

**A**  
**Brief History**  
**of**



**A's & Aces**

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# Founding Principles

## 2006-2008

The concept for A's & Aces was developed in the aftermath of Hurricane Katrina by two former Tulane University student-athletes. One had practiced law for nearly 20 years and the other with academic concentrations in international development and social entrepreneurship. At the time of Katrina, both were coaching the Tulane Women's Tennis Team that they had led from a "never-ranked" status to Top 10, while also conducting junior development tennis from entry-level to high-performance.

Tennis helped shape their lives. Their experiences in the sport motivated them to try to make tennis a sport of opportunity for all children in New Orleans.

A's & Aces was **incorporated as a nonprofit organization on January 23, 2008**. The name "A's & Aces" was selected to symbolize the student-athlete model: specifically, excellence in academics and tennis.

Based on the co-founders' goals to help under-resourced youth and rebuild the City's post-Katrina environment, our mission is "to provide academic assistance, life skills and tennis to New Orleans public school children."

Co-founders:  
Anna Monhartova, PhD  
and David Schumacher



# Sports-Based Youth Development



<http://www.un.org/wcm/content/site/sport/home/sport>



<http://www.sportanddev.org/>

Sport has historically played an important role in all societies, be it in the form of competitive sport, physical activity or play. But one may wonder: what does sport have to do with the United Nations?

In fact, sport presents a natural partnership for the United Nations (UN) system: sport and play are human rights that must be respected and enforced worldwide; **sport has been increasingly recognized and used as a low-cost and high-impact tool in humanitarian, development and peace-building efforts**, not only by the UN system but also by non-governmental organizations (NGOs), governments, development agencies, sports federations, armed forces and the media.

**Sport can no longer be considered a luxury within any society, but is rather an important investment in the present and future, particularly in developing countries.**



**SPORT FOR DEVELOPMENT AND PEACE**  
**THE UN SYSTEM IN ACTION**

# TENNIS - The Sport of Opportunity

## TENNIS BUILDS:

- Skills and Knowledge
- Confidence and Character
- Sportsmanship and Teamwork
- Healthy and Active Lifestyles

## TENNIS PLAYERS ARE:

- Focused Individuals
- Scholars & Athletes
- Outstanding college students
- Champions, on and off the court



Tennis is considered to be a “**best first sport**” because it develops the highest number of skills required by the greatest number of other sports and activities. It is a low-impact, non-contact, individual, team and family sport, for both boys and girls.



Tennis is played everywhere around the globe. It is a “**lifetime sport**” that **promotes opportunities**. Players meet people from all walks of life, make new friends and develop enduring social and business relationships.

And, perhaps most importantly, **it’s fun.**

# President Clinton Helps Launch A's & Aces

A's & Aces started with a commitment to, and a grant from, Clinton Global Initiative University (CGIU). In 2008, Anna Monhartova - then a PhD candidate at Tulane - attended the inaugural meeting of CGI U, where she committed A's & Aces to reach students who would not otherwise have the opportunity to play tennis and receive educational support in a structured environment.

President Clinton's remarks:

*"After Anna graduates from her program, her PhD program at Payson Institute at Tulane, she plans to give her full-time attention to developing A's & Aces. There aren't many people who'd get a PhD and spend their gifts doing this with it, not to make herself wealthier or more famous, but to empower other people to have a more decent life."*

\* \* \*

*"I know that the studies that show that young people who play sports tend to get better grades, have better social skills and are more likely to lead healthy lifestyles are not myths. They are true, and they are true across the world."*

\* \* \*

*"We also know ... that girls who play sports have better self-esteem, better body image, are less likely to become pregnant as teens, more likely to graduate from high school and college, than those who do not. They're more likely to be self-defining in a very positive way in our culture.... So, this is potentially an affair, not just of the heart, but of the mind, that may be of again lasting import. ... So, let's give Anna Monhartova a big hand." [Applause]*





