



**Midwest Youth Tennis & Education Foundation  
2015 MY Gift to Kids' Tennis Initiative Application**

**Raise Money for Your Junior Program**

**Deadline to Apply is August 15, 2015**

The Midwest Youth Tennis & Education Foundation (MYTEF) is conducting its MY Gift to Kids Tennis initiative in an effort to raise awareness and support for local youth tennis programs. The 2014 initiative raised a record \$28,443, and benefited youth tennis programs across the USTA/Midwest Section.

The 2015 MYTEF MY Gift to Kids Tennis initiative will launch on October 1 for all selected organizations. One organization from each USTA/Midwest District may be selected to participate in this year's initiative. MY Gift to Kids Tennis helps encourage local fundraising efforts by community organizations offering youth tennis programs throughout the USTA/Midwest. This is a pathway to inject new funding to a deserving program in the local area.

Organization Name	
USTA Organization Member Number	
Program Name	
Organization Address	
Name of Contact Person	
Contact's Phone Number	
Contact's E-mail Address	
Organization's Website URL	
USTA/Midwest District	

**Previous Participation in MY Gift to Kids Tennis**

*Did your organization participate in the MY Gift to Kids Tennis initiative in 2012, 2013 or 2014?*

*If yes, please indicate which year(s), and the amount raised by your organization.*

## **Program Description**

*Please include a brief synopsis of the specific program being submitted for this initiative and its history, the number of youth it will impact, etc.*

## **Financial Needs/Uses for Funding**

*Please list your organization's financial needs for the specific program listed above, and how your organization will use any money raised from this initiative for the program if it's selected for this initiative.*

## **Marketing/Fundraising Plan**

*Please list your organization's marketing plan to spread the word if your organization and its program are selected to participate in this initiative. Also, please include your organization's fundraising plan how to raise money for your specific program mentioned above. A minimum fundraising requirement for an organization for this initiative is \$1,000.*

## Other Programming

*Please list all programs offered by your organization in addition to the program you are submitting for possible participation in this initiative.*

## Supporting Documentation (Optional)

*If your organization would like to submit a flyer, brochure, etc., about the program you are submitting for consideration to participate in the MY Gift to Kids Tennis initiative, please submit with the application via mail or email as listed below.*

**Application Submitted By (Sign):**

**Date Submitted:**

### Requirements for Organizations Selected for MY Gift to Kids Tennis

- Organization and its program must not be currently administered by a USTA/Midwest District or a foundation associated with the District.
- Current USTA Organization Membership is needed.
- Organization should have experience in fundraising as selected organization will need to raise money for its selected program and must be comfortable asking for donations from individuals, companies, etc.
- Organization should provide tennis opportunities to all youth from all cultural and ethnic backgrounds.
- Organization commits to using its resources to raise \$1,000 minimum in contributions towards its program with a goal of \$2,000 or more.
- Organization should promote and develop youth tennis as an enjoyable, lifetime sport that contributes to good health, leadership, education, discipline, and self-esteem.
- Organization should focus on creating positive environments for at-risk youth.
- Organization should help youth reach their highest potential in tennis and education.
- Organizations which participated and were the top winner in the 2012, 2013 and 2014 MY Gift to Kids Tennis initiative are eligible to participate this year, but are not eligible for additional bonus money from MYTEF.

### Assistance and Incentives Provided by MYTEF to Selected Organizations for MY Gift to Kids Tennis

- Marketing/Promotion package which includes customized flyer, press release, video, text/content for program website, text for email promotion, and social media promotion text.
- Promotion on USTA/Midwest and MYTEF websites, publicity via USTA/Midwest and MYTEF email campaigns, and marketing via USTA/Midwest and MYTEF social media channels
- The top four organizations which generate the most donations during the initiative will receive an additional \$1,000, \$500, \$300 and \$200 bonus respectively from MYTEF.

**Submit application to Midwest Youth Tennis & Education Foundation by August 15:**

- **Mail - MYTEF, Attn: Kathy Dalla Costa, 1310 East 96<sup>th</sup> Street, Suite 100, Indianapolis, IN 46240**
- **Email - Kathy Dalla Costa at [kathy@midwest.usta.com](mailto:kathy@midwest.usta.com)**