

2023

SUMMER

IMPACT REPORT

LAY-UP

SUMMER 2023 RECAP

In 2013, Lay-Up ran our first ever program! There were two of them – one in Jane and Finch and one in Regent Park – and they were both two weeks long. That was a cornerstone moment for Lay-Up.

10 years later, and we just ran 10 summer program locations across the city (5 for the month of July and 5 in August) providing a full day experience to over 360 youth.

While we are marking a decade of Lay-Up, this past summer was one full of firsts:

- We delivered our first full-day **Sky High** (girls-only) summer program.
- We brought all of the sites together for our first city-wide **Play Days**.
- It was our first time running our training and summer program with the **Lay-Up Coach Guide**.
- Our **Culture of Basketball** off-court programming offerings ran across all programs complete with a newly created program manual.
- It was our first time incorporating journaling and **book distribution** into the summer.
- We also wrapped up our first in-person **Crossover** program as we launched for summer.

While these organizational highlights are special, they are made more meaningful by the countless firsts experienced by coaches and participants throughout the summer.

For some coaches, it was their first summer job (including a few that made the jump from being a participant to working as a paid coach). For another group of Lay-Up coaches, it was their first time leading a team throughout the summer as **Site Leads**.

For participants, there were so many new experiences: first time making an in-game bucket, receiving their first jersey, first time they felt like they belonged on a basketball court, first time seeing women playing professional basketball, first time trying VR and first time printing a photograph that they had taken.

If there is one lesson we walk away from summer 2023 with, it's that whether it's year 1, year 10 or year 25, Lay-Up is always going to be about creating the space for growth and new experiences.

Chris Penrose, Executive Director



2023 SUMMER CAMP

Lay-Up delivered full-day programming in **9 Neighbourhood Improvement Areas** across Toronto.

Throughout July and August, **361 kids** (59% Male, 41% Female) participated in fun and enriching activities with peers and coaches including basketball skill development, Culture of Basketball activities and exciting field trips.



LAY-UP

DAILY BREAKDOWN

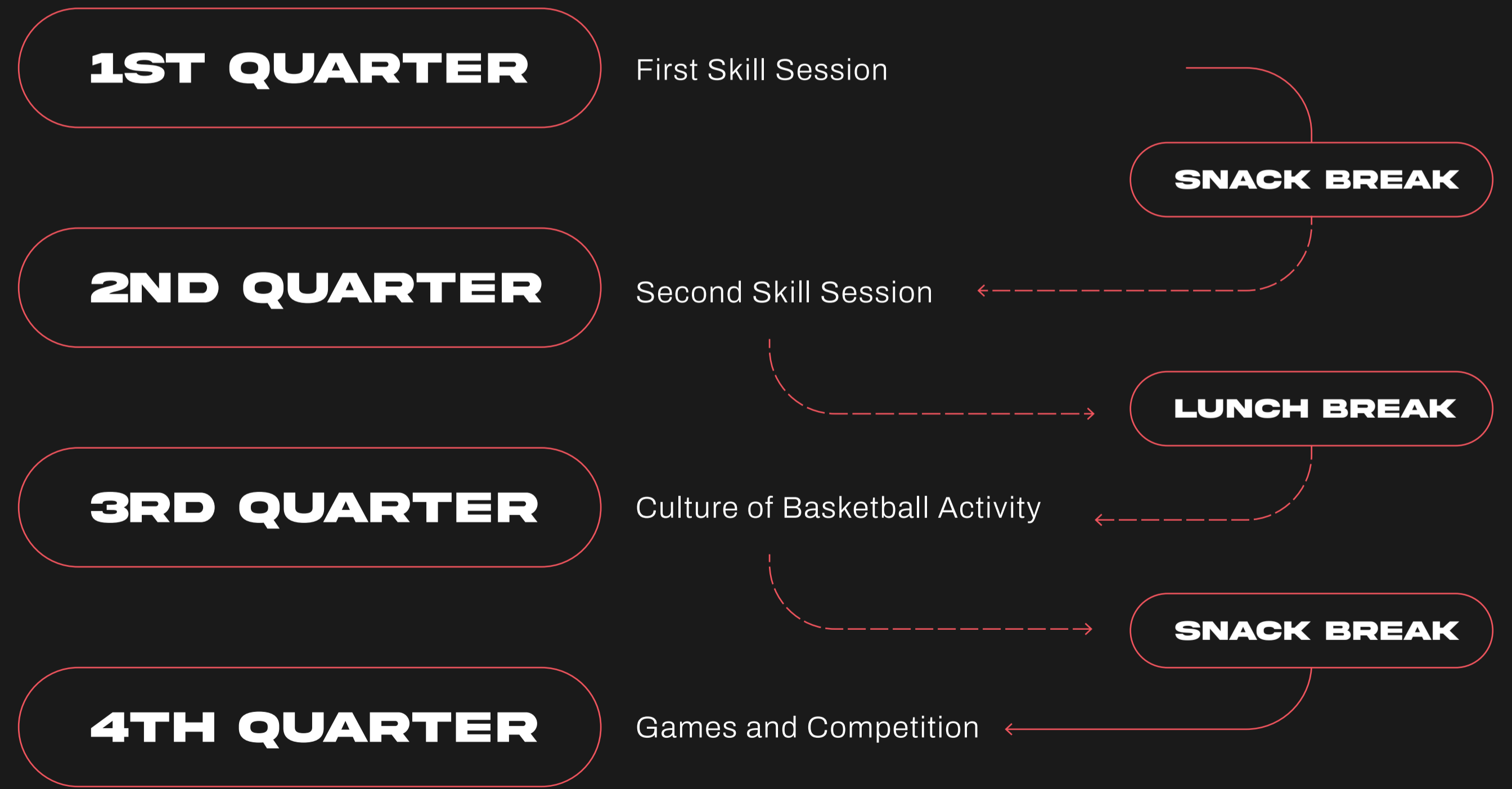
Our goal is to create a Gym for All Skill Levels.

