

The Game-Changing After-School Tennis and Tutoring Program**One-On-One Tutoring****Advocacy****Tennis Instruction****Parent Workshops****Parent Engagement****Life Skills**

What is EPATT?

The basis of what is now known as EPATT began in 1988 when former Stanford All - American tennis player Jeff Arons started a summer tennis program for students in East Palo Alto, California. Its mission -- to get kids "off the streets and on the courts" -- was a great success. The program added academics and became East Palo Alto Tennis and Tutoring (EPATT), which has evolved into a year-round model to help underserved children reach their potential academically, socially, and athletically. Nearly 25 years later, EPATT is recognized as one of the top education and tennis programs in the country. EPATT provides free one-on-one academic tutoring, parent education and group tennis instruction for kindergarten through 12th grade students. EPATT operates on the campus of Stanford University and in the community of East Palo Alto.

ACADEMICS

Personalized One-on-One Tutoring

At the beginning of the school year, over 100 Stanford student volunteer tutors are each strategically matched one-on-one with an EPATT participant. Every child receives 3 to 4 hours of individual tutoring per week in a safe, structured environment where he/she is given the support needed to succeed academically. Interaction between the Stanford tutors and EPATT staff ensures that the **individual academic needs of students are being addressed**. Students also participate in extracurricular activities such as college tours, camping trips, and community service projects.

TENNIS INSTRUCTION AND FITNESS

Healthy Kids, Real Skills

Each week, participants receive two to four hours of group tennis instruction. EPATT staff and volunteers oversee practice sessions that promote basic life skills including **teamwork, sportsmanship, discipline, and excellence**. Students have the opportunity to participate in USTA tournaments and compete against players from around the Bay Area. Each quarter, EPATT students receive a grade for their level of fitness.

PARENT PARTNERSHIP

The Key to a Child's Success

Parents are EPATT's most important partners. EPATT staff and families communicate regularly about their child's progress. **EPATT requires parents to attend** quarterly meetings and workshops, to provide healthy dinners and snacks, and to participate in one-on-one goal-setting sessions with staff. Parents are also responsible for providing their child's school report cards, STAR test results, and bi-weekly progress reports to the EPATT staff in order to personalize the child's tutoring.

ACCOUNTABILITY

Learning to Take Responsibility

EPATT believes it is crucial that students and families are held accountable for their actions. That's why at EPATT **students and families are expected to change** as a result of their participation in the program. Each family and student is evaluated quarterly on the EPATT Report Card, which measures Academic Impact, Parent Participation, Tennis/Fitness progress, and Student Motivation. Students and parents must maintain a 3.3 grade point average (GPA) on the EPATT Report Card to remain in the program.

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Dear Friends,

The culture of EPATT is rooted in sports. In tennis, every ball is an opportunity to get better. At EPATT, every day is an opportunity to get better. This mindset inspires every thing we do at EPATT – daily improvement as a program and by our staff and volunteers, and daily improvement by our participants and their families. 2011-2012 was a year not without its challenges, yet we made huge strides.

With the help of our amazing staff, inspired tutors, our engaged board of directors, dedicated community partners, and especially our generous supporters, we continued our mission to provide deeper programming to kindergarten through 12th grade students from East Palo Alto (EPA) and surrounding communities. This year we returned to our roots in EPA, providing after-school tennis instruction in the spring and a robust tennis and academic program over the summer at Cesar Chavez Academy.

On the business side, every year since becoming a 501(c)(3) nonprofit corporation, we have ended our fiscal year with a balanced budget.

We couldn't have done it without you. Thank you for believing in the work we do at EPATT and for your commitment to helping level the playing field in our community. Together, we are making a difference.

