

2013 Annual Report



LETTER FROM THE BOARD PRESIDENT

Dear Friends of 15-LOVE:

The past year was another good one for our 15-LOVE Program. As you will read in this Annual Report, the organization continues to grow in program activities, in participation among inner-city youth, and in financial stability. These are all good trends, which we are very pleased to report on and very grateful for.



In reflecting back upon the past 24 years, there were many challenges, setbacks, and obstacles that needed to be faced, managed, and overcome. We experienced "growing pains" in our earlier years as we were attempting to establish ourselves, to find our niche, and to fulfill our mission of being a positive influence with our target audience. Every organization, and every person, faces situations that are difficult and sometimes overwhelming. Life is like that. None of us are immune from those times when we find ourselves "in the valley" instead of "on the mountaintop." Many of our participants (and their families) find themselves in challenging circumstances regularly, if not constantly, making 15-LOVE's supportive role all the more vital. That is why we do what we do, and why your support is so valuable.

One of life's realities is that encountering challenges is not necessarily all bad news. By facing and then overcoming difficult circumstances, a person is able to build character and to develop confidence that helps them succeed in the future. This lesson in life is one we hope to instill in our participants. We know difficulties will be faced and are part of life, but a positive, confident attitude increases the probability of success. Not unlike the tennis player who falls behind in a match, yet believes they can come back, there is always hope that things will improve and a positive outcome will result. We like to teach lessons in life that help our participants succeed in life, which they are doing. You will read about some of these success stories.

Without your support, we would not be able to fulfill our important mission. Many, many kids, and their families, are benefitting. We plan to be there, as a helpful resource for our kids, both now and for the long run. We wish to thank you for your meaningful role as our partner.

God Bless,

Herb Shultz President

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Mission Staten

"To reach out in a loving, caring way to the y Capital Region, using tennis as the medium, those in the inner cities." Within that overall following seven themes are emphasized:

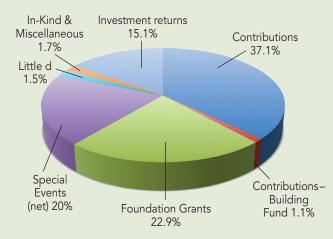
- To stress education;
- To promote good health (both emotional a
- To instill positive values;
- To foster multi-cultural relationships;
- To support family preservation;
- To advocate good sportsmanship;
- To encourage community service.

STATEMENT OF FINANCIAL POSITION DECEMBER 31, 2013

ASSETS

\$ 147,410
464,865
1,000
9,885
\$623,160
341,485
\$964,645
22,110
942,545
\$964,645

WHERE OUR FUNDS COME FROM





STATEMENT OF ACTIVITIES 2013

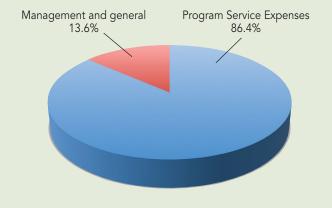
\$ 156 008

SUPPORT AND REVENUE

Contributions

Contributions	\$ 150,000
Contributions – Building Fund	4,500
Foundation grants	96,529
Special events (net)	84,209
Little d	8,895
In-Kind & Miscellaneous	7,265
Investment returns	63,232
Total support and revenue	\$420,638
EXPENSES	
Program service expenses	320,289
Management and general	50,463
Total expenses	\$370,752
CHANGE IN NET ASSETS	\$ 49,886
Net assets	
Beginning of year	\$892,649
End of year	\$942,535
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HOW OUR FUNDS WERE SPENT



Financial statements audited by: Robert J. Palmerino, CPA

LETTER FROM THE EXECUTIVE DIRECTOR

Each year when I begin to write this annual report letter, I take some time to look back on the year and try to find a "theme" that defined those twelve months. It's kind of a nice exercise for me, and in the past it's been about dreams becoming realities and about the people involved who become part of our 15-LOVE family. Generally uplifting themes. Looking back on 2013, the one thing that keeps ringing true in my head is "Rain!" My brain keeps telling me that, clearly, rain cannot be our theme for the year. But, this



thought won't go away and the other things I've tried to write just aren't coming together, so I'm going to give rain a try...

Some of you may remember that our annual fundraiser, Fore Love & Money, a golf and tennis event held at Schuyler Meadows Club, was rained out 3 times last year, forcing us to resign to the fact that it was just not meant to be. The first two scheduled days were in June and early July, and during that time in 2013, it seemed to rain every day. In fact, the month of June alone that year saw nearly 5 inches more than the average rainfall for June. Our third scheduled date for Fore Love & Money was in August, and it seemed that particular day was the only day it rained in August. It was just plain bad luck and for the first time in 22 years, we had to cancel the event. What happened, however, is that we had the opportunity to call those who planned to support us that day three times. We had conversations that we would not have had time for on the day of the event. We heard stories of why people wanted to support 15-LOVE and what they enjoyed about our event. We heard personal stories of their event disasters. We were able to connect, and reflecting back, we enjoyed that (in the moment, having to send that many emails and make that many calls was massively stressful, but we started to get good at it). No one wants to write on their resume that they are good at canceling events, but it's a unique skill we gained in 2013.

