



epatt

Changing the Trajectory of Local Youth Since 1988



2018 ANNUAL REPORT



1994

Tony Simon, Jeff Arons, Diana Summer, and Dave Higaki

OUR MISSION:

To change the life trajectory of local youth and their families in dramatic and fundamental ways through academics, parent coaching and tennis instruction.

OUR VISION:

To ensure that our students demonstrate the independence, self-efficacy and social-emotional skills to be successful in the classroom and beyond, and that they possess the critical thinking and communication skills necessary to meet or exceed the California standards of college and career readiness by high school graduation.



LETTER FROM THE EXECUTIVE DIRECTOR

Thirty years ago, East Palo Alto was a city ravaged by crime and violence. Under-funded schools were under-performing, and EPA students were being denied the education they deserved. Jeff Arons had a plan: to teach local kids tennis and provide them with supplemental academic support. This unique combination has been positively impacting East Palo Alto youth ever since.

At first, the goal was simply to get kids to turn in their homework. Before long, however, our goals – and the program – grew more ambitious. We set our sights on raising our students' high school graduation rate and helping them apply to and attend college. So, while some may still view EPATT as “that tennis program,” our true calling has been helping students aspire to and attain the best possible future. It wasn't long before we became a national model for other youth education/sports programs.

Today our top priority is to ensure that our students are on track to meet (or exceed) the California college and career standards. We emphasize the study skills, time management techniques, resilience and social and emotional skills that will position them to be successful in college and/or job training.

To help our students reach their potential, we need to coach parents, many of whom never had access to a post-secondary education, on how best to support their child's educational journey. Our academic staff meets one-on-one with parents, advising them on how to advocate for their child and champion his/her educational aspirations. Monthly bi-lingual parent workshops on relevant topics provide additional guidance.

Three decades of creating educational opportunities for students and families has strengthened the community and boosted the economy. Our students are not only graduating from college; many have gone on to earn graduate degrees. They have chosen careers in education, the non-profit sector, healthcare, high tech – even the NFL. EPATT alums are paying it forward and making a better world for us all.

Best,

Dave Higaki

'93 Built four additional courts at Cesar Chavez to meet demand.

'94 Added after-school tutoring thanks to a collaboration with Stanford's Haas Center for Public Service. Over 70 Stanford student volunteers are transported to East Palo Alto weekly to provide academic tutoring for EPATT students.

'88 Launched as a summer tennis program, conducted on courts at the old Ravenswood High School.



'95 Featured on CNN and CBS Evening News as a symbol of hope for East Palo Alto, the former murder capital of the U.S.

EVOLUTION OF EPA

'90 Raised funds to build four new courts at Caesar Chavez Academy (still the only courts in East Palo Alto).

'91 Added academic component and hired first Academic Director, Dee Dee Terzian.



'98 Moved to Stanford's new Taube Family Tennis Center, with a new Executive Director (Dave Higaki) and a new Academic Director (Kesha Weekes).

'99 Raised \$1 million to build classrooms under tennis stadium stands.

'02 Named one of top three tennis and tutoring programs in U.S. by Tennis Week magazine.

'03 Added parent education component.

'04

Received Stanford University's first Annual "Community Service Award" as a benchmark outreach program.

First EPATT graduate to earn a college degree (BA, UC Berkeley)



'11

Returned to East Palo Alto roots with a summer academics and tennis program.



'16

Received Stanford's first "Community Partnership Legacy Award" in recognition of continued initiative, leadership and involvement in efforts that benefit the overall community.

TT: 1988 TO 2018

'08

Word spreads that EPATT is a model youth education program; visited by organizations from around the country to see "how EPATT works".