Best,



Dave



EPATT

P.O. Box 60597

Palo Alto, CA 94306

2011-2012 Highlights

- EPATT academically impacted 115 K-12th graders in the school year program and coached more than 350 K-12th graders in tennis.
- Each EPATT student received at least 70 hours of one-on-one tutoring. More than 120 Stanford University tutor volunteers clocked over 8,000 hours.
- EPATT hosted 18 parent meetings and workshops on topics such as *Understanding the A-G Requirements* (for California state-run university/college eligibility), *Positive Parenting*, *Healthy Eating Habits*, *SAT Test Prep*, and *Post-High School Graduation Options*.
- EPATT added four Quickstart tennis courts at Cesar Chavez Academy in EPA, bringing the total number of courts to eight. EPATT arranged for their construction, thanks to a generous grant from the United States Tennis Association (USTA).
- For the second year in a row, EPATT held a summer program, in conjunction with Ravenswood City School District, at Cesar Chavez Academy in EPA. This program was made possible by a generous out-of-school time grant from SV2, the Packard Foundation, the Sand Hill Foundation, and the Sobrato Foundation.
- EPATT's robust data management system was completed. The Intranet enables tutors, parents, and staff to track and comment on student progress.
- EPATT was showcased on a nationally televised CBS Sports special that featured interviews with EPATT staff, board, and students.
- Twenty-five EPATT alumni attended college. Twelve EPATT alumni were in graduate school or serving in the U.S. Navy and U.S. Marines.

OUR PROGRAMS



Year-round program is held at Stanford University where students receive one-on-one tutoring, tennis and fitness instruction.

Summer programs are offered in EPA and on Stanford campus from June to August.

School-year tennis program provides after-school tennis instruction in EPA, in conjunction with the Ravenswood City School District.

All programs are free to participants.



EPATT Impacts

EPATT alumni have graduated from the following universities:

- California Polytechnic University, Pomona
- San Francisco State University
- San Jose State University
- Santa Clara University
- Sonoma State University
- St. Mary's University
- Stanford University
- University of California, Berkeley
- University of California, Merced
- University of San Francisco



Over 90% of EPATT alumni have **graduated from high school**, compared with East Palo Alto's average graduation rate listed as 30% by the US Census Bureau.

In the past decade, EPATT has helped facilitate nearly **70 student scholarships to private high schools**.

More than ten EPATT alumni are currently **making a living as tennis coaches**. Nearly all are US Professional Tennis Association (USPTA)-certified.

EPATT has engaged more than **1,500 Stanford University student volunteers** who have provided exemplary one-on-one tutoring, amassing nearly 96,000 free tutoring hours, valued at approximately \$6 million, over the last 12 years.

Since its inception in 1988, **EPATT has impacted three generations** of East Palo Alto: students, their parents, and the children of students.

East Palo Alto vs Palo Alto

- Population: 28,155
- County: San Mateo
- Size: 2.5 sq. miles
- 16% have a BA
- Median family income: \$48,734
- Per capita income: \$17,942
- Tennis courts: 8
- Mayor: Laura Martinez, EPATT alum

Source: US Census Bureau, Wikipedia

- Population: 64,403
- County: Santa Clara
- Size: 26 sq. miles
- 80% have a BA or higher
- Median family income: \$156,308
- Per capita income: \$70,144
- Tennis courts: 51
- Mayor: Yiaway Yeh

Source: City of Palo Alto, California Department of Finance (2012)

Ambassadors of Change

EPATT's mission is to transform families by helping its students imagine who they would like to become someday, and then assisting them as they strive to achieve their dreams. Again and again, EPATT has seen how its students -- in the face of incredibly harsh circumstances -- are able to turn their lives around and become agents of change. At EPATT these students are called "Ambassadors of Change." They become role models to siblings, parents, neighbors, influencing others from their community in inspiring ways. EPATT is incredibly proud of the hundreds of students impacted by the program. Two EPATT graduates, **Franklin Matthews** and **Marco Calderon**, are shining examples of Ambassadors of Change and their stories inspire us every day.