# 2008 - The Pilot Event

May 30, 2008



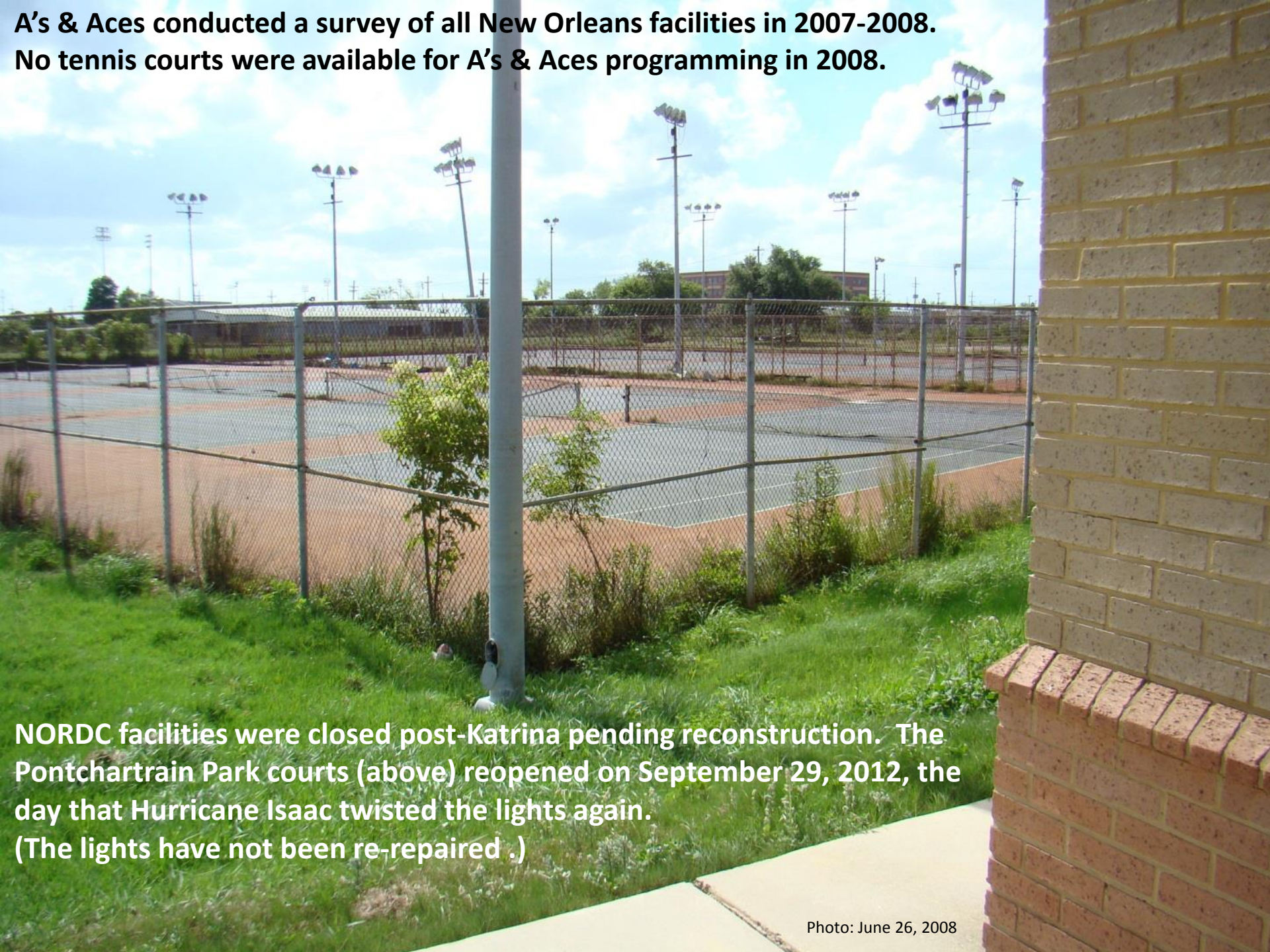
**Over 35  
Public School  
Children  
were  
Introduced  
to Tennis at  
the Pilot  
Event**

---

Tulane  
University  
May 30, 2008



**A's & Aces conducted a survey of all New Orleans facilities in 2007-2008.  
No tennis courts were available for A's & Aces programming in 2008.**



**NORDC facilities were closed post-Katrina pending reconstruction. The Pontchartrain Park courts (above) reopened on September 29, 2012, the day that Hurricane Isaac twisted the lights again. (The lights have not been re-repaired .)**

The Tennis Industry and the USTA unveiled  
a new Play Format for Children  
and launched

# “QuickStart Tennis”

in May 2008

Smaller Courts

Bigger, Softer Balls



Shorter, Lighter Rackets



# Afterschool Programming at Edward Hynes



Without access to traditional courts,  
A's & Aces began by using QuickStart Tennis

August 26, 2008



**QuickStart Tennis enables children to “Play to Learn”  
instead of just “Learn to Play”**

# After-School Learning with A's & Aces at Arthur Ashe Charter





After-school Tennis at Arthur Ashe Charter

K- 2<sup>nd</sup> grade  
Boys Team



**Alan Green**  
Xavier University  
Men's & Women's  
Head Coach

*"I just think that it's a great program, and I'm looking forward to doing a lot of work with A's & Aces"*

0:10 / 7:54

CC Settings YouTube

*"My uncle dragged me out of the house one summer to go play tennis. ... I gave it a shot and, I fell in love with it. ... It kept me off of the streets. I had a lot of friends who I grew up with who, it turned out, they were into drugs; some were selling drugs, some were using drugs, some went to jail, a couple are even dead. Tennis was my way out; and, I could have been any one of those guys. ...it got me through school, it got me to school in terms of college, going on a scholarship, on a tennis scholarship."*

# A's & Aces Becomes a NJTL

December 11, 2008 was the last snow day in New Orleans. It was also a memorable day for A's & Aces because the USTA came to New Orleans to invite A's & Aces to become a National Junior Tennis *League* (NJTL) organization.

Arthur Ashe and two others founded the NJTL in 1969. Their vision was to “use tennis as a way to gain and hold the attention of young people...so that we can teach them about matters more important than tennis...Through tennis, lives can be changed and spirits reclaimed.”

A few months later, the USTA rebranded the NLTL as “National Junior Tennis & **Learning.**” A's & Aces became one of the 600+ member chapters shortly thereafter, and became eligible for many benefits from the governing body of the sport in the US.







Arthur Ashe Charter's 2009-10 "New" Campus Courts



WORKSHOP  
**Phonics**  
Teacher Chart  
1

READING  
ROCKSTARS

SHAPES



Agenda:

1 describes the verb  
was more fun to imagine?  
A or B

What are adjectives?  
1 describes Subjects

Experiment:

1 The lonely princess ate Johna.  
2 The grumpy one-legged pirate ran a race.  
3 The one-legged princess fired the cannon.  
4 The grumpy Cupcake gobbled up the monkeys.

