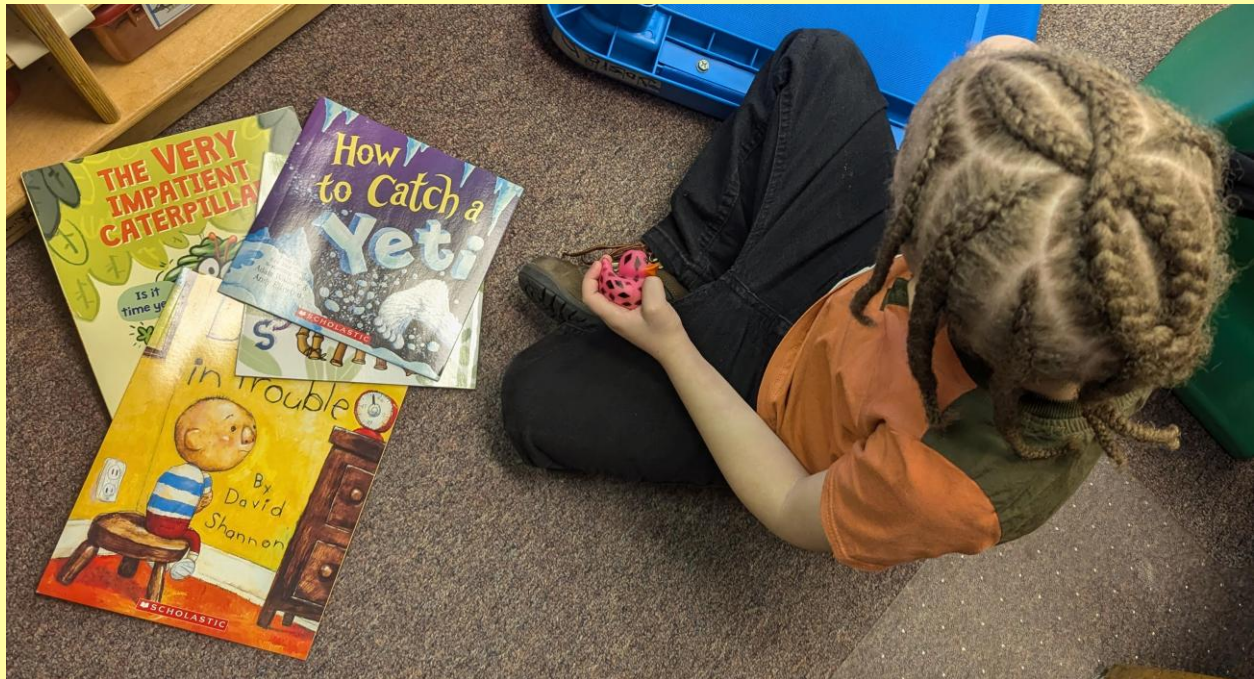




QuickStart Tennis of Central Virginia, Inc. QuickStart Children of Virginia 2025 Annual Report

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## QCV . . . a year of building and deepening our impact!



***Racquets for Reading!!!*** preschoolers in Charles City County – December 2024

QuickStart Tennis of Central Virginia, Inc. (QCV), a Section 501(c)(3) tax-exempt organization, operates as a special-purpose Community Tennis Association (CTA) focused on QuickStart Tennis, the USTA's kid-sized format, nutrition and childhood literacy. The format is also adaptable for beginners of any age and players who feel less comfortable covering a full-size court. Since its inception in 2009, QCV has promoted, developed and grown QuickStart Tennis in 28 counties and three independent cities in central and southside Virginia. Since inception, QCV has supplemented tennis with a campaign to promote healthy eating. During the COVID pandemic, when we were unable to work with kids directly, we focused on literacy and providing books to preschoolers and kindergartners. QCV uses tennis as a vehicle to create happy, healthy, active and literate kids in the communities it serves.

This year, we planted new roots in Williamsburg -- and with them, a deeper commitment to early childhood literacy. We adopted a new name, QuickStart Children of Virginia and our mission continued to evolve. Tennis is still part of our

DNA and we still do school tennis visits, but books are leading the way for now.

Our ***Racquets for Reading!!!*** initiative, which combines tennis with literacy and nutrition, has reached more than 11,000 preschoolers and kindergartners in 32 different school systems over the past five school years. This initiative has provided each child with eight to 12 books annually to build "home libraries." Having age-appropriate books in the home is essential to the development of vocabulary and pre-reading skills. ALL kids have the right to learn to read. We ALL have a responsibility to give kids the tools they need – BOOKS, not screen time!

