



**LAY-UP**

**YOUTH BASKETBALL**

**SUMMER REPORT**

**2021**



**LAY-UP**

# ***DEAR LAY-UP COMMUNITY,***

Summer 2021 was BIG for Lay-Up.

With 554 registrations in total across two sessions in July and August and 464 unique participants across two sessions,

**WE HAD OUR LARGEST SUMMER PROGRAM EVER!**

In 2020, to meet the needs of youth during the COVID-19 pandemic, we launched our very first virtual program that served over 300 participants. This year, we offered the virtual component again with one MAJOR ADDITION: our Outdoor Program adapted to run during the pandemic for the first time! Our team set up programs in nine different neighbourhoods across the city, and it was SO GOOD to be back outside on the court. Our team of 28 Lay-Up Coaches had 12 new names, and we surpassed our goal of having at least 50% of female-identifying coaches. They brought positive energy and inspiration from beginning to end!

Our Culture of Basketball programming also grew this summer. 'Shoe Design,' 'Guided Painting,' and our 'UNITY Charity Hip Hop Workshops' returned, and we added our first ever 'Streetwear' workshop to the slate of offerings. We also added a Photo Walk to our Basketball Photography Program, bringing the community of Lay-Up participants that are budding photographers together in person for the first time.

Another defining moment for us was launching our Nike x Lay-Up jersey featuring our redesigned logo and colourway. It was incredible to see the Lay-Up community in their new jerseys that we had been waiting to get into their hands!

A broad community of coaches, youth, families, partners, and supporters make this all possible. Our deepest thanks goes out to YOU. Your contributions, enthusiasm and ongoing support made it possible to provide impactful programs and reach so many participants this past summer.

Thank you!

- The Lay-Up Team

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# SUMMER PROGRAM OUTLINE

Our Summer Program offered live virtual sessions, independent home challenges and in-person outdoor sessions.

Our hybrid program presented participants with the chance to develop their basketball skills virtually and consolidate them on court with our team of outdoor coaches, offering a balanced yet digitally informed curriculum.

The summer program took place over two sessions:

**SESSION 1**  
JULY 5th-29th

**SESSION 2**  
AUG 4th-31st

Our July and August sessions both had full registration! Our initial goal was 200 participants in July and another 200 participants in August. Our final participation numbers this summer were:

**JULY** 213  
Participants

**AUG** 341  
Participants

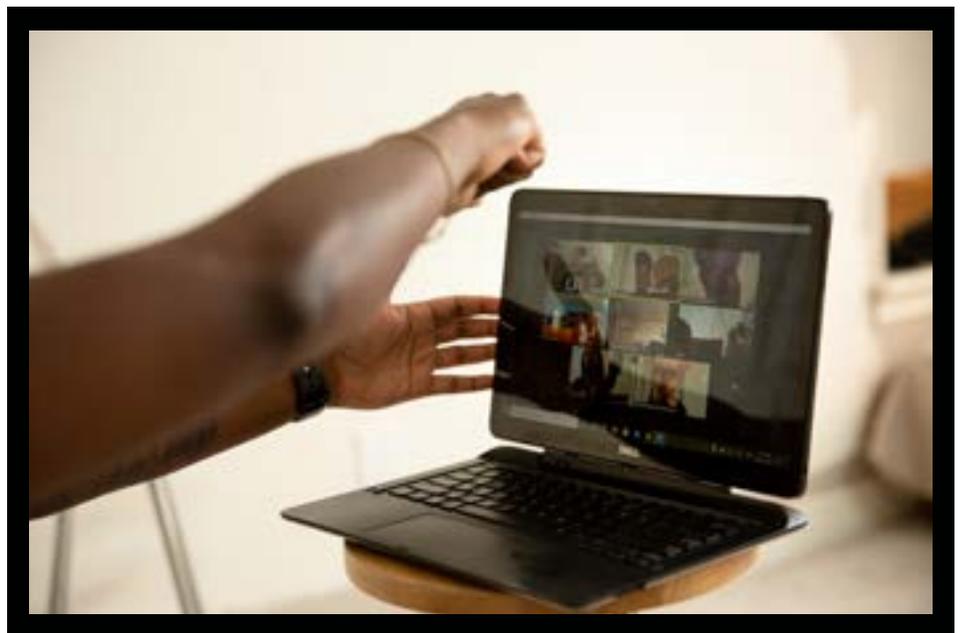
251 New Participants +  
90 Returning Participants