A  
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**Tulane Service-Learners Tutor 1:1 at Arthur Ashe**



# Edward Hynes Charter School After-School Program

March 25, 2010

# Hynes Classroom





**Teaching Toss Tennis at Milestone SABIS**

# Cafeteria Courts at Milestone SABIS





# First Serve Life Skills Curriculum Graduations



**Edward Hynes Charter**



**Milestone SABIS Academy**

*Game, Set, and Match Levels, implemented as a 3 year After-School Curricula*



# Reading Room at Lafayette Academy





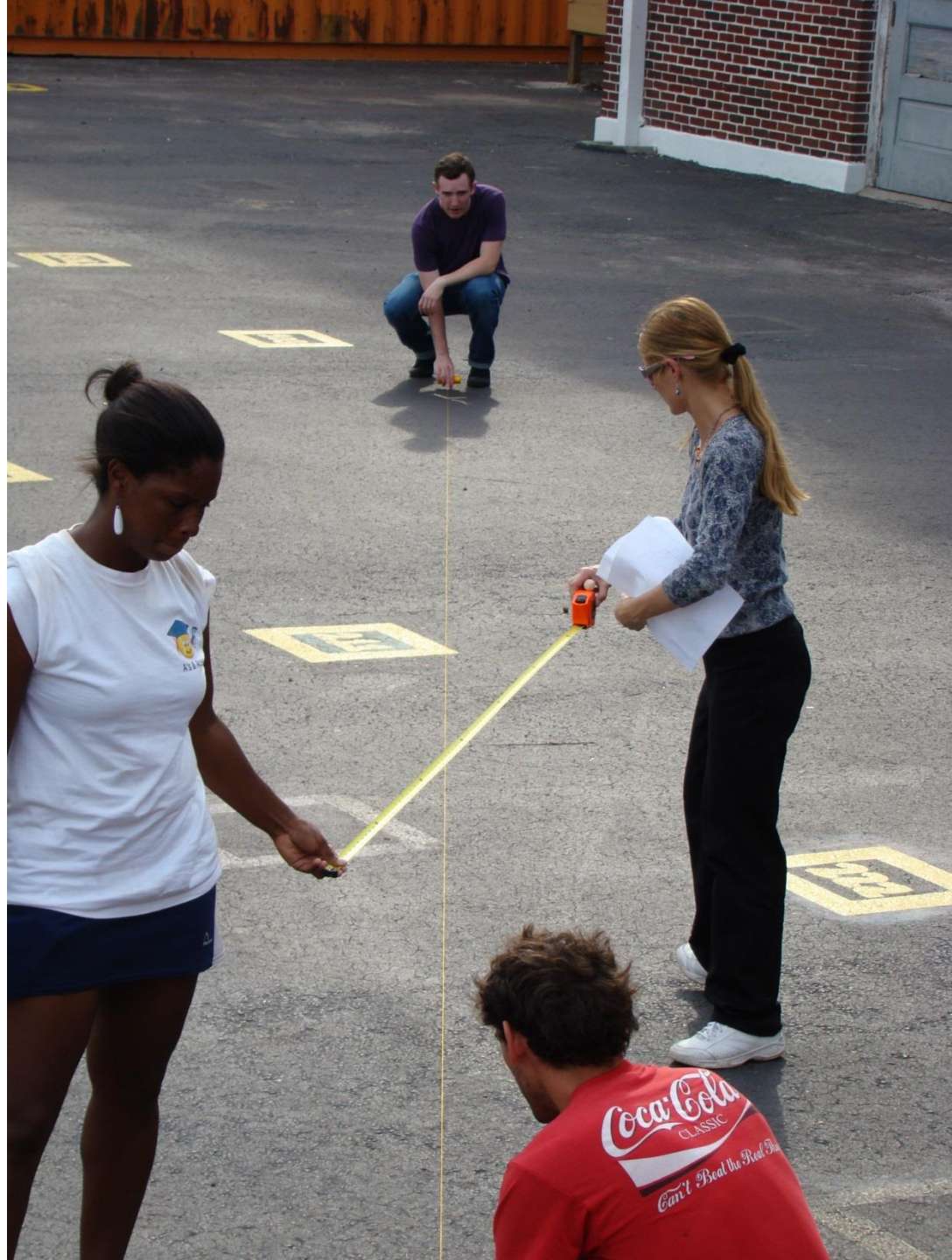
Focus  
Footwork  
Forehand

**Lafayette  
Academy**

**A's & Aces has created  
over 40 Red Ball Format  
"QuickStart Tennis" courts  
to introduce the sport to  
K-3<sup>rd</sup> grade children  
all over the City of New Orleans**