During the 2024/2025 school year, we provided books to 80 preschoolers and kindergartners at Charles City Elementary School in Charles City County, 36 preschoolers at Surry Elementary in Surry County and 49 preschoolers in the three elementary schools in Brunswick County. We also provided a significant grant to the Librarian at Charles City to purchase books as there was no budget for library additions.



***Racquets for Reading!!!*** is complemented by our promoting Dolly Parton's Imagination Library (DPIL). Kids need books much earlier in life than the preschool age three or four. (Science indicates 80 percent of the brain is formed by age three!) QCV began advocating for DPIL in November 2020. At that time, 13,700 kids were enrolled in the program by 23 DPIL community affiliates in Virginia. As of August 31, 2025, almost 82,000 kids are enrolled in 86 DPIL affiliates – up from 76 affiliates with 69,000 kids a year earlier. Each child receives a book every month mailed directly to their home at no cost to the family. In our original QCV service area, DPIL is now available in 27 of 28 counties and all three independent cities, and the lone remaining county is currently organizing a local DPIL advisory group to champion the program.

With a Budget Award originally adopted by the Commonwealth of Virginia in June 2022, having a no-hassle, 50-percent match for the cost of the books has made DPIL more affordable and achievable for all communities across Virginia, especially the rural communities we target. Local affiliates pay \$1.30 per book, only \$15.60 annually, for 12 free books to each child. In March 2024, Governor Youngkin signed a bill that officially established a statewide DPIL program in Virginia. Unfortunately, however, the related Budget line item to support the program is tenuous, but funding is in place for Fiscal 2026.

DPIL is now offered in 87 of Virginia's 95 counties and 28 of 38 of its independent cities. The formation of more affiliates is in process statewide, with the current emphasis on Eastern Virginia.

Given the amount of effort and time required to build a statewide network of DPIL affiliates to serve the 500,000+ kids under age five in

Virginia, and still having no statewide organization in place to take on the job, QCV continues to devote a major portion of time and resources to DPIL, which we believe is a permanent solution to elevate childhood literacy and improve school readiness.



**DPIL Promotion at Virginia Peanut Festival in Emporia – September 2024** (Roy Harrill, QCV Treasurer on the left; Bobby Wrenn, DPIL Champion on the right.)

Some of the new DPIL programs during the past year cover the cities of Colonial Heights, Petersburg, Williamsburg, plus the counties of Amelia, Bland, Dinwiddie, Goochland, King William, Middlesex, Prince George, Surry, and Sussex.

QCV also assisted some affiliates that were started before we began advocating for DPIL to regain their financial footing. Two significant areas – City of Winchester/Frederick/Clarke County and City of Fredericksburg/Stafford/King George County are unfortunately still inactive.

### ***BrightSTARS–Tennis for Me!***

Charles City County, a community of less than 7,000 residents, abuts James City County where QCV is based. We decided to “adopt” Charles City Elementary School (CCES), which is under-resourced and underserved. The 300+ students at CCES needed a boost. There was a new principal and assistant principal, so it seemed like a perfect opportunity for a significant partnership, as we’d all be learning together.

We started with training for **BrightSTARS–Tennis for ME!** for the preschool teachers in September. BrightSTARS sessions for 50 children in two of the Virginia Preschool Initiative classrooms and the Head Start program started in October. In December, thanks to a grant from the USTA Mid-Atlantic Tennis Foundation, we were able to provide permanent equipment for the program to use when we're not there.



In February, we marked National Kindness Week with a visit to present each preschool classroom with a book for their library, plus mini rubber duckie kindness ducks and a “WHY do tennis players practice kindness?” card.



In March, **BrightSTARS** sessions resumed, and by May, many of the kids were hitting topspin forehands off traffic cones.



Students from Charles City, Surry and Mathews counties were treated to a pizza party and visit by Griffin, the William & Mary mascot, before a W&M Men's basketball game in February.



In August 2025, we started the cycle again with the Back-to-School event in Charles City where Roy got the School Superintendent on court.



Roy and CCPS Superintendent Katina Otey

***Jump Start QuickStart Tennis***, QCV's first initiative, introduces QuickStart Tennis into schools, parks & recreation programs and other

youth-based organizations in underserved, rural communities.

In January, QCV Board members Davy Hariston and Lynda Harrill trained the PE teachers in Gloucester County Public Schools. In March, Lynda assisted with a tennis clinic in Mathews County and helped Mathews County receive USTA technical and financial assistance with refurbishing the County's four tennis courts.

