



LOVE
SERVING
AUTISM®

LOVE SERVING AUTISM

2024 MEDIA PRESS KIT

 loveservingautism.org





LOVE
SERVING
AUTISM®

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ABOUT LSA

SERVING NEURODIVERSITY ON AND OFF THE COURTS

OUR MISSION

Love Serving Autism provides inclusive therapeutic racquet sports instruction for neurodivergent children and adults to enhance communication, motor coordination, life skills, and behavior on and off the courts. We offer specialized training and education to racquet sports professionals, teachers, certified therapists, and volunteers seeking adaptive certification.

WE PROVIDE:

-  Training and education to racquet sports professionals
-  Certified speech, occupational, physical, and ABA therapists
-  Volunteers for an adaptive and inclusive recreational therapeutic specialization

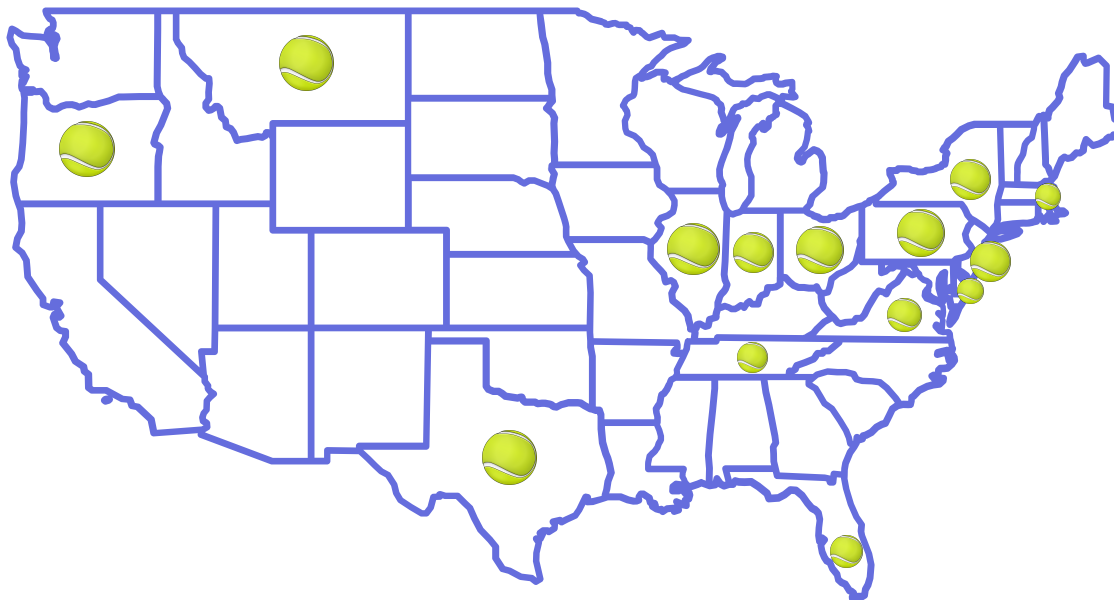
OUR REASON

In 2023, the CDC reported that approximately 1 in 36 children in the U.S. is diagnosed with an Autism Spectrum Disorder (ASD), according to 2018 data, with a lack of therapeutic recreational opportunities to serve the population.

HOW FAR WE HAVE COME

PHYSICAL REACH

In 2017, Love Serving Autism started with one location and 20 school students. Now, we can serve an average of 750 youth and adults across 54 locations. In 2024, we are expanding into 7 new schools and racquet sports facilities.



**Delaware, Florida, Georgia, Illinois, Indiana, Massachusetts,
Montana, New Jersey, New York, Ohio, Pennsylvania, Tennessee,
Texas, Virginia, Washington**

15

STATES

54

PROGRAM
LOCATIONS

35

CITIES

34

PARTNERSHIPS

DIGITAL REACH



2,350
Instagram
Followers



1,700
Facebook
Followers



825
LinkedIn
Followers



2,400
Email
Subscribers

REACH & ENGAGEMENT

As of March 2024



REACH: 2,300+
ENGAGEMENT: 1,000+



REACH: 4,500 +
ENGAGEMENT: 1,000+



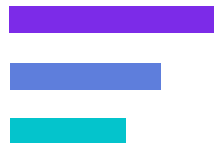
REACH: 500 +
ENGAGEMENT: 90+

DEMOGRAPHICS

Location



Boca Raton, FL
Wellington, FL
West Palm
Beach, FL



Gender



24%
Men



76%
Women

Age



54-54
35-44
55-64



GROWTH WITHIN

As our organization continues to grow, we proudly recognize the expansion of our dedicated teams across various regions.