Laying out  
Red Ball courts  
at Lafayette Academy

September 21, 2012





February 19, 2013

# Playing Tennis at Lafayette with New Lines

# Arthur Ashe Essay Classes





May 5, 2011

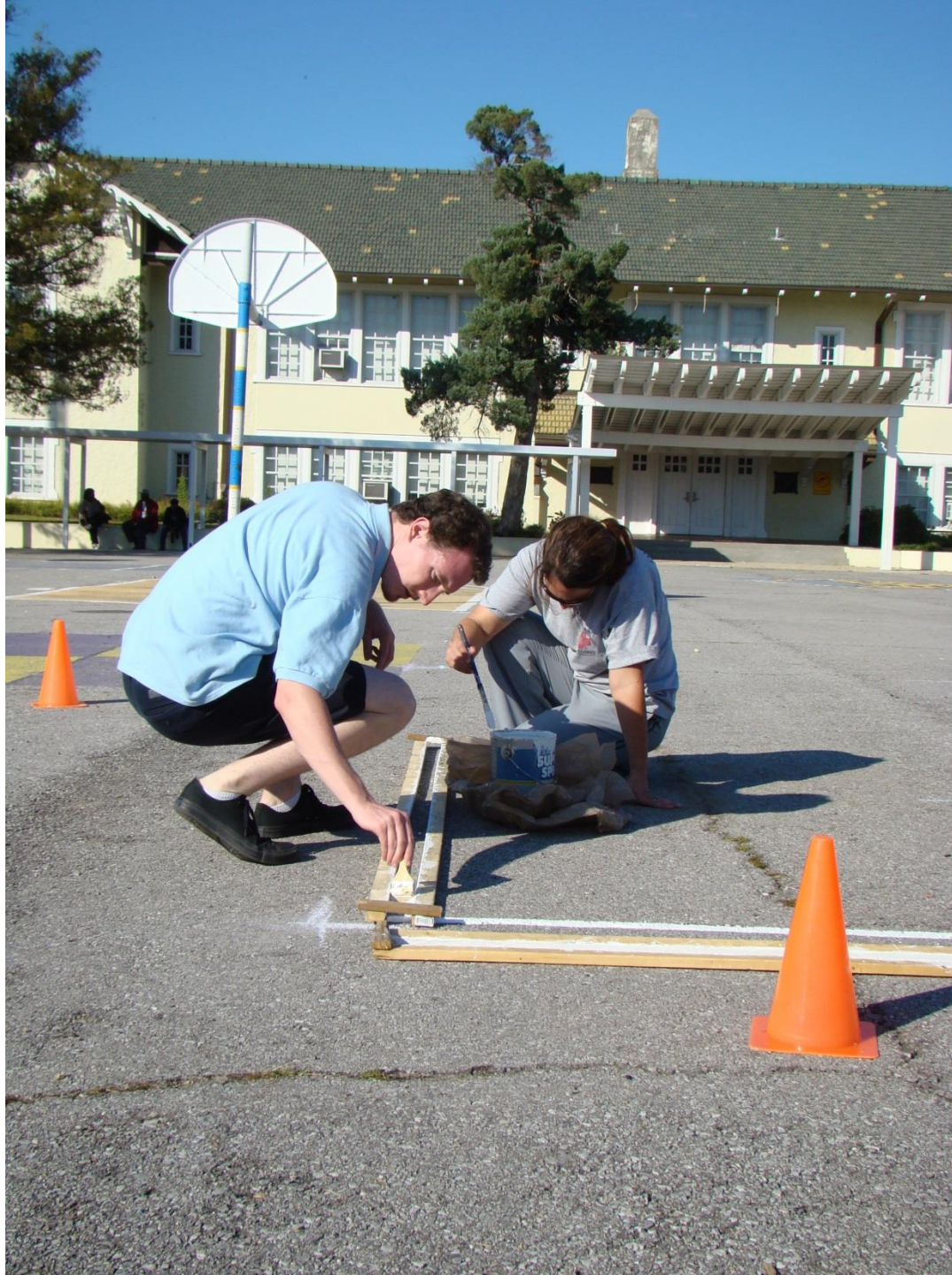
**Installing 8s & 10s Blended Lines on All Dillard University's Courts**





**Dillard Indoor Courts**

# Painting Lines at Gentilly Terrace Charter



# Playing Tennis at Gentilly Terrace





Nutrition Class at Gentilly Terrace

ARISE  
Academy





TABLE 4  
TABLE 5 - ~~11/11/11~~  
2nd week's Defenders Grouping TABLE 2

**CARPET EXPECTATIONS**  
1. Enter Carpet Apple  
2. Search for items on carpet  
3. Remove items without touching the carpet or your partner  
4. Pack Carpet  
5. Leave Carpet

Think about a time you helped someone. Why did they need help? How did you help them?

Because Found  
2:10-2:50-Environment  
2:50-3:30-Comprehension  
3:30-3:45-Snack & Pack Up

Handwritten notes on a desk, including a small pink sticky note with the number '9'.

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**“Becoming Lyle”  
& Living the Story**



**Puppet  
Theatre**

# Creating ARISE-ing Dream Courts







**ARISE Schoolyard: 2 Red Ball Courts and 1 Orange Ball Court**

August 14, 2011

**ARISE Academy moved directly across St. Claude Ave, into the former Fredrick Douglass High School building during the two years when its campus was being renovated.**



**Without a schoolyard or a gym, A's & Aces created a 2-court Tennis Lab on the 3<sup>rd</sup> Floor**

# The A's Classroom at ARISE

Located across the hall from the "Tennis Lab"



Coach HT and her Kinder Class sing the "Library Song"





**The ARISE Academy 1<sup>st</sup> Floor Court  
was added the following year**

The new Schoolyard Tennis Courts at ARISE were built during the 2013-2015 renovations



and have been used daily throughout the school-day since the school reopened in August 2015