'13

Inagural Kids Cup Pro-Am fundraiser featuring Tracy Austin

'18

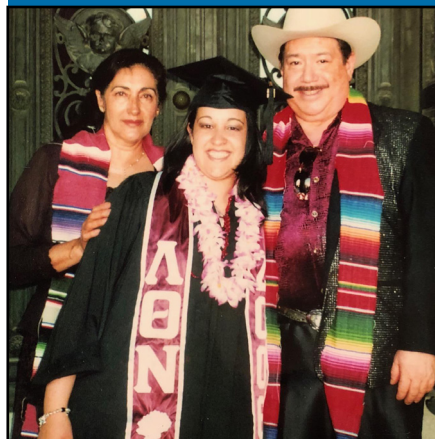
Developed in-house and launched two apps, one for parents and the other for tutors to use to create two-way student feedback loop.

'09

Formed an independent non-profit 501(c)(3) organization after 12 years under the auspices of the Youth Tennis Association.

'14

First EPATT graduate to earn a PhD in Clinical Psychology.



ABOUT EAST PALO ALTO TENNIS & TUTORING

EPATT's innovative and unique program is focused on developing 21st century leaders by promoting the emotional, academic, and physical well-being of our students.

EPATT is an extended-day learning program for 120 first- through twelfth-grade students and families from socio-economically challenged neighborhoods in our community. Using a unique mix of academics, parent education, and tennis/fitness, we strive to give our students as many tools as possible to set them on a path towards life success.

ACADEMIC SUPPORT

EPATT's academic component is multi-faceted and varies depending on a student's age and ability. Most kids receive between 2 to 4 hours one-to-one tutoring every week, based on their personalized learning plan. They hone their math, reading and technological literacy skills with cutting-edge online apps like Think through Math, Achieve 3000 and Lexercise. The end goal is to ensure all our kids are on track to meet or exceed the California standards for college and career readiness by high school graduation.

PARENTS AS PARTNERS

We work closely with parents to encourage them to take an active role in their child's education. We require that they attend quarterly workshops on relevant and important topics. We host community-building events like parent/child tennis night, where parents, many of whom come from different cultures and backgrounds, can get to know each other and support one another. We also connect parents to valuable resources at their child's school and in the community.

TENNIS ANYONE?

EPATT's DNA is rooted in the sport of tennis. Daily practice gives our students a chance to be active, social and learn valuable life skills like leadership, grit and teamwork. Each week, they receive 3 hours or more of tennis instruction. Students are encouraged to try out for EPATT's tournament team, which competes in USTA-sponsored events around the Bay Area, as well as their high school team. Besides teaching kids a life-long sport, EPATT has also helped diversify the pool of tennis players in the Bay Area.



Only **11%*** of first-generation students nationwide graduate from college.



95% of EPATT alumni are first-generation students, **90%** of whom graduate from college.

* Graduate in 6 years or less

\$100/hour

What local tutoring/test prep companies charge, making their services cost-prohibitive for our students.



EPATT's parent component focuses primarily on helping parents understand and navigate their child's school life and the importance of education.



\$1,000,000

The value of the free academic tutoring per year we provide our students.

In the 2018 school year,

91% of EPATT's 3rd-10th graders increased their reading level.

72% of those students exceeded their expected growth rate.*



* MetaMetrics, developer of the Lexile Framework, generates each student's expected annual growth rate.