35
CERTIFIED
THERAPISTS

6
TEAM
MEMBERS

7
BOARD
MEMBERS

45
COACHES

120
VOLUNTEERS

RECOGNITION & AWARDS

AWARDS

- 2024 PTR Humanitarian of the Year
- 2022 USPTA FL Diversity Achievement Award
- 2022 USTA National Eve Kraft Community Service Award
- 2021-2023 USTA Foundation
- 2022 Impact 100 Palm Beach County
- 2022 Lost Tree Foundation
- 2023 Spotlight Miami Foundation
- 2023 Community Foundation Palm Beach & Martin County

RECOGNITION

- Autism Awareness & Acceptance Monthly Proclamations
 - 2018-2023
 - City of Palm Beach Gardens
 - City of Boynton Beach
 - City of Greenacres
 - 2023
 - City of Riviera Beach
- ATP & WTA On-Court Exhibitions
 - 2017-2024 Delray Beach Open
 - 2022-2024 Miami Open
 - 2019, 2022-2024 US Open

MEDIA APPEARANCES

- 2023 Autism Acceptance Month Feature - Racquet Industry Sport Magazine
- 2023 Stroll Magazine
- 2023 The Coaching Podcast
- 2023 USTA Eastern, Tennis Stories
- 2020-2023 USTA FL, Here to Serve
- 2021-2023 At the Net Podcast
- ABC 25, WPBF News,
- NBC 5, WPTV
- ESPN Radio, West Palm Beach
- Fox 29, WFLX





Impact 100
Palm Beach County

Congratulations!

Impact 100 PBC's 727 members funded SEVEN \$100,000 grants to local nonprofits for transformational programs that will make an impact in our community!

2022 \$100,000 Grant Recipients

THE 561

3:26 | 82°

LOVE SERVING AUTISM TENNIS CLINIC

Watch on YouTube ES IS FROM CHINA. CBS12.COM | #WFPC | @CBSTZ THE DEADLINE TO REGISTER TO VOTE FOR TH xfinity

BALENNISLES CHARITIES FOUNDATION
Making a Difference

BALENNISLES CHARITIES FOUNDATION
Making a Difference

BALENNISLES CHARITIES FOUNDATION
Making a Difference

Date: March 20, 2024

Pay to the Order of: **58 Grant Recipients** \$1,348,000

One million Three hundred forty eight thousand and 00/100 Dollars

Memo: *Love Serving Autism Ballen Isles Charities Foundation*

Delray Beach Open LSA WPBF Channel 25 ABC News

COURTESY LOVE SERVICE AUTISM

COVERING YOUR COMMUNITY

SPREADING THE LOVE OF TENNIS

25 WPBF

LISA PUGLIESE-LACROIX
HUMANITARIAN OF THE YEAR

PTA PROFESSIONAL TENNIS ASSOCIATION

LIVING LOCAL WITH LILA

LOVE SERVING AUTISM

8 wfla.com 78° | 7:16

CBS 12-Adaptive Beach Tennis Event-July 10, 2021

RIGHT NOW COPY LINK LAKE WORTH 80° LANTANA 80° LOXHATCHEE 80°

6:48 | 80°

BEACH TENNIS CLINIC FOR PEOPLE WITH AUTISM

Watch on YouTube S&P 500 4,369.55 +48.73 SUBARU



Love Serving Autism Awards and Appearances

WHERE WE STARTED

OUR LSA FOUNDER

Reflecting on our humble beginnings stirs a deep sense of gratitude and pride.

LSA was initiated and led by the unyielding commitment of our founder, Lisa Pugliese-LaCroix, who is deeply devoted to uplifting and empowering neurodivergent youth and adults through the avenue of racquet sports.