**TOTAL UNIQUE PARTICIPANTS** 464

**TOTAL REGISTRATIONS** 554

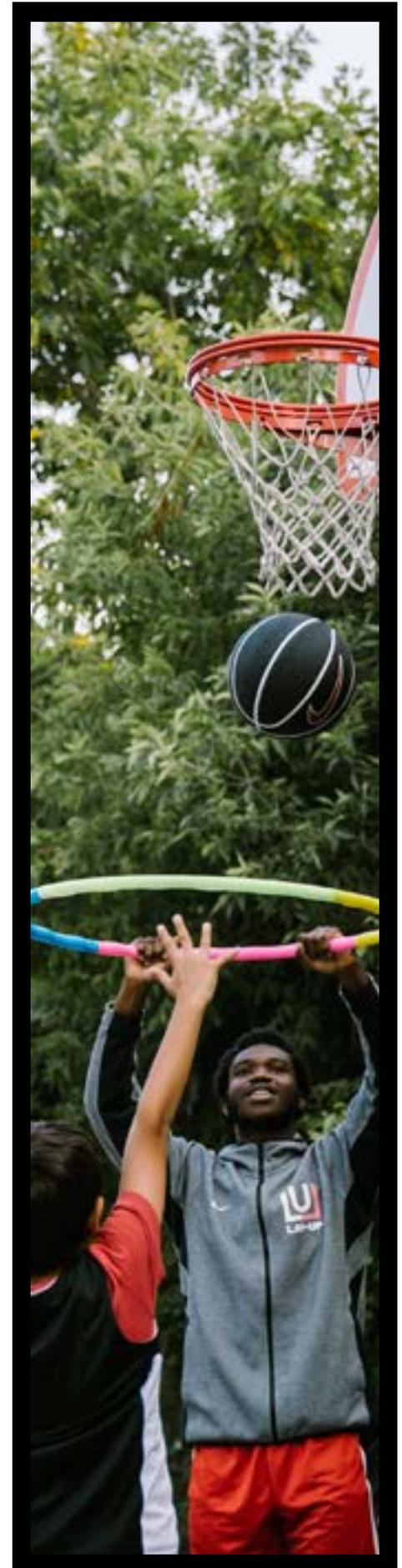
EACH WEEK, PARTICIPANTS TOOK PART IN:

- 1 LIVE VIRTUAL BASKETBALL SESSION
- 1 LIVE VIRTUAL CULTURE OF BASKETBALL WORKSHOP
- 2 HOME CHALLENGES
- 1 OUTDOOR SESSION



# SUMMER 2021 GOALS

- Provide **ALL PARTICIPANTS** with an **EQUAL OPPORTUNITY TO PARTICIPATE** in programming through extensive outreach and Lay-Up Play-At-Home kits.
- **REDUCE THE DIGITAL DIVIDE** through informed outreach, technology distribution and training for staff, parents and participants.
- Provide an **ENHANCED VIRTUAL BASKETBALL SUMMER CAMP EXPERIENCE** through the use of updated technology and digital literacy informed tools.
- **FOSTER POSITIVE YOUTH DEVELOPMENT** through a variety of Culture of Basketball related workshops.
- Encourage and lead participants through at least **150 MINUTES OF MODERATE-INTENSE PHYSICAL ACTIVITY PER WEEK.**
- Offer participants the chance to **DEVELOP THEIR BASKETBALL SKILLS** in-person.
- Continuously develop Lay-Up's network as a **CONNECTOR FOR THE COMMUNITIES** we serve.



# DIVISIONS



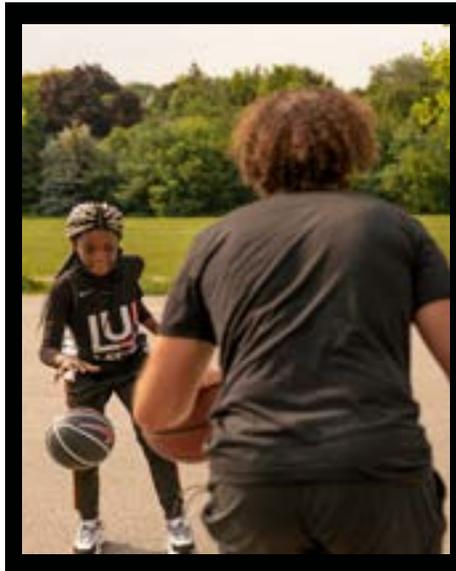
## AGE GROUPS

Participants were divided into three age groups to ensure developmentally appropriate physical, cognitive, and social-emotional programming, skills and activities:

