

2nd ANNUAL

SERVING FOR LOVE

otatennis.org

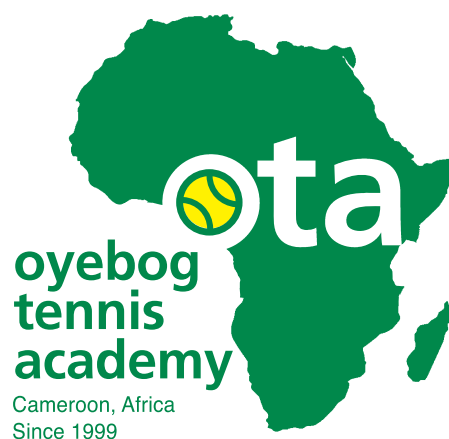
SERVING FOR LOVE is a philanthropic leadership development program for highly motivated students who want to make an impact on the world!

SIGN UP TODAY!



Student Led 4-Week Challenge to Raise Funds

to help transform the lives of children in Cameroon, Africa



CELEBRATING
1999 **25** 2024
YEARS

WHY

OTA is a non-profit organization founded in 1999 by Joseph Oyeog, a former ATP Pro, Davis Cup player, and Cameroon National Champion. OTA's mission is to bring the benefits of tennis to underprivileged children in Cameroon, Africa. Since its founding, OTA has introduced over 20,000 children to tennis, giving them not only tennis skills but life skills as well. Through OTA, 22 children have progressed through school and have obtained college scholarships or coaching positions in the U.S. and Europe. *Students participating in the 2nd Annual "Serving for Love" will have the opportunity to strengthen this connection and make an enduring impact in Cameroon by raising funds to support OTA's mission to improve the lives of children through the sport of tennis and its values of teamwork, determination, perseverance, kindness and generosity - while gaining personal community service experience in a fun and meaningful way.*

WHAT

Over 4 weeks, starting 4/15/24, participants will be guided by one of OTA's local board members, to develop and execute a fundraising campaign to support OTA's mission and needs. The campaign that raises the most money will be honored at a grand finale celebration and receive the top prize of \$2,500., be profiled on OTA's website and featured in local media and media in Cameroon. Additionally, recognition will also be given to the campaigns in the following categories: 'Most Creative Campaign' and 'Best Use of Social Media'.

WHEN

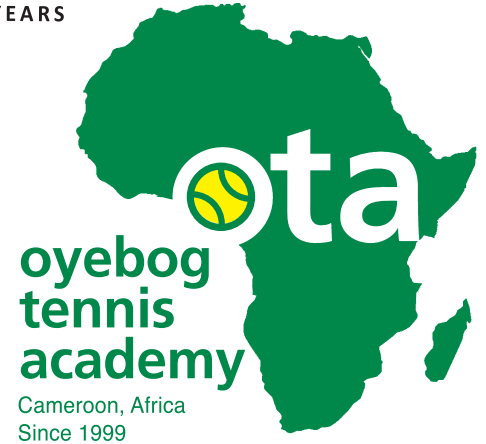
Campaign BEGINS April 15, 2024
Campaign ENDS May 15, 2024

To Learn More Contact: **JNova76@gmail.com**

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What is "Serving for Love"

Serving for Love is a philanthropic leadership development program for highly motivated students who want to make an impact on the world! Over four weeks (starting 4/15/24), participants will organize a fundraising campaign to support the Oyebog Tennis Academy (OTA) mission in Cameroon, Africa. OTA seeks to improve the lives of children through tennis and its values of teamwork, determination, perseverance, kindness, and generosity.

What is OTA?

OTA is a non-profit organization founded in 1999 by Joseph Oyebo, a former ATP Pro, Davis Cup player, and Cameroon National Champion. OTA's mission is to bring the benefits of tennis to underprivileged children in Cameroon, Africa. Since its founding, OTA has introduced over 20,000 children to tennis, giving them not only tennis skills but life skills as well. Through OTA, 22 children have progressed through school and have obtained college scholarships or coaching positions in the U.S. and Europe.

Who is eligible to participate in the program?

The Serving for Love Program seeks students from high schools and colleges who want to make an impact on the world.

I've never run a fundraising campaign. Will OTA provide me with any guidance about how to raise funds?

Yes. You do not have to have experience running a fundraiser. All you need is passion and motivation to make a difference. When you sign up for the program, you will be paired with an OTA mentor. You and your mentor will develop an action plan to develop the tactics and strategies you will use to reach your personal fundraising goal.

What types of resources will OTA provide to help me raise funds?

Each participant will receive a fundraising site that can be customized and a donation link that can be used for various fundraising tactics, including social media, emails, letter-writing campaigns, etc. All participants will also receive access to an online library of OTA marketing assets to aid in crafting your own unique stories, including OTA facts, videos, imagery, logo files, etc.

Why is the fundraiser spread out over four weeks?

The fundraiser is spread over four weeks to provide ample time for all the participants to build a fundraising strategy, and execute their campaign.

Is there a minimum amount of money I need to raise during the campaign?

No. An OTA mentor will work with each participant to help establish a fundraising target that aligns with your campaign's goals.

What will the money we raise support?

OTA program needs are vast. Donations provide children with food, clothing, tennis equipment, training, and the opportunity to compete at the highest level.

Here are a few examples of what it costs to support OTA's programming:

\$25	provides a child with a gently used racquet and a pair of shoes.
\$50	provides 25 meals.
\$100	pays for a full-time coach for 1-week
\$250	provides training and equipment for a 9-12-year-old at "The Wall" in Bonaberi for one year.
\$500	provides clean drinking water for the entire Souza community for 1-month.
\$1,000	takes care of basic medical expenses for ten children for one year (not including hospitalization)
\$2,500	pays all expenses for one student at Souza for one year (includes room, board, schooling, tennis clothes, & equipment)

How will the winning campaign be chosen, and are any rewards or recognition provided?

At the end of the four-week fundraising drive, the campaign with the most money raised will claim the top prize of \$2,500. OTA also plans to host a final event (Date and location TBD), which all participants will be invited to attend. At the event, additional awards and recognition will be given to recognize specific campaign achievements.

SIGN UP TODAY!

