

**10-Year Anniversary Inspires Matching Gift Challenge
To Raise a Total of \$500K and Break Even**

While Tenacity celebrates its **10th year** of serving Boston's at-risk youth, we are facing one of our most pressing financial challenges since inception. The economic climate has led us to find ways to reduce our operating budget by 17%, yet we still face the possibility of running a significant deficit. We are working more efficiently than ever to serve our 5,000 Boston students while at the same time reaching out to existing and new donors to provide the necessary support.

Tenacity is excited to be embarking on the largest fundraising opportunity in our ten year history - a **challenge to raise a total of \$500,000 by August 31, 2009, which will**

enable us to break even financially.

And how?

A very generous *anonymous* donor will **match gifts** we receive by August 31 up to a cumulative total of \$250,000.

You can imagine the excitement this **Double your Gift Challenge Match** has stirred! The funds raised will help Tenacity kids continue to achieve better academic outcomes, stay in school and enjoy a life-long game, tennis. It has already inspired many supporters, "established and new," generating a wave of vitally important donations to Tenacity!

Take on the **Double your Gift Challenge Match** by joining other Tenacity supporters in serving Boston's at-risk youth.

For details on how your gift can qualify, visit us on-line at **Tenacity.org** and click on **Donate**. For specific inquiries, you can reach **Dudley Blodget** at **617.562.0900 x24**. Please consider a donation today.



Pete Sampras gives a grip lesson to Tenacity kids during Tenacity Kickoff 10-year Fund-

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Courier and Champions Cup Give Clinic to Tenacity Students

In February, the Champions Cup Tennis Tournament returned to Boston for a weekend event, kicking off Tenacity's year-long 10-Year Celebration with a fundraiser hosted by Board member Bill Achtmeyer and his wife Alli. The event drew in many Tenacity supporters who were treated to an elegant evening overlooking Boston Harbor. The event included a special presentation from Monica Carpenter, a Tenacity 8th grader who shared the impact Tenacity has

had in her life. (Her story, page 2.) Later in the weekend, the tennis pros participated in a Tenacity Pro-Am Tennis fundraiser at the Boston Athletic Club in South Boston. On hand were this year's Boston winner Pete Sampras and finalist John McEnroe as well as Jim Courier, Todd Martin, Michael Pernfors and Wayne Bryan. After hosting a tennis clinic with our kids, the champions then played doubles with several Tenacity supporters. The weekend's events raised over \$90,000 for Tenacity. A big thank you to those who participated.



Jim Courier and Board Chairman Larry Greenberg shake hands at the Pro Am.

Improvements in Student Literacy Outcomes Seen in After School Excellence Program

Tenacity's **After School Excellence Program** (ASEP) is now in its tenth year of serving Boston's middle school kids with our Literacy, Tennis and Life Skills curriculum.

ASEP is an intensive **three-year program** that requires the commitment of students, their parents and our partner schools.

The **Journey** our students experience includes meeting for 30 weeks during the school year. Tenacity partners with **six City of Boston public middle schools** including: Jackson Mann and Edison, both in Brighton; McCormack and Frederick Middle School Academy, both in Dorchester; Irving in Roslindale; and Mario Umana Middle School Academy in East Boston. These partners generously keep their doors open after school to welcome their students and our staff for an enriching afternoon of literacy enhancement and life skills workshops. Benefits of conducting the literacy program in the schools are many and include a seamless extended day for the kids and regular assessment meetings with their principals and teachers for our program team.

ASEP also partners with five **area tennis facilities**: Boston Athletic Club in South Boston; Sportsmen's Tennis Club in Dorchester; Reggie Lewis Athletic Center in Roxbury; and Harvard University. At the courts, our kids participate in tennis clinics and matches where the emphasis is on exercise and sportsmanship taught by our tennis staff.

Literacy outcomes are carefully measured with pre- and post- testing of all ASEP students. Results provide essential data from which we continually develop and improve our program. We continue to realize a **95% high school graduation rate** of students who have completed ASEP. We are proud of the continued success our kids achieve in a city where the drop out rate is near 30%.

This year we are serving **190 middle school students; 94 of whom will graduate 8th grade** and attend high school in the fall.

Our ASEP graduates continue their seven-year **Journey** as members of Tenacity's Alumni Services team which provides ongoing student services including study skills workshops, tutoring and college application assistance. They also become eligible to earn a continuing education scholarship available to Tenacity Alumni.

We are proud of the success our kids achieve and wish to thank our partners, sponsors and donors for their continued generosity.

Student Highlight: Monica Carpenter

Meet **Monica, a Tenacity 8th grader** whose life experience has taken her places most of us only read about. An alcoholic mother, a father so poor they were homeless. Their meals and sleep found only in shelters. Lonely, nowhere to play, no interest in school. Then—a

chance to participate in Tenacity. Three years in our after-school literacy program, exercising on a tennis court, and new friendships she can depend on and Monica now has big dreams and tangible goals—like attending a top area high school and pursuing college at Le Cordon Bleu.



ASEP employees Luke Gorman and Xandy Brown celebrate with Monica Carpenter (center) after her speech at Tenacity's 10-Year Celebration Kickoff in February.