FRANKLIN MATTHEWS

In 1991, Franklin Matthews was a second grader when he first noticed his cousins playing tennis at Cesar Chavez Academy in EPA. His cousins, as it turns out, were enrolled in a program called EPATT. Soon after, Franklin joined EPATT and

fell in love with the program: "I knew I wanted to do something different. EPATT offered sports, being around good kids, and trips. It was my gateway out of EPA." Franklin credits the EPATT staff for helping plant the seed that kept him focused on the goal of getting an education. EPATT emphasized to him the importance of taking responsibility for his future, and that motivated Franklin to stay in school, make the right choices, and go to college.

Fast forward a decade. In 2003, Franklin, then a high-school senior, gave an inspired and heartfelt address to the sold-out crowd at EPATT's annual fundraising dinner.

In 2012, Franklin returned to EPATT -- this time with BA and Masters degrees in hand -- to lead the High School Group (HSG). He says, "Now it's my turn to give back. I love helping to inspire the kids, instilling the same values EPATT instilled in me a decade earlier. And I think it's quite profound that the staff has pretty much remained the same since I started at EPATT."

MARCO CALDERON

Speaking at this year's annual fundraising dinner, Marco Calderon described how growing up, "My Dad let me down because he wasn't 'man enough' to stick around and raise me. From a young age, I was sure of one thing: I would be 'man enough' in my life."

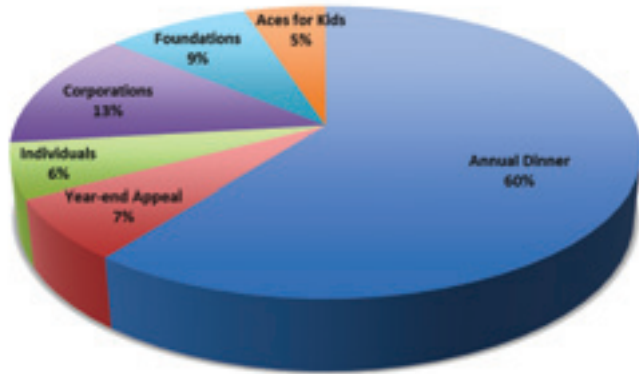
Marco was raised by his grandparents because his mother was "too young to raise a kid...she was still a kid herself." His sister enrolled him in EPATT. Marco had always dreamed of being a firefighter but the requirements were daunting. He learned that one path to reaching this goal would be to join the U.S. Navy. Before he could enlist, however, he needed to ace the Armed Services Vocational Aptitude Battery (ASVAB) test.

Marco remarks: "The first time I took the test, my score wasn't good enough to qualify. That's when I realized I needed help. Even after I'd graduated, EPATT was there for me. They helped me study. The second time around, I nearly doubled my score."

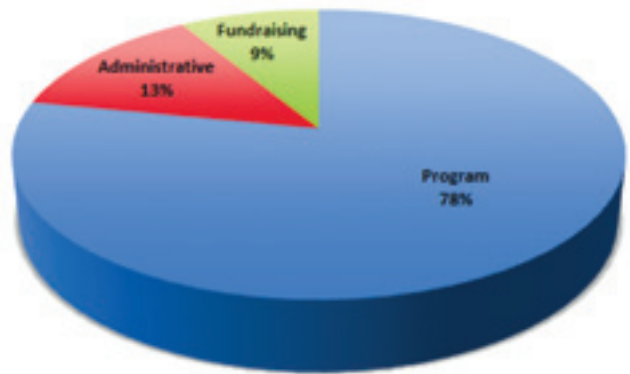
This October, Marco returned home to EPATT to say goodbye before shipping out. Dressed immaculately in his uniform, 25 lbs lighter, hair shorn, he dazzled the staff and the kids with his excitement, pride, and transformation.