# Mildred Osborne Charter's Outdoor Courts



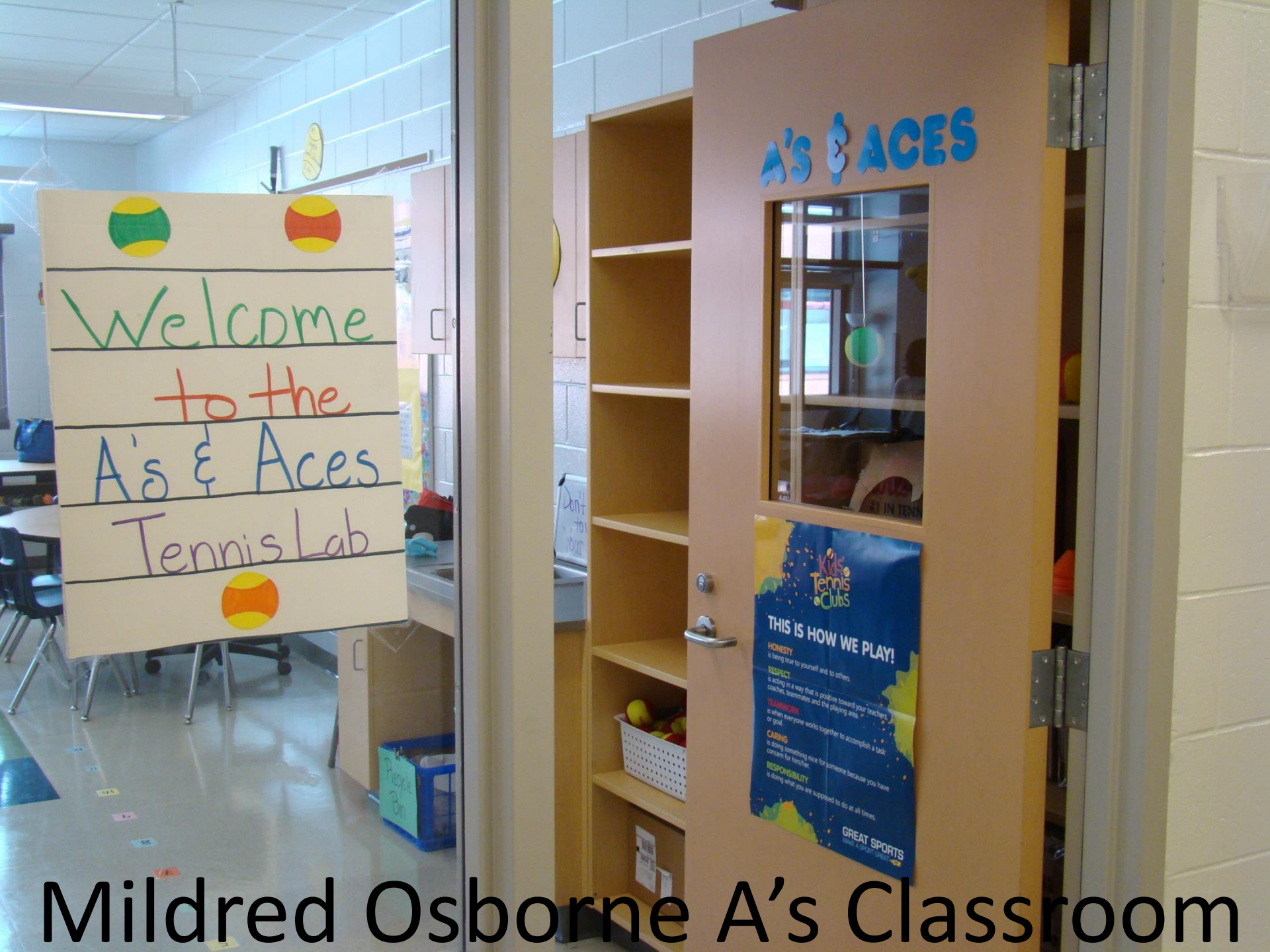


Mildred Osborne Charter Indoor Courts





Mildred Osborne Charter Indoor Courts



Mildred Osborne A's Classroom



**The A's Classroom for Literacy and Life Skills  
During the Regular School Day at Osborne**

# Homer Plessy Community School





Plessy's Indoor Court

# A's & Aces Classroom at Plessey for Literacy and Life Skills During the Regular School Day



# Crocker In-School Tennis



# Outdoors Tennis at Lawrence Crocker College Prep







**Crocker Afterschool Program at Atkinson-Stern**



**Crocker Afterschool Program at Atkinson-Stern**



# Opening Day at Pontchartrain Park

September 29, 2012

# Saturday Clinics at Pontchartrain Park



A's & Aces has provided 5 1/2 hours of clinics weekly since 2012

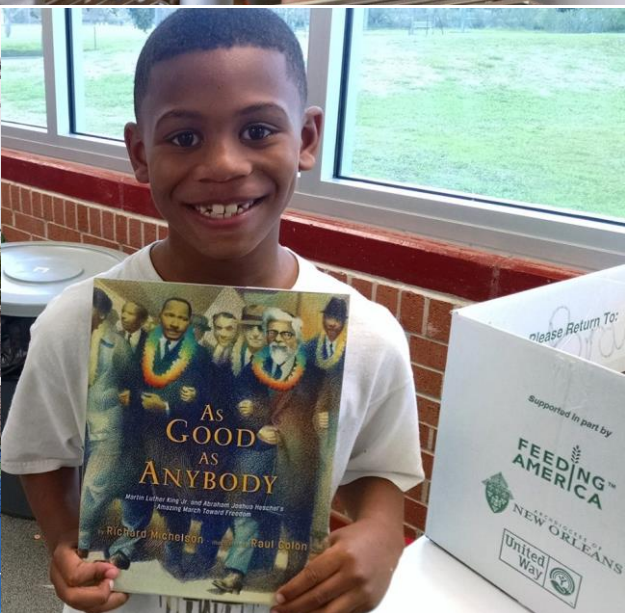


# Dillard University



# Joe Brown Park After-School – the ARISE-ing Dream Program

for ARISE Academy and Mildred Osborne Charter



# Professional Development

A's & Aces hosted/participated in:

- 3 USTA 10&U workshops
- PTR 10&U training & certification
- UP2US Institute SBYD trainings
- USTA Capacity Building Program
- Counselor-in-Training Program
- Job 1
- Service-Learning
- Weikart Center for Youth Development



# A's & Aces Participates in Many Community Development and Capacity Building Programs



## Conferences in:

- New York
- Washington, D.C.
- Atlanta
- New Orleans
- Orlando
- San Diego
- Las Vegas







**Staff & Volunteers  
PTR 10 & Under Certification**

# USTA 10 & Under Workshops for Staff at Hilton, Joe Brown Park & Dillard

Dillard training photo





**Up2Us Coach Across America Training Institute**

# Xavier University Head Coach Alan Green and the Gold Nuggets' Day of Service



# **7-Week Summer Literacy & Tennis Camps**

**2009-2015**

**serving 150 children/year**

**9:00-3:00, with before/ after-care**

**Sites:**

**Dillard University, Joe Brown Park Tennis Center,  
Atkinson-Stern Tennis Center, Behrman Park,  
Southern University**



