



SERVING UP HOPE ANNUAL REPORT 2023

ABOUT SERVING UP HOPE

Serving Up Hope is dedicated to providing underserved children around the world opportunities through the sport of tennis. With locations in Uganda, Los Angeles, San Francisco, Seattle, Chicago, and South Florida, we serve 700 children annually and have impacted over 1,500 since inception. As a nonprofit led by professional tennis players, including Grand Slam winners, we offer development focused on quality education.

MISSION AND VISION

Serving Up Hope's mission is to provide sustainable tennis programs for underserved children globally, supporting communities to independently sustain and lead these programs into the future.

Empowering through Tennis: Our vision is to utilize tennis as a tool for transformation, fostering opportunities and sustainable development for underserved children across the world.



OUR PROGRAMS

Our programs empower children through education, sport, skill development, mentorship and well being.

International Program:

With tennis as the core focus, we understand the value of education as a complement to sport, offering STEM education, tuition assistance, academic scholarships, meal assistance, equipment provision, girls mentorship, and legal education. Local teams and coaches adhere to international coaching standards, fostering holistic community development.

Domestic Program:

Our U.S. programs focus on introductory tennis skills, accompanied by writing and communication skill building. Collaborating with local partners, the program educates staff and volunteers to ensure effective program delivery. Similar to our international program, we work with our local partners to educate staff and volunteers on the delivery of the programs.

PROGRAM LOCATIONS

UGANDA

-  Kampala
-  Rakai

UNITED STATES

-  Los Angeles
-  San Francisco
-  Chicago
-  Seattle
-  South Florida
-  Fort Lauderdale



PROGRAM OVERVIEW AND REACH

Our programs are a testament to our dedication in utilizing tennis as a vehicle of opportunity, reaching:

PARTICIPANTS

🎾 Uganda: 220

🎾 USA: 500

TEAM MEMBERS

🎾 Volunteers: 25

🎾 Uganda Staff: 7

COMMUNITIES SERVED:

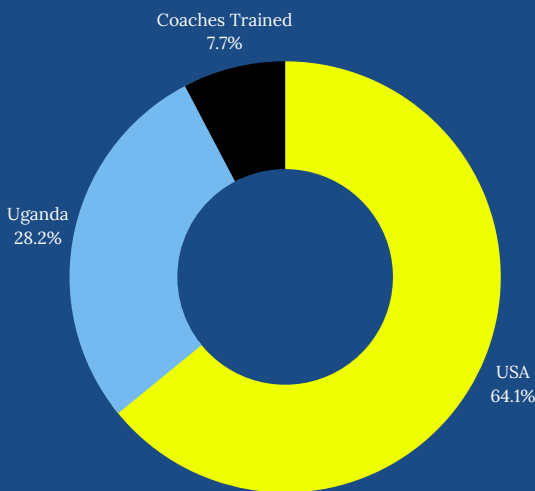
Across 35 program locations in underserved communities throughout **Uganda, Los Angeles, San Francisco, Seattle, Chicago, and South Florida.**

72% Female Volunteer Base

4 participants representing Uganda in international competitions

Over 60 community coaches trained

50 participants in our monthly tournaments & 120 participants in our annual tournament in Uganda