The rain also affected our summer classes. We did not have one full day of classes for the first two weeks of our summer program! Unfortunately, that makes it difficult to get kids into a routine, and can become frustrating, but I'm happy to say that our families stuck it out and we served over 1,900 participants in the summer of 2013 – beating our old record by 14 kids! Our instructors went out to the courts with their umbrellas in hand to greet the families for the first few days, and that extra effort seemed to work. At the newly built Michigan Avenue Park tennis courts, our attendance rose 100% and families raved about the amazing facility – even through the rain.

Finally, the rain affected our home. If you have been to our office, you may have noticed that you have to walk down a few steps to get into the back door from the parking lot. You might also have noticed that our office is at the bottom of a hill on North Main and that our parking lot was designed to pitch the water towards the back corner of our building. When we got a heavy rain, water would come flooding in the back door. This had happened before, but happened four times in 2013, resulting in damage including a ruined back rug, some warped boxes, and a few pairs of instructor sneakers that never smelled the same. When the floods came in during what would have been program hours, the instructors were there and they would help us grab everything we could find and run outside to try to push the water away. We would come in dripping wet, but it ended up being a bonding experience. A crisis we



Albany County: Albany VI, Arbor Hill Community School, Arbor Hill Park, Blessed Sacrament School, Brighter Choice Charter School for Boys, Brighter Choice Charter School for Girls, Brighter Choice Charter Middle School for Girls, Catholic Charities, Delaware Ave. Boys' & Girls' Club, Delaware Community School, Fairwood Apartments Tennis Facility, Giffen Elementary School, Hackett Park, Henry Johnson Charter School, Hoffman Park, Krank Park, Lincoln Park, North Albany YMCA, Police Athletic League, Sheridan Park, Sheridan Prep School, Trinity Institute, and Watervliet Arsenal, Westland Hills Park

Schenectady County: Central Park, Central Park Magnet School, Hillhurst Park, Jerry Burrell Park, Keane Elementary School, Michigan Avenue Courts, Pleasant Valley Elementary School, Quackenbush Park, Rotterdam Boys' & Girls' Club, Sportime, Steinmetz Boys' & Girls' Club and VanCorlaer Elementary School

Rensselaer County: Frear Park, Prospect Park, Public School #2 (Troy), Public School #18 (Troy), Rensselaer Boys' & Girls' Club, Rensselaer High School, Troy Boys' & Girls' Club, and Troy YMCA

all worked hard to try to avert and we tried everything – brooms, plastic bin covers, our own selves – to try to keep the water away. It made for shared stories the rest of the summer, and built an understanding of drainage issues. Eventually, we had to build a wall that sticks out into our parking lot to permanently avert the water (thanks to Nigro Companies!). We now have to find other team building activities, but for the 2013 group of instructors, this was certainly part of what defined their summer

There was certainly one upside to the rain, and that was our garden! The garden flourished in 2013. We ended up with so many green beans and tomatoes, we were literally handing them out on the streets. Our kids enjoyed okra and kale, cucumbers and squash, herbs and lettuce. They learned to cook with them, eat them raw and care for the plants. They ate them with us and took them home to their own kitchens. Kids who hated tomatoes learned how amazing different varieties of cherry tomatoes are (their favorite was the yellow sunburst). They didn't learn much about watering because that seemed to take care of itself, but that will come.

So, while rain seemed to define 2013, maybe what defined it even more was overcoming. We have found ways to laugh about it. Our families still found ways to stay connected. Our supporters remained faithful. And we are exceptionally grateful. The spirit that came out of the rain was strong, supportive and uplifting.

Finally, I have one more story to share. There is a wall with a few awards we have received over the years hanging under a clock in the open space of our office. The awards are crooked, sloping up as they go from left to right. Under normal circumstances, that would bother me and I would have fixed it by now, but I probably never will because it is a reminder of when we moved in. A few of us, including Herb Shultz, Eileen McCarthy and my husband, were in the office hanging pictures and getting things finished up on a Saturday afternoon to be ready for our open house celebrating the new building in 2009. My husband, Gerard, was hanging the awards and I was getting tired and not feeling well, so I rushed him and didn't notice at the time they were crooked. Early the next morning, our second son was born, which helped explain my rush to leave, but the crooked awards always serve as a visual reminder of how long this has been our home. This year, on the day and time of that very son's birthday party, Grappa '72 Restaurant held a fundraiser in memory of Ron Kohn, a beloved board member who passed away in 2012. One thing everyone knew about Ron was how important his family was to him. Unfortunately, I had to miss that party to celebrate Ron, but I think he probably understood because I'm sure he would have made the same decision – family comes first. We are using the funds raised to begin a scholarship in Ron's memory and more will come on that, but for now, we have crooked awards to remind us of the importance of family. Families are rarely perfect, sometimes we get tired and cranky and might even miss some important events, but in the end we are still able to overcome the rain – together.