- 6-9 YEARS OLD**
- 10-11 YEARS OLD**
- 12-14 YEARS OLD**



Each participant group had **2-3 TRAINED COACHES** to maintain a **COACH TO PARTICIPANT RATIO OF 1 TO 6.**



## OUTDOOR

Our outdoor program offered registration by location and time, as opposed to age to support the participants and their communities. Outdoor programming curriculum was strategically re-designed to be contactless and support our coaches ability to modify drills to engage participants across all ages. Each participant group had 3-4 trained coaches to maintain a coach to participant ratio of 1 to 5.



## GIRLS ONLY PROGRAM

Even before the 2020 pandemic, there has been a well documented disparity between participation for boys vs. young girls in sport. A recent Canadian study on the “Pandemic Impact on Girls in Sport” (2021) uncovers that now

**“1 IN 4 GIRLS ARE NOT COMMITTED TO RETURNING TO SPORT POST COVID-19”**

**(Canadian Women & Sport, E-Alliance and Canadian Tire Jumpstart Charities, 2021)**

Our Girls Only Program focuses on positive youth development for girls aged 10-14 by building on our co-ed program curriculum, including Home Challenges and Culture of Basketball workshops by focusing on cultivating confidence and being led by all female-identifying coaches.

## ***EVIDENCE-BASE and VALUES***

Operating evidence-based, values-driven programming is more important than ever. According to [ParticipACTION's Children and Youth Report Card](#):

**“ONLY 4.8% OF CHILDREN (AGES 5-11) AND 0.8% OF YOUTH (AGES 12-17) WERE MEETING 24-HOUR MOVEMENT BEHAVIOUR GUIDELINES DURING COVID-19 RESTRICTIONS, COMPARED TO THE 15% (5-17 YEARS) BEFORE THE PANDEMIC.”**

Research has also found that 1 in 4 girls are not committed to returning to sport due to the pandemic ([Canadian Women & Sport, E-Alliance and Canadian Tire Jumpstart Charities, 2021](#)).

The [MLSE Foundation's Change the Game Research](#) Project (August 2021) states that 1 in 3 youth from low-income households reporting no sport participation during the pandemic.

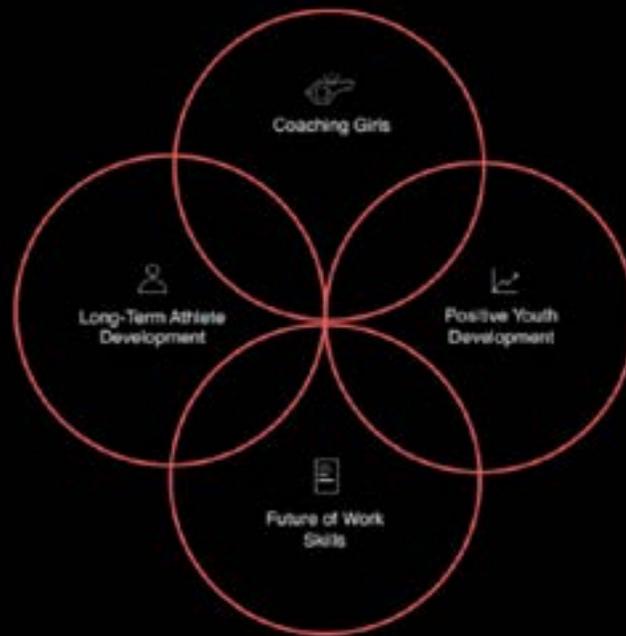
Additionally, Black youth from the GTA were 40% more likely to identify affordability to support their participation as a top barrier to address compared with Black youth from outside of the GTA.

The MLSE Foundation report identified expanding access to free, low cost or subsidized programming, equipment, transport and infrastructure as the top barriers to address.

Developing a culture of representation and inclusion, providing opportunities for fun, social and safe sport programs, and creating a sense of community belonging through sport were also listed as key strategies to address barriers to participation.