UGANDA PROGRAMS OFFERINGS

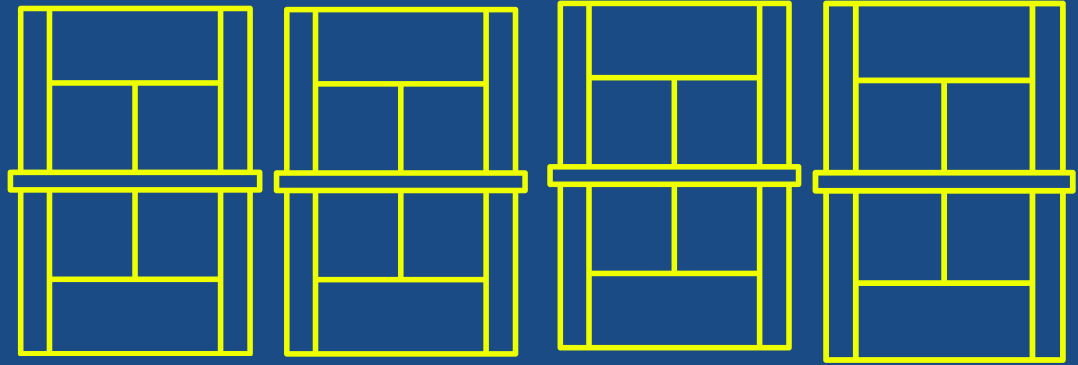
-  **Tennis and Fitness Program:**
Weekly sessions with 50 participants in High Performance and 70 in Community/Grassroot programs.
-  **STEM Program:**
30 participants engaged in computer literacy and coding basics.
-  **Academic Scholarships:**
Supporting 25 children based on tennis and academic excellence.
-  **Meal Assistance Program:**
Providing additional nutritious meals for 50 children twice a week.
-  **Girls Mentorship and Legal Education Programs:**
Supporting 40 girls and educating participants and parents on legal rights.
-  **Psychosocial Support Program:**
Bi-monthly sessions for mental wellness checks.
-  **Competition Opportunities:**
Monthly and annual tournaments
-  **Professional Development Opportunities:**
All our Uganda staff have been PTR certified Level 1 and Level 2



INFRASTRUCTURE AND DEVELOPMENT

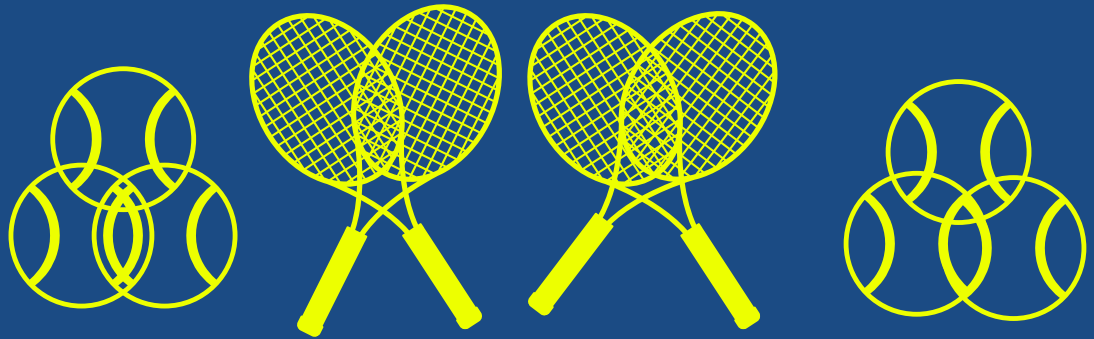
4 NEW TENNIS COURTS :

Construction of 4 new tennis courts & a water well, enhancing facilities & providing clean water access.



OVER 1,000

Pieces of equipment donated, including the US Open player donation drive.



60% FEMALE/75% BIPOC

Our participants are aged between 4-14 & are majority female and BIPOC



DOMESTIC PROGRAM PARTNERS

-  YMCA Los Angeles
-  YMCA Marin County
-  YMCA Greater Seattle
-  YMCA Metropolitan Chicago
-  The Community House (located in Hinsdale, IL)
-  YMCA South Florida

