



# KCTA

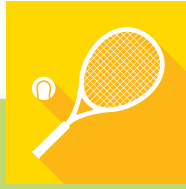
KERN COMMUNITY TENNIS ASSOCIATION



*Celebrating our victorious Lady Blades.*

**KCTA ANNUAL IMPACT REPORT**

# 2024



## MISSION STATEMENT

*Provide opportunities for players of all ages,  
skill, and income levels to learn, compete,  
and enjoy the game. Through outreach,  
education, and support, we aim to make tennis'  
many benefits accessible to everyone,  
foster sportsmanship, and build a strong,  
inclusive tennis culture in Kern County.*



# KCTA

KERN COMMUNITY TENNIS ASSOCIATION

GETTING MORE

# TEENS

ON THE

# TENNIS COURT!



“ Most of our players have never touched a racquet before joining the team. Without your donations, many wouldn't even attempt to join. ”

-West High Boys' Varsity Coach

# HIGHLIGHTS FROM 2024



*Elli rocking her new shoes*



*More gear ready for players*



*Players picking new gear for the 2024 Season*



*Santa delivering racquets to Standard Elementary School students*



*Pride in the new Tennis Shoes*

# 2024 SUCCESSES

There are hundreds of teens in Kern County who want to join their high school tennis teams, but their families are not able to afford the equipment they need to get on the court. Our goal is to remove that financial barrier. In 2024, KCTA served a record number of low-income local teens, providing them with racquets, shoes, backpacks, and clothing free of charge. With the support of generous donors, we also provided over 7,000 court hours of professional instruction, hosted clinics for over 40 high school coaches, and welcomed over 500 student athletes at the BTOpen and WTO high school nights.

Our success is driven by over 3,600 volunteer hours, strong local partnerships, and generous sponsors. One such partnership with Bank of America provided financial literacy training to more than 200 students in local athletics. It is an important life skill that many student athletes do not learn at home or in school. Our sponsors, many of whom donate through Give Big Kern, earned us the #1 rank in Education and Youth Development and #14 overall out of 138 non-profits. With their support, we are changing lives by increasing participation, elevating competition, and fostering lifelong tennis players.



*"We should have a financial literacy class in school that is mandatory for all seniors."*

**Student Athlete**  
South High School

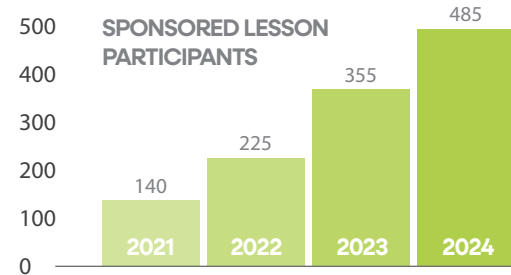
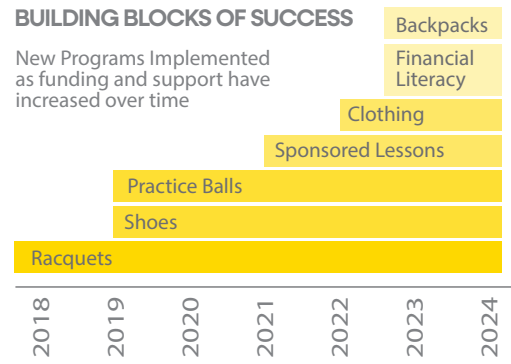


*"If it wasn't for the donations, some of us wouldn't be able to play. I appreciate the chance."*

**Student Athlete**  
North High School

## BUILDING BLOCKS OF SUCCESS

New Programs Implemented as funding and support have increased over time



## WHAT KERN COUNTY HIGH SCHOOL PLAYERS HAVE TO SAY!



*"Thank you for donating. My mom did not want to let me join tennis because she thought it would be too much money to buy my own racquet. Your generosity means a lot to me."*

**Student Athlete**  
McFarland High School



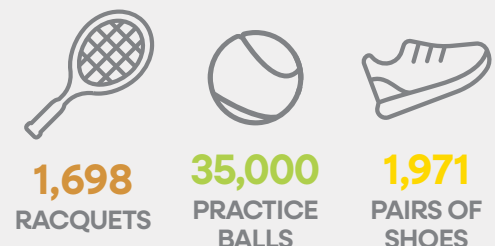
*"Tennis has changed my life by getting active and inspiring me to become healthier. I am forever grateful."*

**Student Athlete**  
North High School

## ITEMS DONATED IN 2024



## PROGRAM DONATIONS SINCE 2018



## CONGRATS, VALLEY CHAMPIONSHIP WINNERS!

Participation is our number one goal, but winning is more fun - and it attracts more interest which means more players. The donated equipment and sponsored lessons have given underdog teams a chance to excel. This year the Arvin boys and Cesar Chavez girls won their first Valley Championships. The Shafter girls placed second, and the East High girls placed second and completed a storybook season with a 30 – 1 record . . . with players who started just 18 months ago.

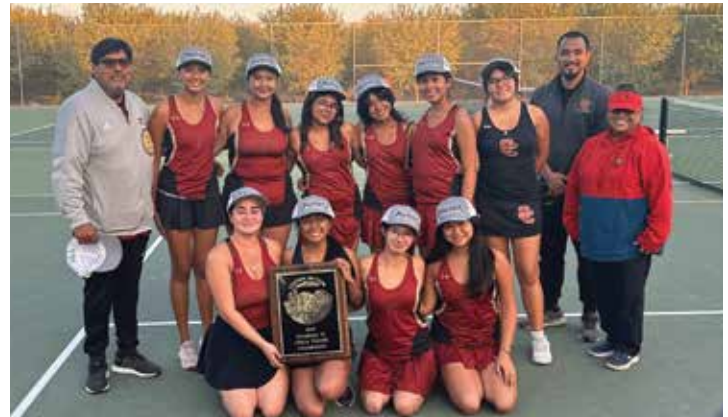
## THEY NOW HAVE WHAT THEY NEED

After winning a tournament, the East girls were awkwardly complimented by an opposing coach, "East High is not supposed to win tennis tournaments. You are the 'Have-Nots.'" The girls embraced that challenge by printing shirts and redoubling their efforts. We applaud their determination and are proud to have played a small role in their success. KCTA's mission is to ensure there are no "Have-Nots" . . . at least when it comes to high school tennis.

*(Cover) The victorious Lady Blades are featured on this year's Impact Report. We're so proud of all of the student athletes in our programs.*



Arvin Boys Champions



Cesar Chavez Girls Champions



Shafter Girls Finalists

## DONATE TODAY!

Help us get more teens on the Tennis Courts!



@kcta-Bakersfield

**CHECKS** made payable to Kern Community Tennis Association  
**MAIL TO: P. O. Box 11915, Bakersfield, CA 93389**

*95% of all dollars received will directly fund local teen athletic programs. We are a volunteer-driven organization with less than 5% in administrative overhead.*

Your contribution is tax-deductible. Tax ID# 95-2418773

Platinum  
Transparency  
2024

Candid.

**KCTA**  
KERN COMMUNITY TENNIS ASSOCIATION

[www.kerntennis.org](http://www.kerntennis.org)