**Campers Sing Their Original Composition:**  
***“I Love My Tennis Camp  
Cuz A’s & Aces Got Soul”***

<http://www.asandaces.org/summer-literacy--tennis-camps.html>

# Summer Literacy & Tennis Camp - 2009



Dillard & Behrman sites

# Summer Literacy & Tennis Camps - 2010

Dillard & Hynes sites





# Summer Literacy & Tennis Camps - 2011



Dillard & Hynes Sites



# Summer Literacy & Tennis Camps - 2012



**Dillard, Hynes & Joe Brown sites**



# Summer Literacy & Tennis Camps - 2013



# Summer Literacy & Tennis Camps - 2014



Atkinson-Stern



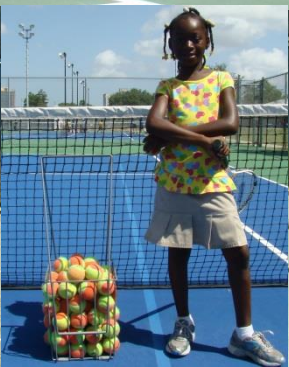
Joe Brown



Dillard



# Summer Literacy & Tennis Camps - 2015



# Tennis Tournaments





## **The 2013 Kids' Cup**

Nearly 90 A's & Aces Participants Played in their (and A's & Aces') First Tournament



Due to the Interest Generated by The Kid's Cup,

**A's & Aces Hosted 3 USTA Sanctioned Tournaments in 2014**







Due to the Interest and Success Generated by the 2014 tournaments,  
**A's & Aces Hosted 5 USTA Sanctioned Tournaments in 2015**

# Special Programs & Events Occur Often

- School Break Camps
  - Thanksgiving
  - Winter Break
  - Mardi Gras
  - Spring Break
- Field Trips
  - Tulane University
  - Libraries
  - Art Museum
  - City Park
  - Audubon Institute ( Zoo, Insectarium, Aquarium)
- Junior Team Tennis
- Middle School Tennis Teams
- Swimming
- Book Distributions
- USTA NJTL Arthur Ashe Essay Contest
- USTA NJTL National Student Athlete Competition
- USTA NJTL Life Skills Curriculum
- USTA Play Days
- USTA 10 & Under Trainings & Workshops
- Special Guest Visits & Presentations
- Service-Learning Projects
- Tennis Equipment Distributions (rackets, clothes, shoes)
- Etc., etc., etc.



**Junior Team Tennis & Middle School Coaching**



**Book Distribution**

Thanksgiving  
& Christmas

# 4 School Break Camps

Mardi Gras &  
Spring Break



# Multiple Tulane University Field Trips Every Year



# Ogden Museum of Southern Art



# Storyland in City Park



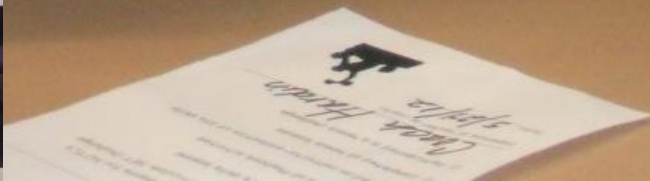
# Chess and Tennis



**Chess matches during lunch  
at the A's & Aces Literacy & Tournament Training Summer Camp**



# Multiple Book Distributions Each Year





Author Reading



Thousands of Books Distributed to Hundreds of Children

**Middle School Teams**



**Junior Team Tennis**

# Parent Travel Team in Houma



# Special Guests



Olympic Gold Medalist, Dee Dee Trotter takes questions at Dillard



Henry the Sports Bug visits Gentilly Terrace Charter



Monica Seles partners with Coach Jahanna

Lemonade Day



Veterans Day Cards



Making Blankets



Trash Collection

Service Learning Projects



# Library Field Trips





**~ 150 Campers Explore the Aquarium, Insectarium & Zoo**







**Ja'Briel & "Coach D"**

**Five A's & Aces participants have won USTA trips to ATP tournaments in New York, Atlanta and Winston-Salem for writing essays judged Best Arthur Ashe Essay in Louisiana**



**Darnell & Mom**

**Arthur Ashe Essay Contest WINNERS**



**Finn**



**Lauryn**

# 2015 USTA NJTL National Student Athlete Competition

Results based on Academics and Tennis

Twenty-Four (24) A's & Aces student-athletes finished the year top 25 in the (in Four Divisions: Boys/Girls in Elementary/Middle School Divisions)

Including:

- 11 ranked in the top 10
- 5 ranked in the top 3, and
- 2 ranked #1 in the Nation

← Boys Elementary #1 and Middle School #1 →

↓ The others ranked top 5 in the 2015 National Student Athlete Competition ↓





## The USTA NJTL's First Serve Life Skills Curriculum includes:

### **GAME**

The GAME units include: Being a Team Player, Being Positive, Understanding Rules, Practicing Proper Hygiene, Talking with Others and Appreciating Diversity.

### **SET**

The SET units include: Embracing Fitness, Understanding Nutrition, Improving Study Skills, Staying Calm and Focused, Dealing with Peer Pressure and Resolving Conflicts.

### **MATCH**

The MATCH units include: Speaking In Front of Others, Making Good Decisions, Setting Personal Goals, Planning to Attain Personal Goals, Overcoming Challenges and Giving and Receiving Help.