QCV's ***Go Bananas for QuickStart!*** campaign, which uses tennis players as nutritional and life-skills role models for kids, has reached more than 40,000 kids since 2009. The healthy-eating message on our ***Go Bananas!*** cards continues to engage and resonate with kids. The cards are an integral part of ***BrightSTARS–Tennis for Me!*** and ***Racquets for Reading!!!***

***Want to be a great adult?  
Play tennis! Read books!  
Eat healthy! Have FUN!  
Be a QuickStart kid!***

We look forward to QCV year 17 and many more years, serving more kids in Virginia by educating them on the importance of reading, healthy eating and physical activity like tennis, and always keeping it FUN!

**Board of Volunteers**  
**QuickStart Tennis of Central Virginia**  
November 2025



# QUICKSTART TENNIS OF CENTRAL VIRGINIA, INC.

Cash Statements — Fiscal Years Ended 8/31/25 and 8/31/24

Cash Budget — Fiscal Year Ended 08/31/25

|                                              | ACTUAL<br>FYE 8/31/25 | ACTUAL<br>FYE 8/31/24 | BUDGET<br>FYE 8/31/25 |
|----------------------------------------------|-----------------------|-----------------------|-----------------------|
| <b>INCOME</b>                                |                       |                       |                       |
| <b>Public support</b>                        |                       |                       |                       |
| Grants                                       | \$ 14,435             | \$ 6,000              | \$ 2,320              |
| Sponsorships                                 | 330                   | -                     | -                     |
| Contributions & program donations            | 3,993                 | 10,920                | 2,765                 |
| <b>Total public support</b>                  | <b>\$ 18,758</b>      | <b>\$ 16,920</b>      | <b>\$ 5,085</b>       |
| <b>Interest Income</b>                       | <b>\$ 559</b>         | <b>\$ 334</b>         | <b>\$ 400</b>         |
| <b>Total income</b>                          | <b>\$ 19,317</b>      | <b>\$ 17,254</b>      | <b>\$ 5,485</b>       |
| <b>EXPENSE</b>                               |                       |                       |                       |
| <b>Program expenses</b>                      |                       |                       |                       |
| Grants made                                  |                       |                       |                       |
| Literacy/Book grants                         | \$ 20,999             | \$ 18,961             | \$ 10,983             |
| Tennis equipment                             | 684                   | -                     | -                     |
| <b>Total grants made</b>                     | <b>\$ 21,683</b>      | <b>\$ 18,961</b>      | <b>\$ 10,983</b>      |
| Giveaways & prizes                           | 193                   | -                     | 1,906                 |
| T-shirts                                     | 755                   | -                     | -                     |
| Posters & cards                              | 159                   | -                     | -                     |
| Tennis equipment                             | -                     | 323                   | -                     |
| Other program expenses                       | 170                   | 42                    | -                     |
| <b>Total program expenses</b>                | <b>\$ 22,960</b>      | <b>\$ 19,326</b>      | <b>\$ 12,889</b>      |
| <b>Fundraising expenses</b>                  | <b>\$ 33</b>          | <b>\$ 102</b>         | <b>\$ 200</b>         |
| <b>General &amp; administrative expenses</b> |                       |                       |                       |
| Insurance                                    | \$ 877                | \$ 828                | \$ 828                |
| Legal fees                                   | -                     | 1,560                 | -                     |
| Website/software expenses                    | 445                   | 445                   | 725                   |
| Promotion                                    | 240                   |                       | 300                   |
| Supplies & other G&A expenses                | 611                   | 970                   | 400                   |
| <b>Total G&amp;A expenses</b>                | <b>\$ 2,173</b>       | <b>\$ 3,803</b>       | <b>\$ 2,253</b>       |
| <b>Total expenses</b>                        | <b>\$ 25,166</b>      | <b>\$ 23,231</b>      | <b>\$ 15,342</b>      |
| <b>NET CASH FLOW</b>                         | <b>\$ (5,849)</b>     | <b>\$ (5,977)</b>     | <b>\$ (9,857)</b>     |