# EVIDENCE-BASED PROGRAM



Research-Driven Organization

Place-based
Trauma Informed
Equity Lens

**Lay-Up's programs are designed to combine the very best of youth development with an elite basketball experience.**

# SCHEDULE & STRUCTURE

## MONDAY

Live Basketball  
on Zoom

## TUESDAY

Home Challenges  
and/or Culture of  
Basketball

## WEDNESDAY

Home Challenges  
and/or Culture of  
Basketball

## THURSDAY

Home Challenges  
and/or Culture of  
Basketball

## FRIDAY

Live Basketball  
on Zoom

### LIVE ZOOM

Live Zoom sessions focused on basketball skill development (fitness, drills, competition).

### CULTURE OF BASKETBALL

Live Zoom sessions where industry experts led creative activities focused on the Culture of Basketball (shoe design, guided painting, streetwear design).

### HOME CHALLENGE

Coaches share a pre-recorded challenge through Flipgrid. The goal was for participants to complete the activity, take on coach's challenge, and submit proof of completion via video reply on Flipgrid.

### OUTDOOR SESSION

In-person contactless basketball sessions carefully modified to ensure that drills and activities maintain physical distancing and did not require participants to share equipment.

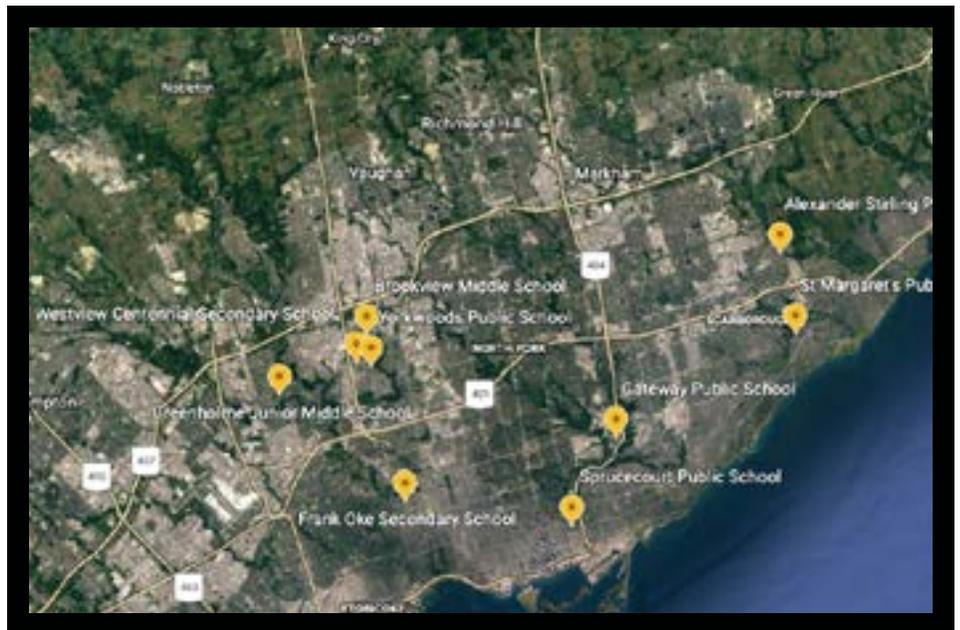
# OUTDOOR PROGRAM

Our outdoor contactless curriculum was designed to **DEVELOP FITNESS, BASKETBALL AND LIFE SKILLS** in a space where youth can safely connect and compete.

Every activity was designed for players to perform individually with their own equipment, while maintaining **3 METERS OF PHYSICAL DISTANCE**.

Lay-Up coaches were trained to execute engaging and **CHALLENGING ACTIVITIES**, while adhering to all protocols outlined in our 2021 COVID-19 Safety Plan.

**NINE SITES** were selected in communities and neighborhoods in which we operate to provide participants across the city with easy access based on our place-based approach.



# VIRTUAL PROGRAM

Using a game-based approach, Lay-Up coaches led participants through one-hour live Zoom sessions which focused on **TEAM BUILDING, ENCOURAGING PHYSICAL LITERACY, HEALTHY COMPETITION AND CONSOLIDATION OF LEARNING CONCEPTS.**

Our virtual program was intentionally built to offer participants the chance to develop their **DIGITAL LITERACY** skills such as muting, unmuting, typing skills, participating online and navigating school board mandated platforms such as Zoom and Google Classroom.

