

# Contributions and Impacts with the Kingston Tennis Club

Overview: During a 4-month summer term, I worked under the direction of Ceren Kolsarici and Arsalan Ijaz of the Kingston Tennis Club (KTC). I handled various projects and assignments working alongside the Executive Board of Directors. During the short time immersed in the KTC, I led several successful projects and left a lasting impact on the organization.

Fundraising Campaign: I was heavily involved in the organization and planning of a successful fundraising campaign started at the KTC during the summer of 2021. I was responsible for prospect research and information tracking for the campaign by creating a database of tracking fundraising prospects and contacts. This highlighted 40+ top prospects and ultimately raised over \$150,000 over a 3-month period for the KTC's new clubhouse restoration project. Additionally, I aided the set-up of the fundraising webpage and designed the pledge forms and guide to donations informational brochure for the general member population. It allowed members to gain insight about the capital project and encourage awareness surrounding the campaign which ultimately, increased donations. The donation goal was heightened due to the success from \$125,000 to \$150,000 from the initial donor list.

Merchandising Campaign: I undertook a novel merchandising campaign for the 2021 season, where I resourced and facilitated the procurement and sales of custom KTC apparel. Many KTC board members and I had weekly update meetings to oversee progress and create action plans to follow-up on items and think critically about project priorities and timelines. In designing the merchandise, it was important to go through the demographics of the members to ensure the designs appealed to them. Initially, designs were collaborated but through many revisions, based on what merchandise designs were successful last year, and the general tastes of the tennis club, the KTC brand aesthetic was established. This included a color scheme of white with green as well as navy and lime to appeal to families who may want more upbeat options. In terms of materials, it was decided that since members wore polo shirts in their leisure time, and thus, natural fibers would portray a higher sense of quality and be more appropriate for their usage. In comparing vendor pricings and offerings, a new vendor who could provide all the options of the merchandising line at competitive prices was considered. However, due to the popularity of the hats last year, the original vendor was used with the same hat

design and materials. Ultimately, a catalog containing descriptions and pricing was created to offer to members during tournaments and throughout the duration of the season.

Ontario Trillium Foundation (OTF) Grant Application: I was the lead coordinator in the Ontario Trillium Foundation (OTF) grant applications working towards obtaining funding for KTC projects. I was able to create a work back plan, connect with key stakeholders and produce a polished final submission at a critical deadline. My work continued beyond the contracted term with the KTC. Continuing this, I coordinated the application for the Canadian Summer Jobs program during the fall semester of 2021. Overall, the application was successful and provided the KTC with increased funding for their overall organization and the capital project specifically.

Tournaments: I helped organize the operations and logistics of the KTC summer tournaments alongside the Tournament Director. As part of this, I designed, sourced, and created the new medal offering to the winners and finalists. Additionally, I helped organize and run the volunteers for sign-ins and sign-outs as well as other miscellaneous tasks to ensure efficient and successful tournaments.

Summer Camp Impact Forecasting: As a side project, I analyzed whether the courts required for the summer camp would impede on a member's ability to play. Thus, I created a database to visualize Covid-19's impact with people working from home and the differences in court time preferences during the summer camp weeks. There was a data overload and when discussing the issue with one of the board members, they found it was almost impossible to decipher. Using the relevant data, I was able to extract a useful database for the board to analyze and determine which timings would prove the most problematic. The 2020 court bookings were compared for the month of July with the proposed camp court bookings. We also compared the 2019 court bookings to see if these were substantially different to the 2020 court bookings to determine whether Covid-19's impact on courts was great enough to cause issues for this year. We could see a vast difference in court bookings between the 2 years and that the trends of this year would possibly follow 2020. Overall, the impact of the summer camp was as expected and mitigations were investigated to reduce the negative impact.