**QUICKSTART TENNIS OF CENTRAL VIRGINIA, INC.**

Cash Statements – Fiscal Years Ended 8/31/25 and 8/31/24

Cash Budget – Fiscal Year Ended 08/31/25

| Cash Flow by Program / Activity                | ACTUAL<br>FYE 8/31/25 | ACTUAL<br>FYE 8/31/24 | BUDGET<br>FYE 8/31/25 |
|------------------------------------------------|-----------------------|-----------------------|-----------------------|
| <b>SUMMARY</b>                                 |                       |                       |                       |
| <b>Beginning cash balance</b>                  | <b>\$ 23,978</b>      | <b>\$ 29,954</b>      | <b>\$ 23,978</b>      |
| Receipts                                       | 19,317                | 17,254                | 5,485                 |
| Disbursements                                  | (25,166)              | (23,230)              | (15,342)              |
| <b>Ending cash balance</b>                     | <b>\$ 18,129</b>      | <b>\$ 23,978</b>      | <b>\$ 14,120</b>      |
| <b>PROGRAM / ACTIVITY</b>                      |                       |                       |                       |
| <b>Dolly Parton Imagination Library (DPIL)</b> |                       |                       |                       |
| Grants received                                | \$ 9,800              | \$ 6,000              | \$ 2,320              |
| Donations received                             | -                     | 2,902                 | -                     |
| Literacy grants made                           | (15,128)              | (13,631)              | (10,519)              |
| Expenses                                       | (83)                  | (42)                  | -                     |
| Transfers in from discontinued programs:       | -                     | 6,332                 | -                     |
| Transfer from Unrestricted Funds               | 1,400                 | -                     | -                     |
| Reclass prior-year RFR donations to DPIL       | 333                   | 5,876                 | -                     |
| <b>Net</b>                                     | <b>\$ (3,678)</b>     | <b>\$ 7,437.20</b>    | <b>\$ (8,199)</b>     |
| <b>Racquets for Reading!!! (RFR)</b>           |                       |                       |                       |
| Grants received                                | \$ 3,453              | \$ -                  | \$ -                  |
| Donations received                             | 2,268                 | 2,500                 | 464                   |
| Literacy grants made                           | (5,871)               | (5,330)               | (464)                 |
| Expenses                                       | (127)                 | -                     | -                     |
| Reclass prior-year RFR donations to DPIL       | (333)                 | (5,876)               | -                     |
| <b>Net</b>                                     | <b>\$ (609)</b>       | <b>\$ (8,706)</b>     | <b>\$ -</b>           |
| <b>Go Bananas for QuickStart!</b>              |                       |                       |                       |
| Donations received                             | \$ 546                | \$ -                  | \$ 1,000              |
| Expenses                                       | (1,038)               | -                     | (1,000)               |
| Transfer to DPIL                               | -                     | (2,655)               | -                     |
| <b>Net</b>                                     | <b>\$ (492)</b>       | <b>\$ (2,655)</b>     | <b>\$ -</b>           |
| <b>BrightSTARS</b>                             |                       |                       |                       |
| Donations received                             | \$ 741                | \$ -                  | \$ 666                |
| Equipment grants                               | (684)                 | -                     | -                     |
| Expenses                                       | (30)                  | -                     | (666)                 |
| Transfer to DPIL                               | -                     | (1,238)               | -                     |
| <b>Net</b>                                     | <b>\$ 27</b>          | <b>\$ (1,238)</b>     | <b>\$ -</b>           |
| <b>QuickSTARS</b>                              |                       |                       |                       |
| Donations                                      | \$ -                  | \$ 323                | \$ -                  |
| Expenses                                       | -                     | (323)                 | -                     |
| <b>Net</b>                                     | <b>\$ -</b>           | <b>\$ -</b>           | <b>\$ -</b>           |
| <b>Jump Start QuickStart</b>                   |                       |                       |                       |
| Donations                                      | \$ -                  | \$ -                  | \$ 240                |
| Expenses                                       | -                     | -                     | (240)                 |
| Transfer to DPIL                               | -                     | (315)                 | -                     |
| <b>Net</b>                                     | <b>\$ -</b>           | <b>\$ (315)</b>       | <b>\$ -</b>           |
| <b>STEP UP for QuickStart!</b>                 |                       |                       |                       |
| Transfer to DPIL                               | \$ -                  | \$ (1,708)            | \$ -                  |
| <b>Net</b>                                     | <b>\$ -</b>           | <b>\$ (1,708)</b>     | <b>\$ -</b>           |
| <b>QuickStart PRO</b>                          |                       |                       |                       |
| Transfer to DPIL                               | \$ -                  | \$ (415)              | \$ -                  |
| <b>Net</b>                                     | <b>\$ -</b>           | <b>\$ (415)</b>       | <b>\$ -</b>           |
| <b>Events</b>                                  |                       |                       |                       |
| <b>READING with Malcolm Rally</b>              |                       |                       |                       |
| Sponsorships                                   | \$ 330                | \$ -                  | \$ -                  |
| Expenses                                       | -                     | -                     | -                     |
| <b>Net</b>                                     | <b>\$ 330</b>         | <b>\$ -</b>           | <b>\$ -</b>           |
| <b>Contributions</b>                           |                       |                       |                       |
| Unrestricted donations                         | \$ 1,620              | \$ 5,195              | \$ 395                |
| Transfer to DPIL                               | (1,400)               | -                     | -                     |
| <b>Net</b>                                     | <b>\$ 220</b>         | <b>\$ 5,195</b>       | <b>\$ 395</b>         |
| <b>Interest Income</b>                         | <b>\$ 559</b>         | <b>\$ 334</b>         | <b>\$ 400</b>         |
| <b>Fundraising expenses</b>                    | <b>\$ (33)</b>        | <b>\$ (102)</b>       | <b>\$ (200)</b>       |
| <b>General &amp; administrative expenses</b>   | <b>\$ (2,173)</b>     | <b>\$ (3,803)</b>     | <b>\$ (2,253)</b>     |
| <b>Net cash flow</b>                           | <b>\$ (5,849)</b>     | <b>\$ (5,977)</b>     | <b>\$ (9,857)</b>     |
| <b>ENDING CASH BALANCE</b>                     | <b>\$ 18,129</b>      | <b>\$ 23,978</b>      | <b>\$ 14,120</b>      |