It was important for Lay-Up to design a virtual program that fostered positive youth development through a digital literacy lens, allowing participants to learn, interact and navigate technology through six key areas of basketball:

- **SHOOTING**
- **PASSING**
- **BALL HANDLING**
- **DEFENSE**
- **REBOUNDING**
- **FOOTWORK**

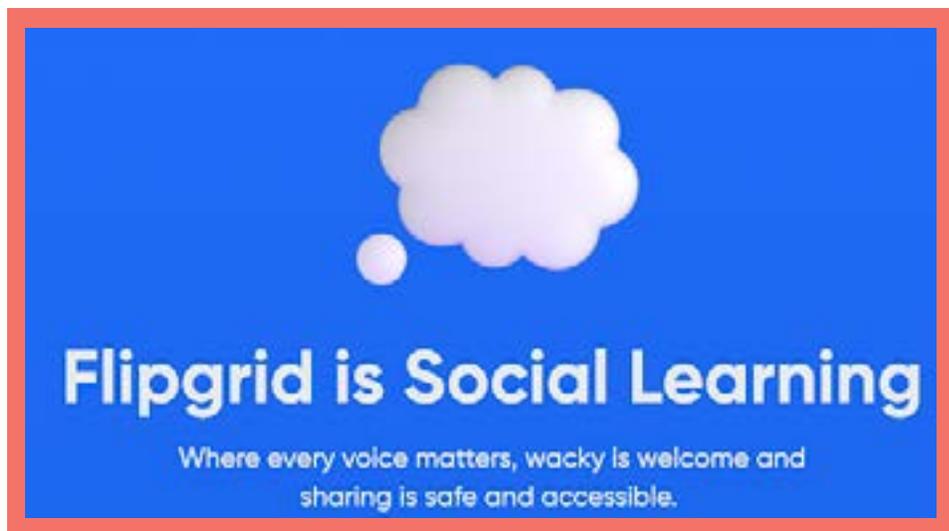
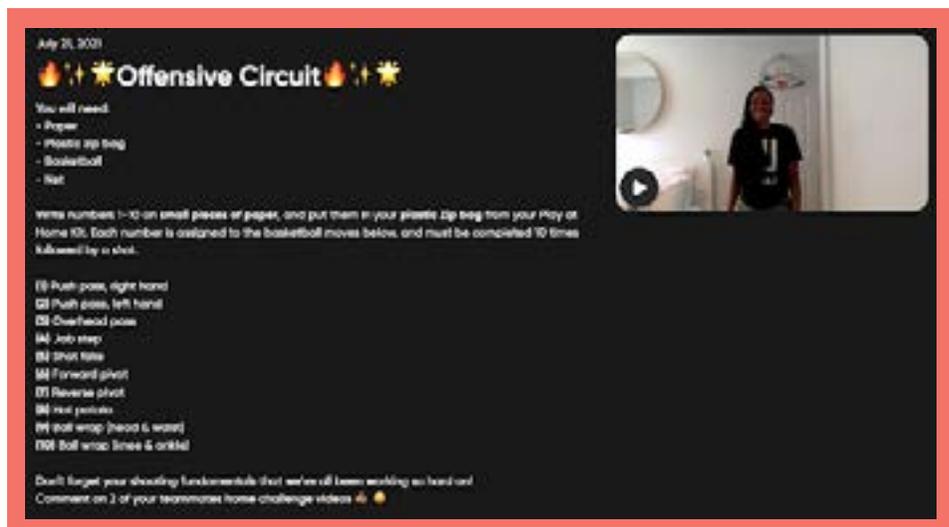
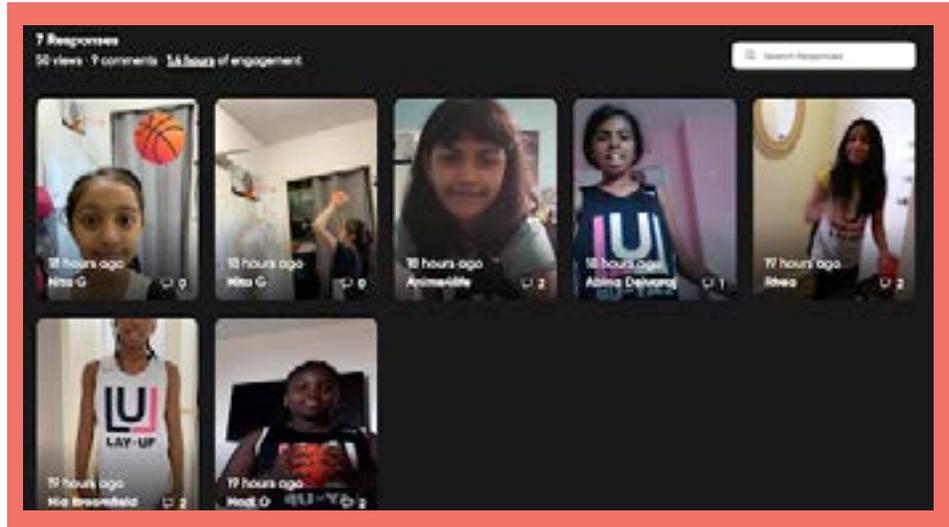