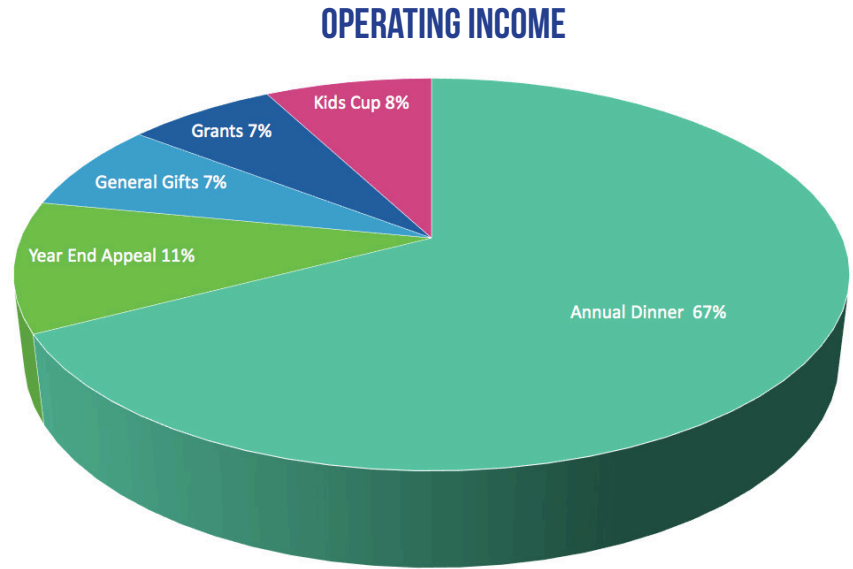
EPATT BY THE NUMBERS

UNAUDITED FINANCIAL DATA FOR SEPTEMBER 1, 2017 – AUGUST 31, 2018

OPERATING INCOME

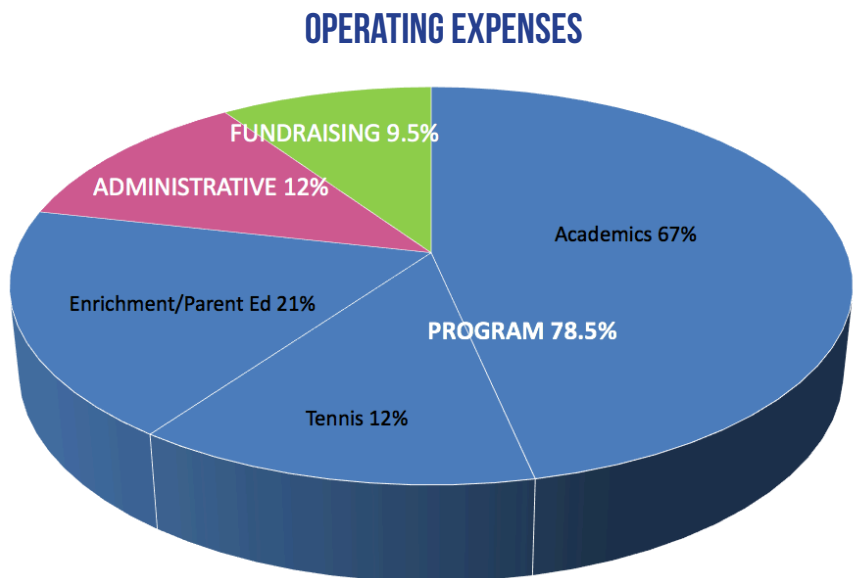
Annual Dinner	\$710,802
Year End Appeal	\$113,611
General Gifts	\$77,536
Grants*	\$72,500
Kids Cup	\$81,495
TOTAL	\$1,055,944

* includes restricted grants



OPERATING EXPENSES

Program	\$892,127
Academic Component	
Tennis Component	
Enrichment/Parent Ed	
Administrative	\$135,755
Fundraising	\$108,412
TOTAL	\$1,136,294



BALANCE SHEET AS OF AUGUST 31, 2018

ASSETS

Current Assets	\$396,484
Fixed Assets	\$22,473
Long-term Assets	\$1,465,671
TOTAL ASSETS	\$1,884,628

LIABILITIES AND NET ASSETS

Operations	\$345,006
Quasi-Endowment	\$1,465,671
Property and Equipment	\$22,473
Temp. Restricted Net Assets	\$51,478
Total Net Assets	\$1,884,628
TOTAL LIABILITIES & NET ASSETS	\$1,884,628

SUPPORTERS

September 1, 2017 through August 31, 2018

We are deeply grateful to the families, individuals, foundations and corporations who supported EPATT during our 2018 fiscal year. We have highlighted in pink those supporters who have been giving to EPATT for **20 years or more**.

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