

**2021**

**SIX LOVE TENNIS  
IMPACT REPORT**

# OUR MISSION

# OUR VISION

**Six Love strives to increase accessibility to tennis by engaging communities and promoting programs that fuel a longtime passion through a love of tennis.**



**We are dedicated to increasing accessibility to the game by providing programs to all, regardless of age, experience or socioeconomic background.**



*A year in review*

# WHO WE ARE

Six Love Tennis is a 501(c)3 Non-Profit Organization bringing tennis to underserved youth and community in Fairfield County, CT. Six Love strives to increase accessibility to tennis by engaging communities and promoting programs that fuel a longtime passion through a love of tennis. We are dedicated to increasing accessibility to the game by providing programs to all, regardless of age, experience or socioeconomic background. Although focusing primarily on underrepresented populations, the courts at Six Love are open to everyone.



**First Six Love Graduate attends Simmons University and plays on her College tennis team**



**Six Love Internship Program at New Canaan Racquet Club; David works Full Time at the front desk and on court**



**Certified Fitness Instructor, Coach Luisa Diaz, joins Six Love to help promote health and wellness through Tennis conditioning**





**Friday Night Hits is a continued Success -- 21 kids attend in one night**



**Adult Beginner's "Learn to Play" in 6 weeks; Coach Luisa Duque honored to give her mother her first Formal Tennis Lesson**



**100% of Six Love Yellow Ball Participants make their High School tennis teams**

**Despite the COVID-19 pandemic and the challenges we have overcome, we are now two years into building a new community tennis organization. Against all odds while navigating total shut downs, increased restrictions and safety precautions, Six Love has managed to hold programming each season. Our main demographic is youth, middle school and high school; however during summer of 2021, we held successful Adults beginners "Learn To Play" programs aimed at bringing the parents of our youth participants onto the court and increasing young adult participation in tennis.**





# Revenue



2021's

# NUMBERS & STATISTICS

- 41.7 % Grants
- 25.6% Individual Donations
- 23.1% Program Revenue
- 9.6% Merchandise Revenue

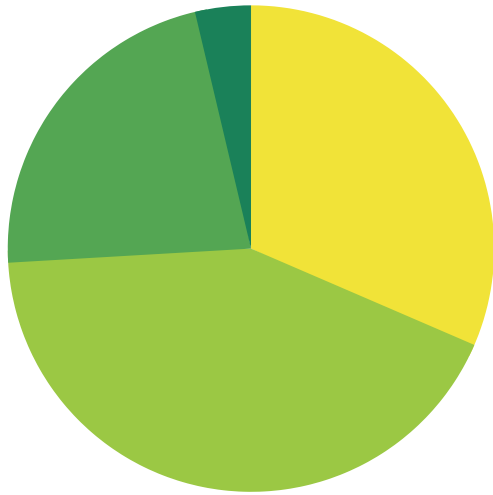
# Expenses

- 44.7% NCRC Court Fees
- 17.7% Marketing
- 15.1% Card Processing Fees
- 12.1% Staff
- 10.4% Storage Facility Fees

