

# FUELED

by

# TENNIS



Like so many great ideas, the concept of **FuelMySchool** was born at the kitchen table. Central Florida league player **Lisa Hilgenfeldt** and her sister, **Krista Monteleone**, were sharing a cup of coffee and bemoaning the prospect of yet another school year of time-consuming fundraising campaigns aimed at supporting area public school programs. With four children, Lisa was all too familiar with the drill.

"We knew selling cookie dough wasn't the answer," said Hilgenfeldt. "There had to be a better way that wasn't being done. We wanted to be innovative, and develop something that reflects the way people live their lives today, and incorporates the technology that permeates our culture." Thus, **MySchoolWish** at **FuelMySchool** was born.

**MySchoolWish**—one of four programs now under the **FuelMySchool** umbrella—took off like an overhead smash. Since its launch in 2009, more than 200 Central Florida schools have taken advantage of the opportunity to open a page on the **FuelMySchool** website. The concept is simple: the school sets up a **FuelMySchool** webpage and creates one or more wishlists of needed items. Anyone can visit **FuelMySchool.com**, find the school they'd like to support, and begin granting wishes. Wishlists vary widely. As this issue goes to press, **Oak Ridge High School** is asking for "donations of lightly worn clothing items for our students that may be homeless, in foster care, or have parents that may have lost their job due to the economy." One of **Jackson Middle School's** wishes touches a different chord, looking for "Mentors from the community that can come and work either one-on-one or with a small group of students. Sharing their careers, career options for our students, valuable lessons, or simply just a listening ear is desperately needed." Spend a few moments on the site, and you'll soon realize that there's a wish out there that fits just about everyone.



More than 100 players, spectators, supporters, and representatives from area public schools gathered for the first Annual FuelMySchool Tennis Classic at Isleworth

## A CENTRAL FLORIDA TENNIS TRADITION BEGINS

So, how does this mother of four who helps “fuel schools” keep her own tank full? According to Hilgenfeldt, part of the solution is tennis. Since first picking up a racquet in 2003, she’s grown to love the game and playing in area leagues. She started her league career on a WAIT C-3 team out of Lake Cane and made rapid progress, playing the 2010-11 season on Windermere Prep’s A+ team, as well as in GOLD league at the A-1 level. “I think it’s important to have balance,” Hilgenfeldt said. “Tennis allows me to block a few hours for my own physical and mental health, and recharges me for the time I devote to my family and FuelMySchool.”

Hilgenfeldt has been gratified by the tennis community’s response to her non-profit efforts. “Many of my teammates have been so supportive from the beginning,” she said. That support extended beyond her team as the idea for a benefit tennis event blossomed into the first Annual FuelMySchool Tennis Classic, held April 28 at the Isleworth Tennis Center (see more photos next page).

It didn’t take long to fill the FuelMySchool Classic’s 56-player roster once word hit the tennis grapevine. From Lake Mary to Lake Cane, Central Florida tennis showed up for the cause. Using a team tennis approach, players were ranked by level and formed 14 four-player teams. Each team was assigned by random selection an Orange County school to represent in the competition. “The tournament went so well,” said Hilgenfeldt. “Everyone had a terrific time, and the top two teams played on center court with an umpire, ball boys, and an audience of spectators. It was a terrific event, and we are so happy to have created this new tradition with the support of the Isleworth Tennis Club.” The team representing Tildenville Elementary (Freddie Goodrich, Laurie Pool, Lisa Goodmaster, and Mandy Rosenfield) won the tournament, earning \$500 earmarked for school needs.

So far, the programs of FuelMySchool has helped put nearly \$60,000 in resources into area schools. In addition to MySchoolWish, the community can make a difference through one of FuelMySchool’s other programs: Shop4Schools, Cars4Schools, and Cash4Schools. Of all the programs, Hilgenfeldt feels that Shop4Schools might be the easiest. “Each school has a virtual shopping mall, and just by ordering your usual online purchases, the school will earn cash rewards. It’s helping the community by doing something you already do,



Pam Carson, Senior Manager of OCPs Community Resources (on left) and Lisa Hilgenfeldt, co-founder of FuelMySchool



Team Tildenville triumphed in the inaugural 2011 FuelMySchool Tennis Classic at Isleworth

anyway.” Lest you think the program’s online mall couldn’t possibly have anything of interest, take note that you can order from 200+ nationally known retailers, like Macy’s, Sports Authority, Overstock.com, and Best Buy. “Part of what we wanted the community to get is that philanthropy doesn’t depend on financial position,” said Hilgenfeldt. “There’s an opportunity for all of us to make a tangible difference to kids in our own community.” ➔

Fueled by Tennis, continued

Here are just a couple of the team photos from the 2011 FuelMySchool Tennis Classic at Isleworth Tennis Center. See the Central Florida Tennis Scene pages in this issue for more photos of this event.

### HOW CAN YOU HELP?

FuelMySchool reminds us that "together, we can provide our students with the tools they need to keep playing, keep creating and keep learning so they are prepared to lead this community when they grow up!" There are many ways that you, your family, and your tennis team can help.

#### TEAM CHALLENGE - Adopt A School!

Contact [Adopt@FuelMySchool.com](mailto:Adopt@FuelMySchool.com)

With a simple tax deductible team donation of \$200 your team will be directly supporting a FuelMySchool school of your choice & will be entered into a drawing to win a match day team luncheon courtesy of FuelMySchool! (Entry for drawing ends 9/30/11)

**DONATE USED TENNIS EQUIPMENT** Several schools have wished for new or used tennis racquets and balls. As we go to press, Frangus and Tangelo Park Elementary Schools could use help providing students the joy of tennis.

*Tracey Lattanzi,  
Kathy Kintzler,  
Katy Yager,  
Denika Williams*



*Terri Haddock,  
Laurie Yager,  
Angie Workman,  
Amy Guip*



### FINE HOMES IN WINDERMERE, DR. PHILLIPS & WINTER PARK



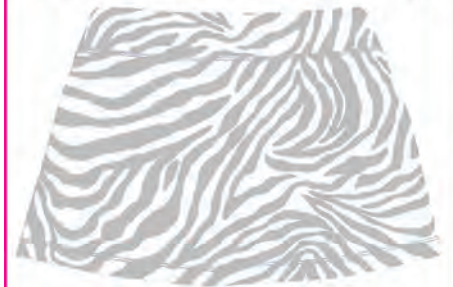
*Windsong, Winter Park*



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