“As a speech therapist specializing in autism for 20 years, the children and adults I’ve met have given me a new perspective on life. These magnificent individuals continue to teach me patience, humility, kindness, and perseverance. Connecting my professional tennis and speech therapy careers to serve the special needs community is a dream come true and fuels my daily life purpose.

– Lisa Pugliese-LaCroix

- **January 2017:** Lisa was inspired to develop a non-profit, Love Serving Autism, a 501(c)(3) organization.
- **2018:** LSA establishes a partnership with the USTA FL Section as an adaptive tennis partner.
- **2021:** Lisa was elected by USTA National to Chair the Adaptive Training and Education committee to develop its first adaptive tennis curriculum.
- **2022:** Lisa is the recipient of USTA National’s Eve Kraft Award for community service.
- **2023:** Lisa was re-elected as the USPTA National Adaptive Task Force Chair and the USTA National Training & Education Committee Chair.
- **2024:** Lisa received the Professional Tennis Registry’s Humanitarian of the Year Award.

TIMEFRAME OF MILESTONES



First Tennis Clinic 2017

- **2017:** Foundation of Love Serving Autism by Lisa Pugliese-LaCroix / Launch of the first therapeutic tennis program for individuals with autism starting with 20 participants.
- **2018:** Expansion into multiple states across the United States, reaching communities nationwide establishment of strategic partnerships with tennis organizations, therapy centers, and community stakeholders.
- **2018 - ongoing:** Successful fundraising initiatives, including the annual Match Point Gala and securing grants from philanthropic organizations.
- **2019 - ongoing:** Development of innovative training programs for therapists and coaches to enhance program delivery and impact. Integration of communication device technology to support non-verbal participants during sessions.
- **2023:** Transition of Lisa Pugliese-LaCroix to full-time work at Love Serving Autism, furthering dedication and commitment to the organization's mission / Formation of a 7-member board of directors for Love Serving Autism.
- **2024:** Continued program expansion, development of coach and therapist certification, planning for inclusive INTERACT therapeutic center.

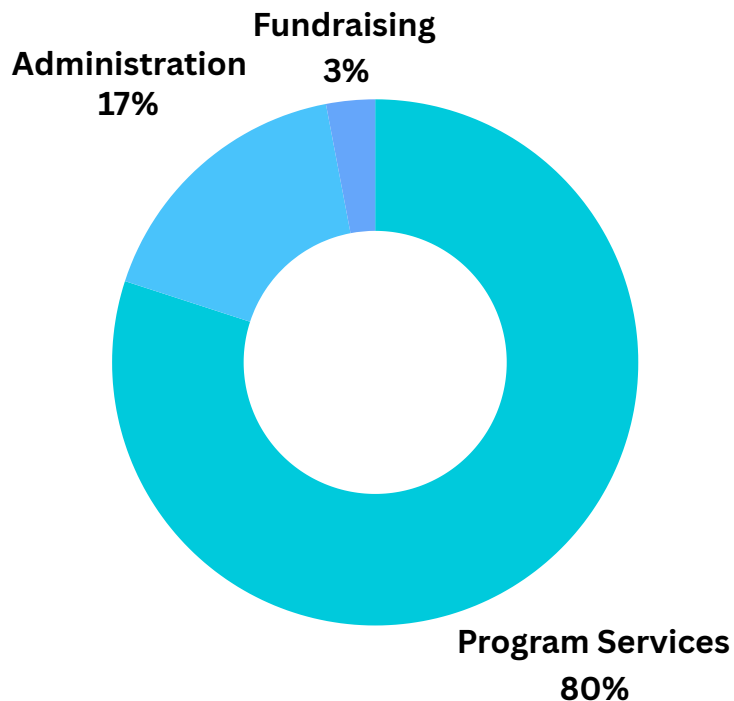


IMPACT & TRANSPARENCY

ACCOUNTABILITY

Rooted in financial accountability and transparency, LSA is committed to its operational and programmatic solutions, including how therapists track progress and translate it into positive impact for participants, supported by heartfelt testimonies illustrating our transformative work.