# The Impact

## Since 2008:

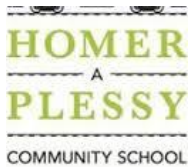
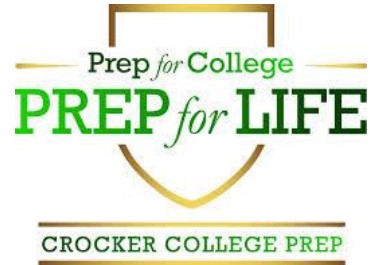
- **Impacted** thousands of underserved children, while working with 750 children weekly
- **Partnered** with Dillard University, Tulane University, and the New Orleans Recreation Development Commission (NORDC) locally, and with AmeriCorps, the USTA, and Up2Us nationally, to provide classrooms, courts, and coaches and teachers for our youth
- **Inspired and exposed** hundreds of children to college settings via programs and field trips
- **Promoted** literacy by giving thousands of books to children to build their own home libraries
- **Increased** fitness through a FUN, life-long, non-contact, co-ed, global, individual & team sport
- **Trained** hundreds of high school, college, and adult volunteers to serve as tutors/role models
- **Employed** full /part- time staff – currently 8 full-time and 25 part-time/seasonal staff
- **Helped** thousands of children learn to read and write more proficiently
- **Created** forty-three (43) 10 & Under Format Tennis Courts at schools and on public courts
- **Introduced** thousands of boys and girls to the sport of tennis and **exposed** them, and the children from diverse socio-economic and racial backgrounds with whom they have engage competitively and sometimes partnered with, to new experiences and opportunities to potentially form cross-cultural, enduring and valuable relationships
- **Empowered** thousands of youth to make positive decisions regarding their own lives, health, education, and futures

# A's & Aces 2015 Impact:

- Over 1,000 children regularly participated
- In the 2014-15 academic year, twenty-four (24) A's & Aces student-athletes are ranked top 25 in the nation in the USTA National Student-Athlete Competition, including:
  - 11 ranked in the top 10
  - 5 ranked in the top 3, and
  - 2 ranked #1 in the Nation
- 103 participants submitted essays to the national USTA Arthur Ashe Essay Competition and one participant's essay was judged Best in Louisiana, the 5th year in a row that an A's & Aces student-athlete won a trip for 2 to the U.S Open or Winston-Salem Open.
- Over 500 books were distributed to participants in 2015 to create home libraries
- Parent and teacher surveys indicate our participants' increased level of interest in reading and physical fitness
- Service-learning projects completed by A's & Aces participants included: Lemonade Day, Veterans Day, clean-up days at Dillard University, and holiday cards
- Provided in-school enrichment programs daily at four schools (ARISE Academy, Mildred Osborne Charter School, Crocker College Prep and Plessy Community School)
- Daily after-school programs at Dillard University and Joe Brown Park featured our Pathway to College Initiative
- Conducted 5 ½ hours of high-performance clinics each Saturday throughout the school year for tournament-level red, orange, green and yellow ball groups
- A's & Aces hosted five (5) USTA-sanctioned tournaments
- 52 A's & Aces players successfully competed in these tournaments
- 43 A's & Aces players earned USTA Louisiana state rankings
- 48 weeks of programming per year
- 7 full time staff members, 25 part time/seasonal staff members, and about 120 volunteers and service-learners worked and served as role models for our children
- 28 A's & Aces coaches participated in the USTA Coaches Workshop - 5 coaches are now USPTA/PTR certified

# Partners

## Charter Schools:



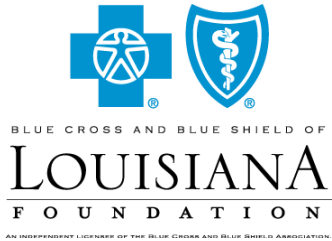
## Universities:



DILLARD  
UNIVERSITY



# Funders



CITY OF NEW ORLEANS  
Mitchell J. Landrieu, Mayor



# In Kind Donors





# Recognition

Over its eight years of operation, A's & Aces has been presented with numerous local, state, regional, and national awards:

## 2008:

**Outstanding Commitment Award** - awarded by the **Clinton Global Initiative**

**Educational Merit Award** - awarded by **both** the **Southern Tennis Association** and the **Louisiana Tennis Association**

## 2009:

**City Council Proclamation:** "For Outstanding Work On Behalf of the Youth of New Orleans"

## 2010:

**Angel Award** – awarded by **Blue Cross and Blue Shield of Louisiana** through an annual statewide recognition program that awards funds to "outstanding Louisianians working to improve the quality of life for the state's children."

## 2011:

Selected by ABC TV to appear on the **Secret Millionaire** show and awarded \$50,000

**Educational Merit Award** - awarded by the **Louisiana Tennis Association**

**Member Organization of the Year** - awarded by the **Louisiana Tennis Association**

## 2013:

**National Junior Tennis & Learning Chapter of the Year** - awarded by the United States Tennis Association

**New Orleans Saints Community Quarterback Award**

## 2014

**Member Organization of the Year** - awarded by the **Louisiana Tennis Association**

## 2015

**Educational Merit Award** - awarded by **both** the **Southern Tennis Association** and the **Louisiana Tennis Association**

**National Junior Tennis & Learning Chapter of the Year** - awarded by **both** the **Southern** and the **Louisiana Tennis Associations**

**Millennial Award for Social Entrepreneurship** - awarded by Spears Consultant Group



# A Special Honor

In July 2011, A's & Aces was proud to be chosen as one of three organizations for a national documentary "striving to educate people about social responsibility" based on the following selection criteria (that was undisclosed):

**"America. 2011. What makes our nation great? For many it is the compassion, kindness, and selfless duty of millions of ordinary Americans: people who through their actions and efforts bring about a lasting change for the benefit of others. These people are what exemplify the ideals and values that our country was built upon. The State of America is a documentary project, which aims to highlight individuals and grass roots organizations in communities across the country, whose sole objective is to positively alter the state they are in, in the State they are in."**

Though the production was real, the "documentary" turned out to be a ruse to enable the surprise climax of a New Orleans episode of ABC's national television show, *Secret Millionaire*.



The *Millionaire*, Amos Winbush, III, discloses his *secret*, as the climax.

