



2025 Impact Report

“Play. Grow. Connect.”

www.AtlantaTennisClub.org | [@A_TennisClub](https://www.instagram.com/A_TennisClub)

LETTER FROM THE DIRECTOR

Dear Friends,

After 1 full year of ATC work, I am proud to say that ATC is much further along than I could have ever imagined it would be at this point. Some ideas and entities don't get this far. I credit a lot of the success to all those who give their valuable time to accomplishing the goals and performing the tasks that need to be done. ATC still has a long way to go before an actual brick and mortar facility is realized, but we definitely are getting there.

The attached report gives you some insight to where we are, where we were and where we plan to go. I more importantly would like to make a plea that more of you lend a helping hand in the process and come work with the ATC. The more we have the faster we can go. All skills sets are needed but more importantly, we need a little of your time.

— Coach Terry,
Founder and Executive Director



OUR MISSION & VALUES

Mission: To grow a welcoming, high-quality tennis community in Atlanta by delivering excellent coaching, accessible programs, and service-minded facilities that develop players, build friendships, and strengthen our city.

Values: Inclusivity & Access - Excellence in Coaching & Play - Community & Connection - Youth Development & Opportunity - Sportsmanship & Integrity - Stewardship & Sustainability

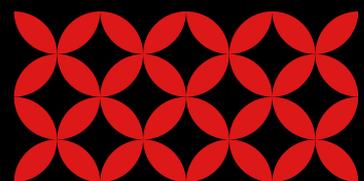
Vision: To be Atlanta's most inclusive and impactful tennis club — where people of every age and background discover confidence through play, youth realize potential through development programs, and the sport connects neighborhoods across the city.





KEY PROGRAMS OVERVIEW

- Adult & Competitive Programs
(*Coach Terry Alexander*)
- Youth & Junior Tennis Academy
(*Coach Jonathan Hart / AYSI*) - **NEW** 
- Facility Programming & Court Access
- Education and Outreach
- **Tennis**  **on the Road**
(*Coming Soon...*)





PARTNERS & COLLABORATIONS

We're proud to expand our impact through a growing network of collaborators and strategic partnerships. This section highlights the organizations and individuals joining us to help strengthen our mission and broaden our reach.



YOUTH & JUNIOR TENNIS DEVELOPMENT

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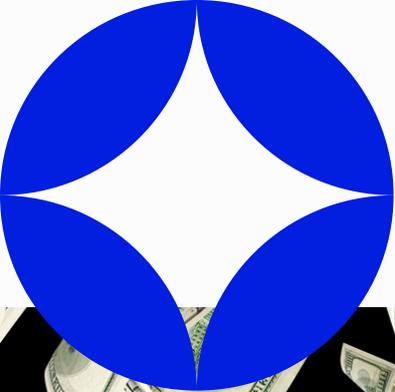


*Jr. Tennis Director - Coach Jonathan Hart
founder of the Athletes Youth Success Institute*

In June of 2025, The Atlanta Tennis Club joined forces with Athletes Youth Sports Institute (AYSI). This organization partnered together as ambassadors of the late great Coach Wink's National Junior Tennis Learning (NJTL) program to carry on fulfilling Coach Wink's legacy of bridging hard work and dedication to endless possibilities towards broadening and enriching one's life. Coach Wink's NJTL offered free or low-cost tennis and education programming.

The Atlanta Tennis Club's junior pathway has been significantly strengthened by our new partner, Coach Jonathan Hart, founder of the Athletes Youth Success Institute (AYSI) a certified USTA NJTL. Hart is a nationally acclaimed tennis professional and community advocate: a former All-CIAA basketball standout (1976–1978), collegiate tennis competitor at Livingstone College, and the South's #1 ranked player in 2014–2015 with two USTA National Championships to his credit. Since founding AYSI in 2016, Hart has used tennis as a transformational tool, providing year-round instruction, adaptive programming, and academic enrichment that serve hundreds of young people annually.

AYSI carries forward the legacy of Coach Wink's NJTL model — combining low-cost tennis access with mentorship and rewards for academic and athletic dedication. AYSI's signature initiative, inspired by Coach Wink, is an annual youth trip to Arthur Ashe Kids' Day at the U.S. Open, giving young participants exposure to Grand Slam tennis, role models, and cultural experiences that broaden aspiration and opportunity. AYSI's community impact also includes partnerships with Hosea Helps / Feed the Hungry and Homeless and was recognized with a 2025 Community Outreach Award for its service and outreach excellence (AYSI program partner materials).



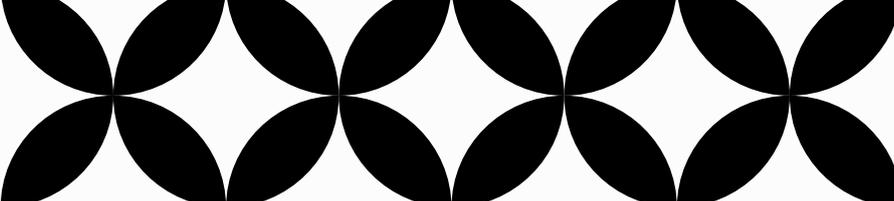
FINANCIAL OVERVIEW

In 2025, the Atlanta Tennis Center Corp. strengthened its financial foundation through the generosity of donors and the careful stewardship of every dollar entrusted to us.

Thanks to the support of individuals, recurring donors, and partners, ATC generated \$27,094 in total revenue while maintaining a deliberately lean operating model. Total expenses for the year were \$3,450, allowing the organization to focus resources on mission growth rather than overhead.

As a result, ATC ended the year with \$33,737 in cash reserves, up from \$10,093 at the beginning of the year, representing a net increase of \$23,644. The organization carries no debt, and all net assets remain available to support future programming and community initiatives.

This strong financial position allows ATC to plan confidently for expanded youth programming, education and outreach partnerships, and the long-term vision of a world-class tennis center in Southwest Atlanta.



LOOKING AHEAD

In 2026, we aim to:

Building on 2025 momentum, the Atlanta Tennis Club is launching a new Community Outreach Initiative designed to deepen engagement across Southwest Atlanta.

Through this initiative, ATC will: Partner with local schools to introduce tennis and wellness programming to students, collaborate with community-based organizations to expand access for underserved youth and families Engage local businesses as sponsors, hosts, and advocates for community programming and deliver on-site clinics, education sessions, and family-focused events

This initiative reflects ATC's commitment to meeting the community where it is—using tennis as a bridge to health, education, and opportunity.

Also we are Introducing our newest initiative: **Tennis 🎾 on the Road!** In the coming months, we'll be traveling to some of the most exciting tournaments and tennis destinations, bringing our community along for the experience that will include some unforgettable moments on and off the court. This new adventure is all about expanding our reach, building connections, and celebrating the sport we love in a bigger way than ever before.

Stay tuned!—an official announcement is coming in the next few weeks!





Be part of the change.

Your support transforms lives. Join us in building brighter futures.

"Together, we can make a difference that lasts forever."



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Let us know how you feel
about us!*

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