Prepared on cash basis without audit. See accompanying Notes to Cash Statements.

# **QUICKSTART TENNIS OF CENTRAL VIRGINIA, INC.**

## **Notes to Cash Statements**

### **Fiscal Year Ended August 31, 2025**

1. QuickStart Tennis of Central Virginia, Inc. ("QCV") is a tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code. QCV's mission is to promote, develop and grow QuickStart Tennis in 27 counties and three independent cities in central and southside Virginia.
2. QCV maintains its books on the cash basis of accounting on a fiscal year ending each August 31.
3. QCV has no tangible assets other than cash derived primarily from grants, sponsorships and other sources of public support. Administrative expenses are funded through donations from public donors.
4. As of August 31, 2025, QCV had cash of \$18,129 of which \$6,390 is committed to future QuickStart Tennis grants and program activities according to the terms of the respective grants and sponsorships. QCV had no other significant commitments or payables as of August 31, 2025.

#### **On the front cover**

A preschooler from Red Oak-Sturgeon Elementary School in Brunswick County with a Racquets for Reading!!! mini rubber duckie reading pal and Scholastic books from a Racquets for Reading!!! literacy grant. This was made possible by the generosity of AES Corporation.

#### **For more information about QCV . . .**

[www.quickstartcentral.org](http://www.quickstartcentral.org)  
[quickstartcentral@comcast.net](mailto:quickstartcentral@comcast.net)  
PO Box 5712, Williamsburg, VA 23188  
434-249-3194

# QUICKSTART TENNIS OF CENTRAL VIRGINIA, INC.

## Donors and Volunteers

Fiscal Year Ended August 31, 2025

### QCV Donors *Who makes it possible*

*QCV sincerely thanks the following donors who generously contributed to QCV's mission during the year ended August 31, 2025. Without the financial support provided by these and prior donors, it would be impossible for QCV to accomplish its mission.*

#### Corporate and Business Partners

|                       |                              |
|-----------------------|------------------------------|
| AES Corporation       | Oriental Trading Co.         |
| Aqua Virginia         | TechSoup                     |
| Foundation Tennis     | TowneBank                    |
| Form 990 Online       | USTA/Mid-Atlantic Foundation |
| Intuit                | USTA/National                |
| Microsoft Corporation |                              |

#### Community Clubs

|                     |                              |
|---------------------|------------------------------|
| Mathews Rotary Club | Waynesboro Kiwanis Club Fund |
|---------------------|------------------------------|

#### Individual Contributors

|                  |                |
|------------------|----------------|
| Alina Ackenbom   | Lynda Harrill  |
| Barbara Fried    | Nicole Samulka |
| Jonathan Harrill | Roy Harrill    |

### QCV Volunteers *Who makes it happen*

#### Board of Volunteers & Officers

Alina Ackenbom, President  
Lynda Harrill, Founder, VP and Secretary  
Roy Harrill, Treasurer  
Gwedette Crummie  
Davy Hairston

#### Other Volunteers

Kyle Lehnert  
Sally Roden  
William & Mary Athletics