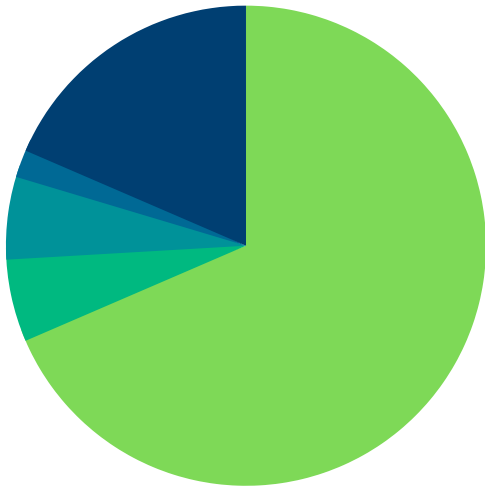


2021's

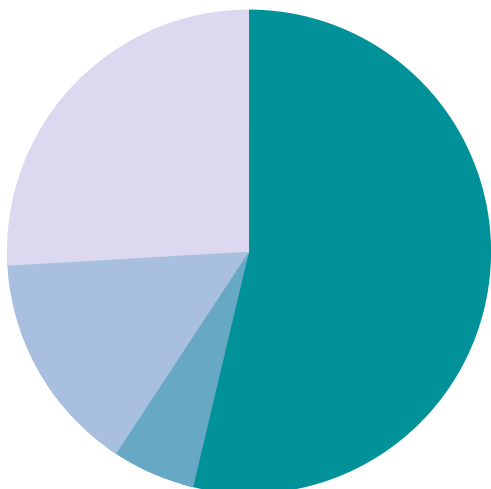
# PARTICIPANT DEMOGRAPHICS



- 31.5 % Middle School
- 42.6% High School
- 3.7% College
- 22.2% Adult

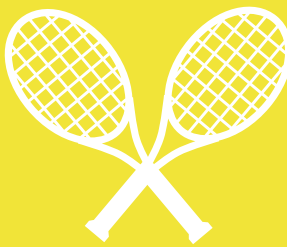


- 57.8% Hispanic / Latino
- 5.6% Black / African American
- 5.6% White Caucasian
- 1.9% Asian
- 18.5% Did Not Disclose



- 53.7% Free and Reduced Lunch
- 5.6% Full Priced Lunch
- 14.8% Did Not Disclose
- 25.9% Not Applicable







# WHERE WE ARE NOW & OUR PLAN FOR 2022

## Friday Night Hits

A social tennis program held on Friday nights at the New Canaan Racquet Club. They socialize, hit, play tennis games, and eat. Friday Night Hits is a weekly drop-in program consisting of 2 hours of open court tennis from 8 - 10pm to keep tennis fun.

## High School Tune up

Our high schoolers are in full swing preparing for Spring Tryouts that are right around the corner. Each player is fine tuning their ground strokes, volleys, and serves! We are currently represented at P-Tech, Norwalk High, St. Joe's, Stamford High, Westhill High, Wilton High, and Rye Country Day.

## Fitness

We recently added a certified fitness trainer to our Team! She is working with each of our programs to increase tennis conditioning as well as building stamina, endurance, and strength. Lookout for more fitness programming coming soon!

## Summer Programming

The highly anticipated summer of 2022 will be here before we know it. This year, we plan to offer a variety of programming aimed at increasing tennis participation in our community. Youth and adult programming to come!

## Partnering with Community Agencies

In an effort to increase our impact, we will be partnering with local youth development organizations to provide tennis instruction. We will also be giving racquets to all players with the hope of developing a lifelong passion for the game.

## Community Events

We will be revamping social tennis with a series of fun, inclusive, and community-oriented tennis events this season.

Follow us on Social Media to stay in the loop!



# CALL TO ACTION

Every year, we hope to build a community of supportive team members, on and off the court. We strive to share tennis with our communities as a means for opportunity and success. At Six Love, players will develop their tennis skills, interpersonal skills, critical thinking skills, and mental and physical agility. By providing tennis instruction and programs, Six Love will empower all generations to succeed, to become men and women of character both on and off the court. Tennis is more than just a game, more than just a sport.

## 2022 Program Costs:

Year-Round Friday Night Hits at New Canaan Racquet Club: \$26,800  
 High School Tune Up Program at New Canaan Racquet Club: \$5,600  
 Summer 2022 Programs: \$15,000  
 Fall/Winter 2022 Programs: \$18,600  
 Adult Learn to Play: \$3,700  
 Community Events: \$6,000  
**Total Cost: \$75,700**



6-Love Incorporated ("Six Love") provides scholarships and programming that provide accessibility to tennis to enrich the lives of underrepresented communities. Six Love is a 501(c)(3), tax-exempt, not-for-profit, charitable and educational organization. IRS ID #85-0501316.

This request for financial and/or in-kind support is for the purpose of funding programs and operations of 6-Love Incorporated.





# WE NEED YOUR HELP

None of this would be possible without the support and generosity from donors like you. We are grateful for all the support we have received during these challenging times. Every donation goes directly to increasing our positive impact in the community.

## OTHER WAYS TO HELP

### **In-Kind Donations**

Tennis Whites and Sneakers  
Racquets  
Tennis Balls  
Tennis/Sports Equipment



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# ACKNOWLEDGEMENTS

A heartfelt thank you to everyone that supported the mission and vision of Six Love in 2021. We can continue doing the work we do because of your generosity.

A few special mentions:

A big thank you to the New Canaan Racquet Club for allowing Six Love's continued use of the indoor courts and lobby for our programs and events! We are grateful for USTA CT and USTA New England for providing grants to subsidize our summer and winter programming. Thank you to Stamford Recreation Services for permitting Six Love to use city courts and Thank you to Future 5 for partnering with us to bring tennis to your programs.