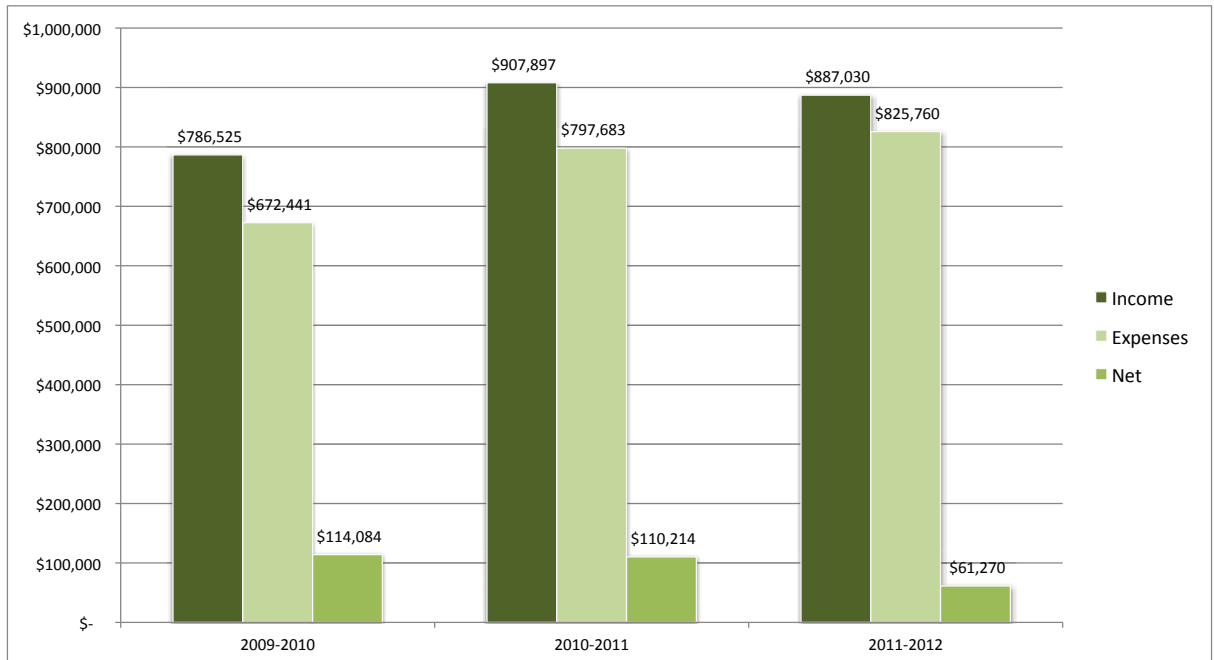
2011-2012 FUNDING SOURCES



2011-2012 EXPENSES



A Financially Sound Business Model



EPATT Profit & Loss Statement 2011-2012 *

Income		Expense	
General Gifts	\$49,706	Program Service Expenses	\$164,142
Organizations	\$115,741	General & Admin Expenses	\$36,596
Aces for Kids	\$43,930	Fundraising Expenses	\$48,678
Year End Appeal	\$59,665	Payroll Expenses	\$564,727
Annual Dinner	\$533,231	Depreciation Expenses	<u>\$11,617</u>
Grants	\$77,500	Total Expense	\$825,760
Other	<u>\$7,257</u>	NET INCOME	\$61,270
Total Income	\$887,030		

*EPATT's fiscal year runs September 1 to August 31.



P.O. Box 60597
Palo Alto, CA 94306



What EPATT Means to Me...



In EPATT students' words...

- A better chance to go to college
- Getting a scholarship
- To get better at tennis
- A chance to get into a private high school
- A chance to be part of a family
- Field trips
- Make connections
- Community source
- Reading
- Life lessons
- Identity
- Fitness
- Networking
- Learning!
- Work experience
- Free Saturdays
- FRIENDS!!!
- A chance to become somebody
- Tutors!!!
- Getting better grades
- Sense of leadership
- Tournaments
- Preparation for the future
- Life skills
- Real world experience



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