Our **evidence-based** curriculum is designed to ensure kids are participating in age and skill-appropriate activities, developing physical literacy skills and building **meaningful relationships** with peers and coaches.

The day consisted of four quarters: two skills sessions, one Culture of Basketball Activity and one period for games.

Between each quarter, participants had time to rest, eat a healthy snack and connect with their peers over board games or free play.

Each participant experienced **210 minutes** of physical activity and **120 minutes** of Culture of Basketball Programming each day.





NEW LEVELS FOR THE CULTURE OF BASKETBALL

This summer, our Culture of Basketball programming reached new heights.

Participants got to try new things including art, fashion, sneaker design, media broadcasting, hip-hop and more.

Participants engaged in **diverse experiences** where they learned about how basketball shows up in different spaces and industries, and how they can contribute to that creation and design.



SNEAKER DESIGN



SLAM COVER



GLOBL JAM



LEGIN KNITS



VIRTUAL REALITY



BASKETBALL STATISTICS

BASKETBALL LITERACY

Lay-Up is bringing literacy into the gym. Through our partnership with **Indigo Love of Reading Foundation** and the **TDSB**, coaches selected books inspired by the Culture of Basketball for participants to choose from.

Each participant connected individually with their coach and spent time selecting a book that was interesting, age-appropriate and at the right reading level. Each youth took 1-2 books, a journal and a pen home.

Over the course of the program, kids and coaches became pen pals, participated in a variety of literacy related challenges and many discovered they have a love of reading.





PLAY DAY

This summer, participants in both July and August sessions took part in their first ever city-wide Tangerine Play Day!

Over **360 kids** and **60 coaches** from **10 different program locations** across the city came together for a day of games, competitions, food and music.

From virtual reality and a photobooth, a dunk tank, large inflatables, an ice cream truck and a barbeque lunch, **lifelong memories were made** and coaches and participants got to connect through new experiences.

COACH TRAINING

In June, 63 youth coaches from across the city came together for our annual summer coach training. The day combined **theoretical and tactical learning**, emergency **First Aid protocols** and **games and competition** centered on key concepts from our **Coach Guide**.

The training continued over the course of the summer through the implementation of the Lay-Up Coaching Pathway. Each coach unit was composed of a Site Lead, Lead Assistant, Coaches and Coaches-In-Training.

Weekly check-ins combined with decision-making autonomy ensured this summer's coaches had the opportunity to learn and grow far beyond the annual training.

WHO WE ARE:

67

Coaches

15-32

Age-Range

95%

BIPOC

49%

Female-Identifying

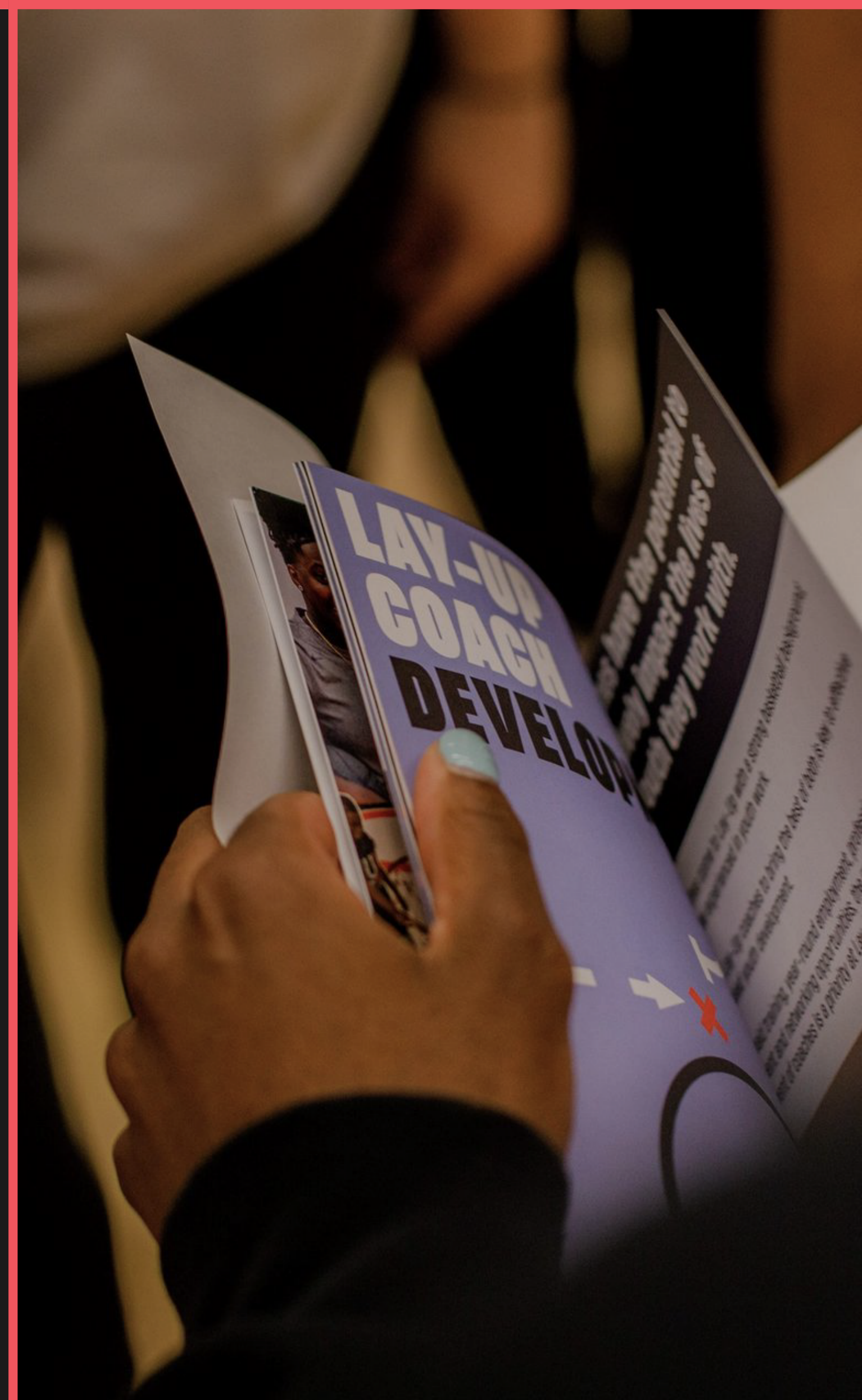


COACHING IS OUR CORE

Lay-Up's first ever **Coach Guide** was released in March 2023. Building onto the foundation of bringing together youth work and basketball, the goal remains to create a safe space for youth to build relationships, compete and grow.

This summer, each coach was equipped with their own copy of the guide which provides practical information about **trauma-informed** coaching and daily best practices for **positive youth development**.

Through coaching **The Big Three** and the use of the **Coach Reflection Tool**, our coaches have a strong foundation for delivering basketball through a sport for development lens to foster **positive mental health, emotional wellbeing** and **socio-emotional skills**.



MEASURING OUR IMPACT

Lay-Up's cost-free, high-quality and evidence-based programs remove barriers to access and positively impact the **physical, emotional and mental well-being** of hundreds of kids across Toronto.



MEASURING OUR IMPACT :

PLAYER ASSESSMENT TOOL

Lay-Up's Player Assessment Tool measured kids' individual skill development, physical literacy and built their confidence by highlighting their growth throughout camp!

73%

IMPROVED BALL HANDLING ABILITY

55%

IMPROVED SHOOTING SKILLS

53%

IMPROVED PASSING PRECISION

63%

IMPROVED AGILITY AND COORDINATION



SURVEY RESULTS

PARENTS

94%

of parents agreed that they have seen an improvement in their child(ren)'s **PHYSICAL** health and wellbeing.

95%

of parents agreed that the provision of snacks and lunches at camp was beneficial for their family.

88%

of parents agreed that they have seen an improvement in their child(ren)'s **EMOTIONAL** and **MENTAL** health and wellbeing.