# HOME CHALLENGES

Our **NEWLY DESIGNED VIRTUAL HOME CHALLENGES** were structured to consolidate the basketball curriculum from live and outdoor sessions, giving participants a fun opportunity to practice the skills learned throughout the week.

This summer, we utilized a new digital platform called **FLIPGRID**, which is a social learning application made easy through device friendly video prompts, threaded discussions and password encrypted groups.

Twice weekly, Lay-Up coaches recorded and posted a **2-4 MINUTE VIDEO CHALLENGE PROMPT AND WRITTEN INSTRUCTIONS** on Flipgrid. With safe access from their coaches, participants were able to watch the Home Challenge videos, record themselves completing the challenge, reply to their teammates' posts and interact with their peers' challenges.



Our implementation of this digital tool resulted in a significant increase in Home Challenge participation compared to our 2020 Summer Program.

# CULTURE OF BASKETBALL

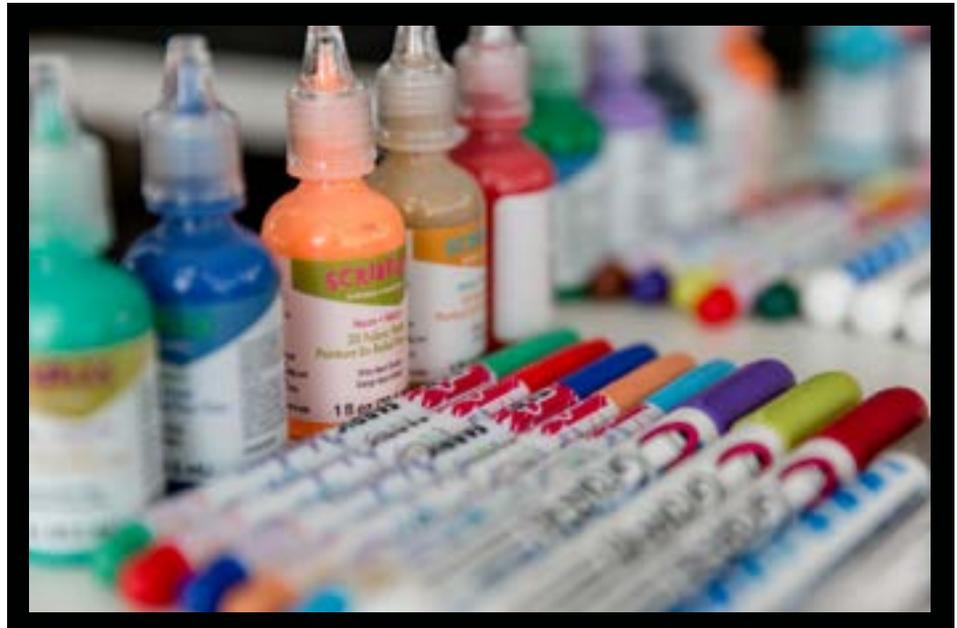
Lay-Up's Culture of Basketball program provides opportunities for participants to develop new skills and discover hidden talents through a creative process.

Culture of Basketball Workshops were offered as live sessions **ONCE A WEEK** to all participants.

For these sessions, we were joined by **GUEST FACILITATORS** who shared their personal journey and led participants through a creative workshop.

## WORKSHOPS INCLUDED:

- SHOE DESIGN WITH MACK HOUSE
- BEAT BOX, BREAK DANCE, HIP HOP AND GRAFFITI WITH UNITY
- GUIDED PAINTING WITH AWALEH IMAGES
- INTRO TO STREETWEAR BY DAVID DELISCA



**FASHION**  
**ART**  
**MUSIC**  
**FILM**  
**PHOTOGRAPHY**  
**SOCIAL JUSTICE**  
**TECHNOLOGY**  
**ENTREPRENEURSHIP**



# PHOTO WALK: BASKETBALL PHOTOGRAPHY PROGRAM

In December 2020, Lay-Up launched a Virtual Basketball Photography Program.