Thank you for your unwavering support. Thank you for helping to keep our family strong. Thank you for the umbrellas to shield us from the rain. Thank you for making it possible for us to serve over 3,800 participants throughout the year through Book Power Clubs, College Prep and Leadership Programs, Healthy Cooking Classes and an interactive Gardening Program, Book Giveaways, our Little d Award, and our Tennis and Life Skills programming. Thank you.

Sincerely,

amber Marins

Amber Marino Executive Director









CAPITAL REGION YOUTH TENNIS FOUNDATION 2013 BOARD OF DIRECTORS

Nino Alivodic Thomas Amell Ryan Artis Lynn Derry Philip Fields Maxine Fantroy-Ford Nuhar Jaleel Maureen Klein Mary Jean Krackeler Sugam Langer Meg P. MacClarence Warren Mackey John J. Nigro G. Thomas Selfridge Nitty Singh Anne Trimble Barbara Yake

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Development Director Domingo Montes, Program Director Maxine Brisport, Education Director

DONATIONS 2013

\$2,500+

Albany Community Development Block Grant Anonymous BJ's Charitable Foundation Capital Bank & Trust / Chemung Canal Trust Company

George Hambrecht Junior Tennis Foundation KeyBank Foundation The Ettinger Foundation Massry Charitable Foundation Frederick McDonald Trust, Back of America, Trustee Morse Hill Foundation, Inc John D. Picotte Family Foundation, Inc The Community Foundation for the Greater Capital Region's: John J. Nigro Donor Advised Fund Ronald McDonald House Charities of the Capital Region Schenectady County Tennis Association City of Schenectady PAL Scott Family Foundation Barry Segal Cynthia & Herb Shultz Stewart's Foundation Times Union Hope Fund Carl E. Touhey* United States Tennis Association (USTA) USTA / Eastern Section USTA / Eastern Section / Northern Region USTA Foundation

\$500 - \$2,499

Yvonne & Thomas Ablan

Albany Medical Center EA Barvoets Fund Janet Billian Joyce & Sanford Bookstein Foundation Susan & Dick Brainard Patricia & John Carl Lynn & George Chelius The Community Foundation for the Greater Capital Region's: Fenimore Asset Management Fund Lawrence & Marie Shore Donor Advised Fund Andrew Feinman Wendy & John Fox Wallace Graham Sherley & Roger Hannay Linda & Bob Harrison Michael M. Haves Courtney & Bill Hendrickson The Hogarty Family Foundation, Inc. Nuhar Jaleel Keeler Motor Car Co. Nancy Kohn Mary Jean & William Krackeler Pat & Art Loomis The Malicki Group Maryanna & Mario Marino JM McDonald Foundation, Inc. Lee McElroy Betsi & Bill McGoldrick Hortense & Joseph Mintzer Trust Mohawk Fine Papers National Grid

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GCAR Community Outreach Fund Pioneer Savings Bank Rayben Enterprises Barbara & Bob Schmitz Frank Slingerland Lila Touhey Sue & Robert Ungerer University at Albany Foundation Barbara & Stanley Yake

\$0 - \$499

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Windsor Development Group Susan & Steven Wold **FORE LOVE & MONEY**

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DENISE MCCOY

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In Memory of Sonia Lintner: Mary Jane Bealieu In Memory of Carl Touhey: Jeffrey Miller

CAPITAL CAMPAIGN

Malka & Eitan Evan Golub Family Foundation Lila Touhey Anne M. Trimble

MICHIGAN AVENUE **RECONSTRUCTION PROJECT**

The Schenectady Foundation USTA

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15-LOVE 785 Washington Avenue Albany, NY 12206

Tel: 518.438.2039 www.15love.org





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IN KIND SERVICE/ DONATIONS

Yvonne & Thomas Ablan Albany County Adventure Boot Camp Albany Symphony Orchestra

Alternative Property Management ' Ryan Artis Arts Center of the Capital Region Body Work Professionals The Bookhouse of Stuyvesant Plaza Capitol Hills Golf Course Lynn & George Chelius Circles Karen Coakley Comfortex Window Fashions Jill Crozier Christi DiStefano Evoke Style Lisa N. Ferguson Fly Boutique Genine Gullickson Photography Gordon Graham Danielle & Sam Gouldthrop Gracies Grappa '72 Restaurant Hilton Garden Inn Troy Hoffman Car Wash Hot Yoga Spot Nuhar Jaleel Jean Paul Spa & Hair Salon Red-Kap Sales Key Private Bank James Knox Mary Jean Krackeler LaSerre Restaurant Christopher Lyons, DMD **PLLC**

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Allyson Shea Mary Shearill-Jones Cynthia Shultz Leslie Silverman Skidmore College Men's Tennis Team Elinor Smith Nell Stokes-Holmes Dominick Testo Anne Thomas Betsy Tobin AnnMarie Tran University at Albany Women's Tennis Team Eric Washburn Mary Austin Williams

*Deceased

We make every effort to ensure the accuracy of our annual report. Please feel free to contact us with any discrepancies. Thank you.