95%

of parents agreed that their family had positive experiences and interactions with the Lay-Up team (coaches and staff).

94%

of parents agreed that Lay-Up's approach to providing equitable programs (cost-free programming, providing jerseys, food, accessible program locations, etc) increased access to day camp for their child(ren) this summer.

95%

of parents agreed that the virtual orientation/onboarding, weekly reminders and communication from the Lay-Up Team contributed to their child(ren) success and engagement in the program.

PARTICIPANTS

88%

Participant Program Satisfaction

95%

of participants agreed that they have learned new basketball skills.

80%

of participants agreed that they have learned new ideas and skills they can use from Culture of Basketball Workshops.

KEY FINDINGS

Lay-Up uses an online learning and evaluation platform **Hello Insight** to deploy scientifically validated tools and analytics that have been tested and statistically validated.

This field standard platform allows Lay-Up to benchmark young people's outcome growth against other young people with similar attributes, assuring that the growth they see is meaningful and significant.

Through Hello Insight, we identified key areas where our programming supports social-emotional learning for:

FOUNDATIONAL EXPERIENCE

Young people in our program felt that adults created safe spaces to learn with and from one another, exploring similarities and differences and developing deep bonds and relationships. Young people in our program felt that adults created safe spaces to learn with and from one another, exploring similarities and differences and developing deep bonds and relationships.

FORTIFYING EXPERIENCES – CHALLENGE GROWTH

Most young people reported that they felt positively challenged when they worked with an adult who encouraged them to take risks and perform beyond their own expectations, a key best practice shown to promote SEL growth.

*** Survey conducted through Hello Insight.*



PARTICIPANT IMPACT

Every Lay-Up participant is equipped with what they need to build a great experience both on and off the court.

HEALTHY LUNCH

DAILY SNACKS

FIELD TRIPS



BASKETBALL

WATER BOTTLE

JERSEY

**CULTURE OF
BASKETBALL
ACTIVITIES**

KIDS SAID

“I learned how to do a layup, dribble better and how to box out. Something I learned about myself is that I can achieve new things, count on myself and make new friends easily. Culture of basketball is cool because you can learn about basketball's past and do fan art.”

Lay-Up Participant



PARENTS SAID

“Adam did share info about the workshops, he was very excited about creating sneaker design, tie dye socks. **He was proud of his creations.** He was explaining how the design was made. The shirt with the sneaker design looks great and it will be a treasured souvenir!! Day trips provided great inside of a basketball culture, for example a trip to OVO center which he would never be able to see if not Lay-Up!”

Marta D.

“Lay-Up has been such a **blessing for our family.** All the opportunities and experiences my kids have got over the years have been unmatched.”

Khudija A.

“Lay-Up team is highly commendable not only for my son's **physical growth, but also social, emotional and healthy** engagement to the team and the community. He develops a good camaraderie too.”

Mary Jane G.



COACHES SAID

“ My experience working as a coach at Lay-Up this summer was great. I got to meet lots of coaches who inspired me in different ways, on and off the court. I feel like I’ve gained professional experience that would be beneficial for me in the future. Things such as **time management, leadership and social skills**. Being a Lay-Up coach meant I had to be a leader, this included being attentive and responsible on how we could make the youth feel like they belong, challenged themselves and contribute.”

Hassan, Coach In Training

“ This summer I got the opportunity of a lifetime. An experience I’d never imagine I’d be able to share with an amazing group of people. Being a Layup Coach was about way more than basketball. It meant the world to me to be able to connect with kids on a deeper level, hear about their thoughts and feelings and be able to coach them on and off the court. **More than that it meant a lot to be a safe place and friend to the kids.** For them to feel comfortable enough to ask for help and advise both on and off the court really showed me the value Layup holds. Let alone the amazing staff, that were so helpful, fun, warm and welcoming to me in my first year with Layup. Shows me that Lay-Up isn’t just an organization, we are a family.”

Saleah, Coach



EVERY KID NEEDS A TEAM

LAY-UP'S IMPACT WOULD NOT BE POSSIBLE WITHOUT THE GENEROUS SUPPORT OF COMMUNITY MEMBERS, PARTNERS AND DONORS.



FUNDING PARTNERS & DONORS

Charles Kissi

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EVERY KID NEEDS A TEAM

COMMUNITY PARTNERS & DONORS

visions

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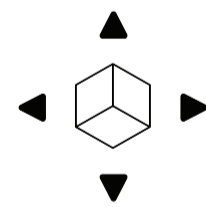
HOOPQUEENS



TORONTO

flair

Kids
up front



Studio
AM

LEGIN KNITS

make
way



MANIFESTO

SPECIAL THANKS TO THE CREATIVE CONTRIBUTIONS OF:

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THANK YOU!