# A's & Aces

was selected from over 600 chapters as the 2013



# National Chapter of the Year



**Mayor Landrieu:**

“If a kid’s got a racket in his hand instead of a gun, you got a chance. If we’ve got kids on the courts being taught the values of life, the chances of them growing up, doing great things is a thousand times better.”



**Stacy Head:**

“A’s & Aces is one of those that provide incredibly high quality service for a very low price, brings access to a sport that kids may not otherwise have, all over the city of New Orleans, in a way that we could not frankly do if we were trying to do within government.”



**Dr. Karen DeSalvo:**

“A’s & Aces is a model program not just for New Orleans but for this country. It is addressing the needs of kids from their physical health to their mental health all the way to their life skills development. They’ve been a wonderful partner to the city.”

# A's & Aces was featured in the 2014 Heroes Issue of Tennis Magazine

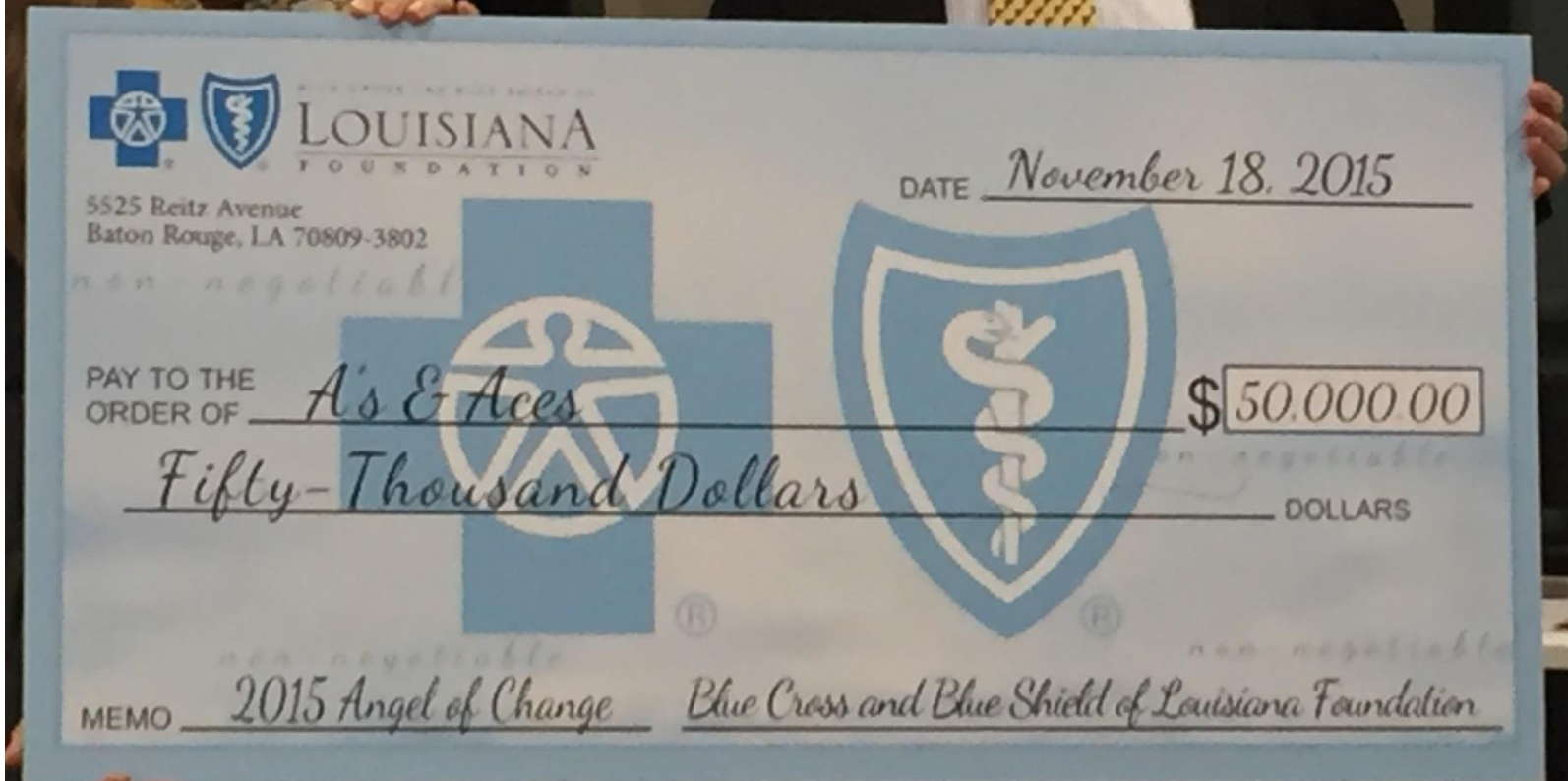
## **BIG IMPACT** in the Big Easy

A's and Aces gives children a chance to be stars on the court and in school

By Lindsay Gibbs



In 2015, A's & Aces was selected by BCBSLA to receive an "Angel of Change" grant



# **A's & Aces Adheres to the Highest Standards of Nonprofit Transparency as Verified by GuideStar**



# Initial Progress & Future Goals

A's & Aces is playing a pivotal role in dispelling a common belief that tennis is a sport reserved for the well-to-do sections of society.

Over the last 8 years, A's & Aces has brought the sport to under-resourced New Orleans youth in various ways, and with unprecedented quality and numbers, while ensuring that tennis is utilized to further their overall education, growth and development.

**A Youth Tennis & Learning Center** will enable A's & Aces to continue to develop its "Pathway to College" program for youth through high school, and will serve generations of New Orleanians who will ultimately be the enduring legacy of this project for our community.



THE END  
of “Just the Beginning”

---

Now We Begin the

**“First Serve Children”  
Capital Campaign**

to Build a

**Youth Tennis & Learning Center**