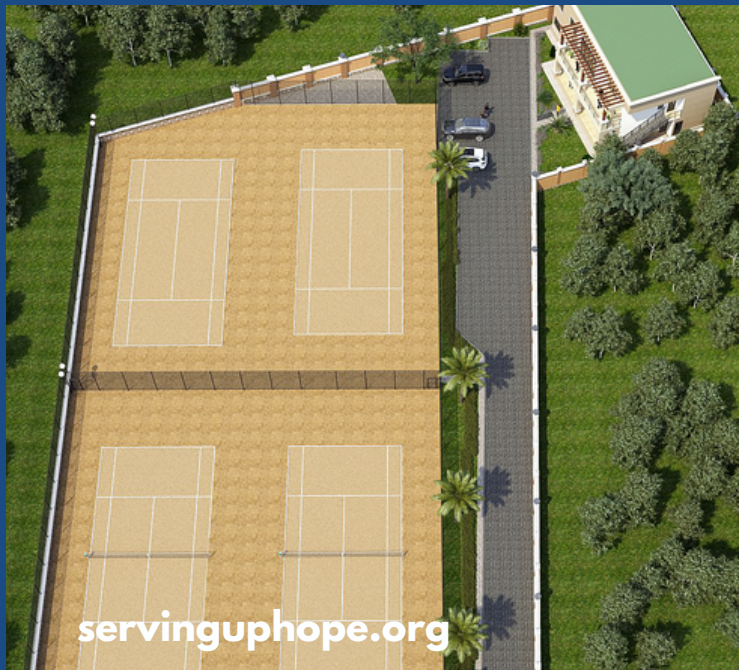


FUTURE GOALS AND IMPACT

Our future aspirations for 2024 include:

- 🎾 Fundraising to sustain and grow programs
- 🎾 Hiring a Development Manager to further enhance our impact
- 🎾 Completing the construction of Phase 2 of our Uganda tennis facility: A clubhouse at our Uganda tennis facility that will be a safe haven for our participants that will include classrooms for studying -- we have already completed Phase 1: four courts, washrooms, a water well, and the perimeter wall

Serving Up Hope remains steadfast in its commitment to empowering underserved communities, fostering skill development, and nurturing a brighter future for all its participants.



BOARD OF DIRECTORS



Vania King
FOUNDER AND EXECUTIVE DIRECTOR

Vania is a former professional tennis player that reached career high rankings of #3 in the world in doubles and #50 in the world in singles. She is a two-time Grand Slam Doubles Champion, winning Wimbledon and the US Open. She represented players on Tour as a WTA Player Council representative and is currently a consultant for the Women's Tennis Association and Women's Tennis Benefit Association. She is a Director At Large on the USTA's Board of Directors and on USTA Southern California's DEI committee. She received an undergraduate degree in Psychology from the University of Massachusetts Lowell and a masters degree in Nonprofit Management from Northeastern University. In her free time, Vania enjoys birdwatching and singing.



John Bolan
TREASURER

John Bolan CPA holds 2 degrees in mathematics as well as an MBA. He practices before the Internal Revenue Service and specializes in international taxation. Along with John's expertise in tax accounting, he has been involved in financial management of rentals, hotels, restaurants, private estates, and community associations. He served as an Army officer in Vietnam where he was awarded the Bronze Star, worked for the Navy as a mathematician and for the FDIC closing banks. He was CFO and board member of Spiderboy International, a public company. He writes articles and makes predictions for the Women's Tennis Blog.



Albert Lee
DIRECTOR AT LARGE & FUNDRAISING COMMITTEE CO-CHAIR

Albert is a Managing Director of Crescent Capital focusing on private credit. Prior to joining Crescent, Mr. Lee was a member of the investment banking departments at Lazard Frères and Lehman Brothers. He received his MBA from the Wharton School of the University of Pennsylvania and his BA from Columbia University.

Albert grew up playing basketball and tennis and is passionate about trying to equal the playing field for those with less opportunity.



Maegan Manasse
SECRETARY

Maegan is a five-time All-American tennis player that attended UC Berkeley, achieving the #1 ITA ranking in both singles and doubles. She reached the finals of the NCAA Women's Doubles Championships and was part of the team that won the 2015 Masters BNP Paribas title in France, a tournament featuring the best college players in the world.