After almost a year of camera skills through online sessions and assignments, we were finally able to bring participants together for a photo walk!

**WE HAD 11 PARTICIPANTS COME OUT TO DO A COMBINATION OF ON COURT ACTION SHOTS AND PRODUCT SHOTS LED BY DHANI OKS AND COACH BRITTANIA.**



# A SCREEN + A BALL : VIRTUAL GALLERY

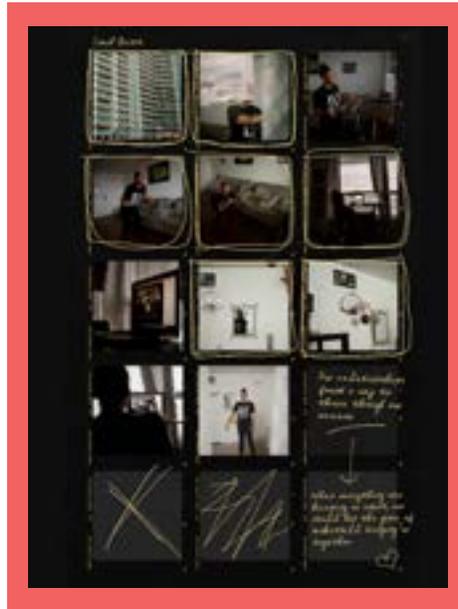
In July of 2020, Lay-Up launched our first virtual program and over the course of the 2020-21 school year, our team of coaches continued to provide a virtual version of our basketball program to participants all across the city.

In the spring of 2021, we collaborated with Ebti Nabag to create a series of photo essays that looked at what it is like to coach basketball virtually from the perspective of our head coaches.

The series titled “A Screen + A Ball” invites viewers into an intimate space with the coaches.

It is also a series that speaks to challenges that we have all been navigating in our own way.

**HEAD TO [HTTP://WWW.LAYUP.CA/ASAAB](http://www.layup.ca/asaab) TO SEE THE VIRTUAL EXHIBIT.**



# PLAY-AT-HOME KITS

A total of **415** unique participants received personalized Lay-Up Play-At-Home Kits that were assembled and delivered by Lay-Up coaches to each participant's home.

Each kit was packaged in a Nike duffle bag and identified with a name tag.

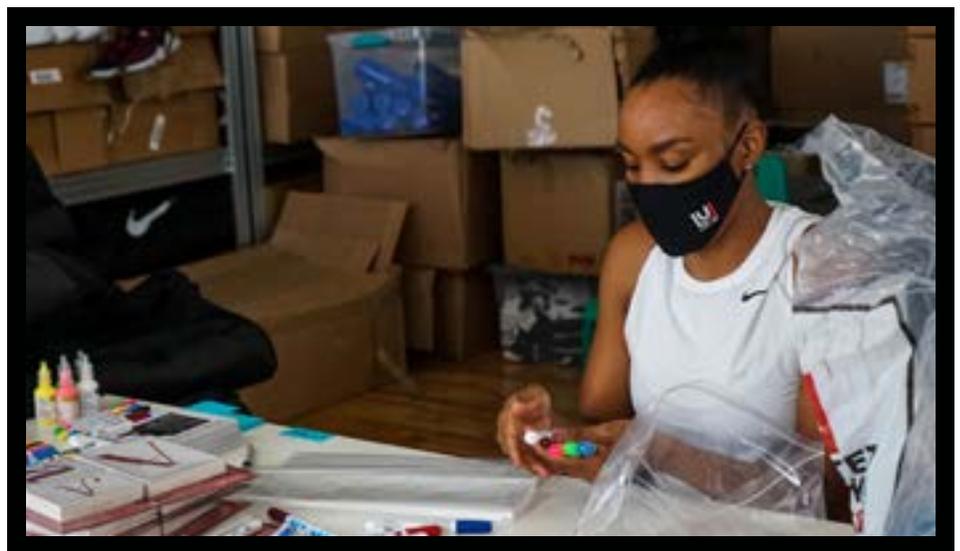


## Items for basketball skill, fitness, and physical literacy development:

- LAY-UP JERSEY + JERSEY CARD
- YOGA MAT
- NIKE BASKETBALL + HAND PUMP
- MINI HOOP + MINI BASKETBALL
- MADE TO PLAY JUMP ROPE
- MADE TO PLAY HACKY