Adding to her life experiences, Monica was the key-note speaker at the recent Tenacity fundraiser where many of our major donors gathered to support our ongoing efforts to reach kids like her. She shared her life's story and made a splash among our many generous supporters.

There are thousands of Boston kids like Monica with similar stories. Tenacity can reach them, many of them, thanks to our donors and the potential impact of the exciting 10-Year Milestone dollar-for-dollar matching gift program.



The Boston Lobsters have named **Tenacity Co-Founder and Board member Bud Schultz** as this summer's **head coach**. Featured players this season include **Martina Navratilova**, with the season opener at Ferncroft Country Club scheduled for July 6. For more information, visit www.bostonlobsters.com.

Staff Highlight: Gary Phillips

Tenacity welcomes **Gary Phillips** as its new ASEP director. In his first five months supervising Tenacity's acclaimed after-school program, Phillips has used his wealth of experience gained through working in Boston's inner-city education system to fulfill Tenacity's mission.

Phillips, a former principal in a K-8th grade Boston school, believes that student engagement is a key element to any after-school program seeking to support students as they become proficient readers and confident members of their community.

"My long-term goal is to build strong partnerships with our Tenacity schools, strengthen student literacy achievement, and prepare our students for a successful high school and college life," said Phillips.

Summer 2009—Tennis & Reading Program Improvements

In response to the growing interest and demand for Tenacity's Summer Tennis and Reading Program, several improvements are in store for this summer.

- **Welcome our new Tennis Director:** Ron Casados
- **Expanded Ages**—STRP is now available to youngsters **age six** through age **16**.
- **Two sessions** instead of all day. Kids ages 6—10 can participate from 9—noon
- **Tweens and Teens** ages 11—16 can participate from 1—4 pm weekdays, with enhanced city-wide tennis competition and a more challenging literacy program.
- **Tailored reading program** will better suit ages and reading levels among peers.
- **QuickStart** Tennis format for beginners.
- **Junior staff** to receive full week of training prior to start or program
- **A voluntary, modest donation** from participants will be accepted this summer as a way to improve attendance and supplement the program.
- STRP expects participation to exceed 4,500 at 30 Boston park sites.

10-Year Anniversary Dates

- **Challenge Match** now through **August 31, 2009**
- Fall '09 **10-Year Celebration Gala**—details coming soon
- May 10—Crane Cup **Tennis Tournament**
- May 16—AmeriCorps **Park Cleanup**
- May 21—ASEP **8th Grade Graduation**

Champions Cup Weekend Snapshots



Literacy Games Enhance Curriculum Results

Tenacity's Academic Coordinators have created **Literacy Bowl**, a fun way for Tenacity students to test their literacy skills with team oriented games. The Literacy Bowl works like a high school quiz bowl, with ASEP teams from all five sites competing against each other. The competition covers **vocabulary** as well as **listening, passage, and sentence comprehension**

skills. ASEP students compete in various games that challenge a particular skill set. For example, in testing *listening comprehension*, one member of each team is read a short story. She must then tell everything she remembers of the story to the next team member. This carries on to the last team member who is then responsible for writing down the story in full.

The team with the most accurate portrayal of the story wins that round. The game, commonly referred to as "Telephone," was a huge hit at our first Literacy Bowl this spring where East Boston beat Harvard 2-1. The kids have found there is plenty of excitement and enjoyment in honing their literacy skills. More matches are underway.

ASEP Wish List

- Vans for transporting students
- Laptop computers—\$500 ea.
- Student "T" Passes—\$25 mo.
- Portable CD players for books on CD
- Entire list @ tenacity.org.

Tennis photos courtesy of David Kenas

TENACITY

game. set. LIFE.

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Volunteer opportunities for adults and teens: tutoring, reading, event planning—daytime, nights, weekends. Visit us at www.tenacity.org for more information.



John McEnroe and Ed Brakeman shake hands at the net at the February Pro Am.

What Boston Kids are Saying about Tenacity's Summer Program

By Travis Bethea (age 15)

To me, Tenacity is a great experience that everyone should try. It has opened new doors for me, such as feeling free, teaching me to be myself, and helping me to advance to higher levels. I think that Tenacity means setting yourself to higher levels while you achieve your goals. I learned how to better myself and I learned how to be a good sport with the help of my coaches Ali, Steven, Britt, and Azeeb. I think that Tenacity will help me in tremendous ways, such as getting along with people and learning how to work and better myself.



Tenacity Student to Receive Scholarship of \$14,000

Tenacity is thrilled to announce a new partnership with Application Boot Camp® LLC (ABC), a company devoted to empowering high school students from around the world in the college admissions process. ABC has generously offered one Tenacity high school senior a full scholarship (valued at \$14,000) to attend their four-day Cambridge-based summer session. Stay tuned for coverage of our Tenacity alum's ABC experience in our next newsletter! For more information about ABC: www.hernandezcollegeconsulting.com/2009-application-boot-camp.

By Satajah Robertson (age 10)

Tenacity is the best camp I went to. Not all the camps I went to are like this one. The instructors are very nice – they're the best instructors you get. You know how people sometimes think that the instructors only teach us about tennis? All the people that say that are wrong. They play tennis, games, help with reading, play in the park, and more good stuff. Tenacity teaches me to be myself. So the next time you hear someone say Tenacity is only about tennis, tell them what I said.