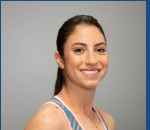
As a professional player, she holds career high ranking of 327 in singles and 175 in doubles, won one WTA doubles title and four ITF doubles titles. Maegan's bachelor's degree from UC Berkeley is in Social Welfare. She has volunteered with the UC Berkeley Food Pantry and Bear Trax.



Barbara Rueth
DIRECTOR AT LARGE

Barb currently serves as the USTA-Chicago Junior Play Director. She is a PTR and USPTA certified teaching professional and a USTA National Coach Developer training coaches around the country.

A strong believer in youth development, Barb became the first woman to receive PTR's Master of Junior Development tennis certification in 2013. She played D-1 tennis at Marquette University and is honored in their athletic hall of fame. After college, Barb worked as a consultant for Hewitt Associates for 22 years before returning to her tennis roots.



Christina Mchale
DIRECTOR AT LARGE

Christina Mchale reached career highs of #24 in singles and #35 in doubles. Off court, she is a member of the Player Council and one of the elite winners of the Harvard Business School's Crossover to Business program. She has one sister, Lauren, who was also a competitive tennis player, who played at the University of North Carolina. Christina speaks Spanish and Mandarin Chinese and was a competitive swimmer when growing up.



Dimple Thakkar
DIRECTOR AT LARGE & MARKETING COMMITTEE CHAIR

Dimple is a multiple award-winning entrepreneur with a career in technology that spans 14+ years. Having previously won the Power 30 Under 30 Award and a prestigious nomination from Impact100, who recognize the Top 100 US-based companies run by young entrepreneurs early in her career, Dimple is now a seasoned business executive that advises savvy start-ups to billionaires on projects that have complex technical needs with a focus on: Blockchain technology, virtual reality, website and mobile app development, artificial intelligence, 3D modeling, hologram technology, and more.

Aside from tech consulting, Dimple's other company SYNHERGY MARKETING, which was identified by the US Chamber of Commerce as a Small Business of the Year, oversees social media marketing for clients in technology, telemedicine, nonprofits, start-ups, food, and beverage. On a personal level, Dimple volunteers her time to non-profit organizations, sits on the Board of Directors for the West Hollywood Design District, and enjoys mentoring youth to become future business owners and professional leaders. Dimple has a BA in Communications from the University of Illinois at Urbana-Champaign.



Kathleen Ferrell
DIRECTOR AT LARGE & BUDGET COMMITTEE CHAIR

Kathleen Ferrell is an investor/mentor and avid tennis fan (and recently retired partner at Davis Polk & Wardwell LLC). She left New York after 20+ years to return to South Carolina (after a total of 40 years away from home!) In her former professional life she advised corporate clients on federal income tax matters, including major U.S. domestic and cross-border transactions, as well as capital markets transactions, bankruptcy and workouts, and tax legislative and administrative matters.

In addition to serving on the board of SUH, Kathleen continues a number of mentoring relationships and is an investor in several women run enterprises.



Edgar Kasasa
DIRECTOR AT LARGE & FUNDRAISING COMMITTEE CO-CHAIR

Edgar is a civil engineer and business professional serving as managing director for a construction materials company in Uganda; Ecdorp International. Edgar also advises on market entry into Uganda, raising and capital structure for business and operational management. Prior to that, Edgar has worked on various fundraising campaigns for Australia for UNHCR and Save the Children Australia. He holds a civil engineering degree from the University of Sheffield. Edgar grew up playing tennis and is passionate about both expanding the reach of tennis in Africa and growing sustainable impactful enterprises on the continent.



Laura Shirley
DIRECTOR AT LARGE

Laura is a workplace strategy consultant with decades of experience in sales, project management and developing workplace programs for clients globally. She worked as a research consultant for twenty years at Steelcase, the world's largest commercial furniture manufacturer, with multiple Fortune 50 companies as clientele. Laura currently works as a real estate consultant in Los Angeles. A University of Colorado alumni, majoring in Public Relations. She is passionate about design and travel. Laura is an avid tennis player who prefers playing doubles and her favorite shot is her forehand.