FUNDS ALLOCATION

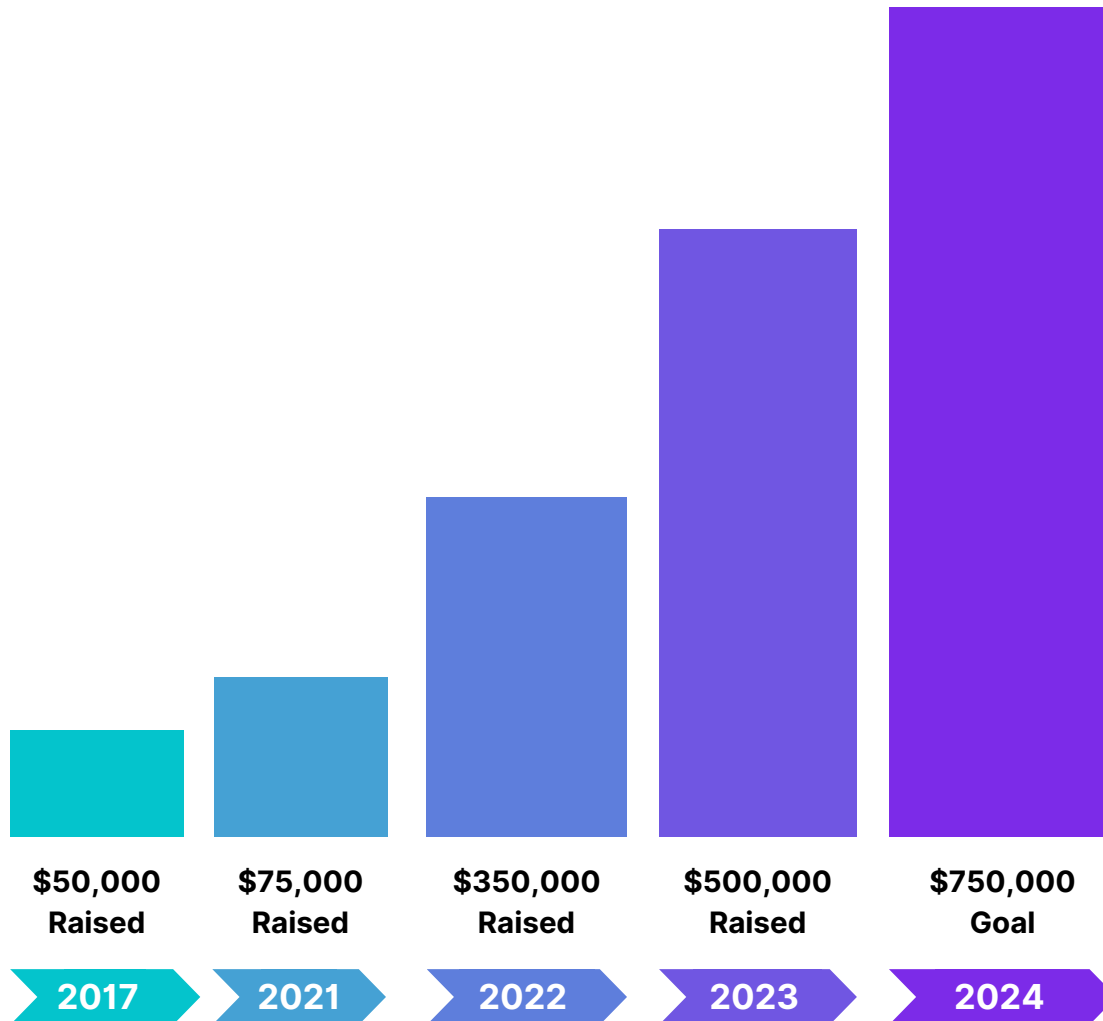


80% of our funds directly support participant programs. This dedication ensures impactful services and opportunities that empower individuals with autism to thrive.

In 2023, we successfully allocated 80% of the \$500,000 raised funds directly to participant programs, totaling \$400,000.

FUNDS RAISED

Our commitment to fundraising remains steadfast, driving our mission forward and empowering neurodivergent individuals with autism and their families. At LSA, we employ various strategies to raise vital funds:



- Program registration fees from participants.
- Annual fundraising events, such as the Match Point Gala and charity tennis tournaments.
- Donor campaigns and appeals.
- Corporate sponsorships and partnerships.
- Grant applications and funding opportunities.
- Online fundraising platforms and crowdfunding campaigns.
- Major gifts and planned giving programs.
- Community outreach initiatives.

