.5 MILLION.**

SCHOLARSHIP FUND
FOR CHILDREN WITH
FINANCIAL NEED
\$300,000 PER YEAR

SENIOR MANAGEMENT
FUND
\$200,000 PER YEAR



Cutting Edge **RENOVATIONS**

The JTCC campus in College Park is 20 years old, and upgrading the original facilities is a priority. We will install a new cover on the 15 existing indoor courts and will put in new heating and lighting systems to improve the current indoor courts which will ensure the facilities match the high standards set by our programs.

OUR FUNDRAISING GOAL FOR RENOVATIONS IS **\$1.6 MILLION.**

NEW COVER ON
EXISTING INDOOR
TENNIS COURTS
\$1.1 MILLION

INSTALLATION OF
NEW HEATING AND
LIGHTING SYSTEMS
\$500,000



CAMPAIGN **ADVISORY BOARD**

Eric Joseph, Co-Chairman

Peter Ackerman
Susan Baker
Gianpiero Balestrieri
Hillary Baltimore
Jamie Bell
Charlie Brody
Graeme Bush
Oliva Byrne
Conrad Cafritz
Gregory Davis
Pat Delaney
Karen Dewis
Hon. Byron Dorgan
Ginny Ehrlich
Mark Ein
Adrian Fenty
Reza Ghorbani
Stephen Glover
Brian Gottfried

Jon Spirtos, Co-Chairman

Brian Harris
George Haywood
Jason Kaplan
Alison Kutler
Jack Mills
Tom Monahan
Bob Okun
Erin Ortiz
William Peterson
Vladimir Petrovic
Rynthia Rost
Jim Senker
Paul Sheridan
Amy and Mark Tercek
Bobby Thomson
George Walker
Sheila Walker
Brett Weinroth
Steve Whisnant



JTCC transforms young people's lives in the classroom and on the tennis court.



RAY BENTON • CEO, JTCC
rbenton@jtcc.org

JTCC
5200 Campus Drive
College Park, MD 20740
(301) 779-8000
jtcc.org



TOGETHER, WE WILL

MAKE A DIFFERENCE *and*
SERVE EXCELLENCE FOR JTCC.

JTCC.ORG