Niloufar Panahpour
DIRECTOR AT LARGE

Nilou is a criminal defense attorney specializing in indigent appellate claims. She attended Brown University and Stanford Law School and worked as a journalist at Rolling Stone Magazine before practicing law at Irell & Manella, the Federal Public Defender, and the California Court of Appeal.

An avid tennis fan and player, Niloufar learned to play tennis as a young child in Iran. She played for her high school team at Choate Rosemary Hall, and through tennis, she learned to play squash, which she played at Brown. She lives in Los Angeles with her husband, Chris, and two daughters.



Michael Morkin
DIRECTOR AT LARGE

Mike Morkin is a recognized practitioner in international arbitration and litigation matters and the partner-in-charge of growth and expansion at Venable LLP, a law firm with 800 lawyers in 12 US offices. He has successfully arbitrated disputes in areas of sports, hospitality, transportation, reinsurance, life sciences, energy, shipping, post-acquisition, intellectual property, and numerous commercial arrangements. His extensive experience has resulted in arbitration awards valued in excess of \$1 billion. Before Mike joined Venable, he spent over 30 years at the world's most global law firm, BakerMcKenzie where he managed the firm's home office to record headcount, brand recognition, revenue and profit. While at BakerMcKenzie, he also chaired the largest, busiest, and most diverse international arbitration practice in the world, personally handling arbitrations in Asia, Europe, Latin America, the Caribbean, and throughout the United States.



MESSAGE FROM THE BOARD

As board members of Serving Up Hope, we are committed to creating a lasting impact on the lives of children around the world. Our programs, fueled by tennis, offer a unique opportunity for personal growth, empowerment, and community development. Through our work, we hope to build a brighter future for generations to come, fostering hope, opportunity, and self-reliance.

Signed,
Vania King
Executive Director
Serving Up Hope



THANK YOU TO OUR DONORS

We are so humbled by your generosity! Thank you for helping us continue to inspire and change lives.

Man, Woman & Child Productions

Dusty McEwen

Milton & Liz Rodas

Holy City Fund

Michael Wood

Mindy Dudziak

WTA Foundation

Matt Morkin

Laura Shirley

Topspin Pro

Clayton Patterson

Albert Lee

Cohn Foundation

John Roberston

Randall Kerr

Kurt Zumwalt

Zbigniew Kukalowicz

Laura & John Rende

Capodice, Efaw, Ocheltree & Elger

CCB Law Firm

Peter Parrotta

David Martin

AND MORE!

SERVING UP HOPE CHAMPIONS CIRCLE

The Serving Up Hope Champion's Circle is our new annual giving campaign that will provide vital funding to help Serving Up Hope continue our mission. Each tier unlocks unique benefits for the tennis fan or those that just want to give back! To donate, please visit servinguphope.org/donate.



Volley - \$1,000

- Recognition on Serving Up Hope's website as a Champion's Circle member
- Recognition in Serving Up Hope's annual report
- Special invitations to all of Serving Up Hope's events



Ace - \$2,500

- All benefits included at the Volley level and
- A personally recorded thank you by Vania King or another professional player



Tweener - \$5,000

- All benefits included at the Ace level and
- Opportunity to host Founder Vania King or another professional player for a virtual coffee or drink¹



Slam - \$10,000

- All benefits included at the Tweener level and
- Opportunity to host Founder Vania King or another professional player at your local venue for a clinic or reception¹
- Two tickets at a Grand Slam or Masters 1000 event²



Grand Slam - \$25,000

- All benefits included at the Slam level and
- Four Tickets to a Grand Slam or Masters 1000 event²
- A custom made Serving Up Hope tennis racquet



Golden Slam - \$50,000

- All benefits included at the Slam level and
- Eight Tickets to a Grand Slam or Masters 1000 event²
- A custom made Serving Up Hope tennis racquet

¹ to be agreed upon by both professional player and donor

² to be agreed upon by both Serving Up Hope and donor