OPERATIONAL AND PROGRAMMATIC SOLUTIONS

INITIAL CHALLENGES

Lack of funds.

Logistics for training coaches and therapists

Developing and adapting the LSA programs.

Challenging the stigma around neurodivergent students who may be perceived as having lesser capabilities.

Convincing families to accept trying recreational therapy.

Lots of fear in the community.

STRATEGIC SOLUTIONS

Fundraising through the Match Point Gala, grants, ambassadors, & donors.

Developing an online training program for therapists and coaches.

Certifications for trainers & incorporating and developing communication device technology for nonverbal students.

Testimonials.

Community networking.

Education.

QUANTITATIVE PROGRESS

THERAPY IMPACT

LSA utilizes the HIPAA-compliant EMR4Kids portal for therapists to record baseline and reevaluation scores, tracking quantitative progress in Communication, Motor Coordination, Life, and Behavioral Skills. Lisa Pugliese LaCroix, LSA's Founder and Director of Programs and Clinical Services, oversees progress monitoring.

The ongoing therapeutic racquet sports sessions incur direct costs for on-court therapists and coaches:

- Coaching fees are \$60 per hour
- Therapy fees are \$80 per hour

Our highly qualified coaches and therapists, certified in their areas of expertise, play essential roles at each program site.

95%

IMPROVEMENT

Our participants average 95% improvement in communication skills and motor coordination skills proven through our medical records portal, goals and data tracking, and documenting progress weekly.



TESTIMONIALS

“Love Serving Autism has been a great, positive experience for David on and off court. He is learning the skills and rules of tennis, meets tennis professionals on tour, and attends big tennis matches out of state.

Jean Brown,
Parent

“Tennis has had an amazing impact on my son’s life. He has now made friends and is active. Tennis has improved his coordination and overall fitness level. Tennis has also provided an environment that allows him to develop self-confidence in a fun atmosphere.”

Samuel Jolley,
Parent

“I’m happy to be involved with Love Serving Autism because I love making new friends. Our goal is for the entire community to be involved with LSA.”

Kaith Rincon,
Special Abilities Student



“Love Serving Autism helps us interact with our team on and off the courts. Some day, LSA will build an INTERACT facility where we can play tennis and other sports and all interact together.”

Ryan Lundy,
Coach and
Special Abilities Adult

“Tristan has been able to strengthen his hand-eye coordination through tennis. He has also seen growth in thought planning and reaction. Both areas are not always obtainable through Therapy alone. Tennis has given him a chance to have a close-knit community and friends, which is also a challenge in the Autism community. It has had an immeasurable positive impact on his life.”

Deanna Corso,
Parent

“Tennis has helped my son overcome his obesity and he made friends. His whole life changed as a result of the Tennis with LSA.”

Lauren Ames,
Parent

PARTICIPATION OPPORTUNITIES

From financial contributions to active involvement and collaborative efforts, our organization offers diverse opportunities for you to get involved and support our mission:



Support our programs and initiatives through donations, sponsorships, fundraising events, or in-kind donations.



Get hands-on by volunteering at events, enrolling in our programs, or attending our community gatherings.



Raise awareness and advocate for inclusion through social media sharing, and hosting awareness events and on-court events.



Offer your professional skills and expertise to support our mission in areas like therapy, coaching, or event planning.



Collaborate with us by providing feedback to improve our programs and participating in research initiatives.



Explore opportunities to join our team through employment, internships, board membership, and annual gala committee involvement.

OUR GRATITUDE

Expressing gratitude is at the heart of everything we do. We deeply appreciate the support of our generous donors, valued sponsors, coaches, therapists, volunteers, and dedicated families who help create a meaningful impact in the neurodiversity community.



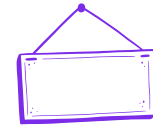
Social
Media
Mentions



Tickets to
the Match
Point Gala



Logo
Placement
on Merch



Logo
Placement on
Event Signage



Recognition
on LSA
Website



Recognition
in Gala
Program



Recognition
in Email
Newsletters

AND MORE!

THANK YOU



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