## Items for Culture of Basketball creative workshops:

- MACK HOUSE COLORING BOOK + MARKERS
- CANVAS, PAINT + PAINT BRUSHES
- BLANK T-SHIRT, FABRIC PAINT, FABRIC MARKERS + STENCILS



## Items to load drills for skill level and age:

- PLAYING CARDS
- MADE TO PLAY SIDEWALK CHALK
- RESISTANCE BAND

**156** girls received a Nike sports bra.

**43** girls received a Nike Pro Hijab.

**41** kits included laptops for families who requested tech resources.

**412** participants were also given \$50 in grocery store gift cards alongside a healthy snack suggestion card.

*Thank you to all of our partners that made this possible.*

# JERSEY CARD

Summer 2021 was also the launch of our Nike x Lay-Up jersey.

It was incredible to see the Lay-Up community with our new logo and colour-way. -

464 participants across the city received one!

The Lay-Up jersey is more than what we wear when we are on the court; it is a symbol of the commitments we make to all participants, and the those they make to themselves and their teammates.

Each jersey was delivered with this card tucked into it.



# INCREASING ACCESS

“Considered as a whole, the pandemic and other current events have both exacerbated and raised awareness of pre-existing disparities across race, gender, ability, income level, and geographies regarding opportunity and capacity to engage in sport.”

[MLSE Foundation](#)  
[Change the Game](#)  
[Research](#)



The COVID-19 pandemic continues to highlight pre-existing systemic inequities that create barriers and **SIGNIFICANT GAPS IN ACCESS TO RESOURCES SUCH AS FOOD AND TECHNOLOGY.**

A core element of Lay-Up’s programs is to eliminate barriers to participation. We do this by collaborating with partners across communities to provide support.

## Food Security

Lay-Up partnered with Second Harvest for the fourth year in a row to provide **110 FOOD KITS** every week through its “Feeding our Future: Food & Resource Kits 2021” program. Contained with



the nearly **900 FOOD KITS** we distributed was ingredients for healthy lunches, activities, gift cards and food education resources were contained within the **900 FOOD KITS** we distributed to participants and their families.

This year, Lay-Up also partnered with the Malvern Family Resource Centre to distribute food kits beyond the Lay-Up community,

reaching an additional **149 FAMILIES IN THE MALVERN COMMUNITY.**

In addition to the food kits, **412** participants received **\$50** of grocery gift cards alongside a healthy snack suggestion card created by the Lay-Up team.

## Access to Technology

With support from our funding partners, we were able to purchase, set up and distribute **41 LAPTOPS** to ensure all participants and coaches had equitable access to technology. We provided all families with personalized orientations to ensure that all participants were able to effectively engage in virtual sessions using Zoom and Google Classroom.

# ***FAMILY ENGAGEMENT***

Family engagement is a key component in creating a positive experience for each participant. Therefore, we invest a lot of time and resources into relationship building between the Lay-Up team, participants, and their families. What we learn from those relationships directly informs our planning and priorities for programming and outreach.

## **Our family and community outreach includes:**

- **PHONE CALLS, TEXTS, AND EMAILS TO PROMOTE AND SUPPORT REGISTRATION.**
- **PERSONALIZED ZOOM ORIENTATION WITH EACH FAMILY BEFORE THE FIRST DAY OF CAMP.**
- **DAILY PHONE CALLS FROM COACHES BEFORE IN-PERSON AND VIRTUAL PROGRAMS TO ENSURE PARTICIPANTS ARE PREPARED AND ATTENDING.**
- **WEEKLY FOOD KIT DISTRIBUTION BY LAY-UP COACHES.**
- **POST-PROGRAM SURVEYS TO COLLABORATE WITH PARENTS ON PARTICIPANT SUCCESS.**



# COACH TRAINING

Over a period of 10 days, 26 coaches participated in Lay-Up's evidence-based training.

## EVIDENCE-BASED FRAMEWORKS:

- POSITIVE YOUTH DEVELOPMENT (ONTARIO STEPPING STONES)
- COACHING GIRLS (NIKE)
- FUTURE OF WORK SKILLS (WORLD ECONOMIC FORUM)
- LONG TERM ATHLETE DEVELOPMENT MODEL (CANADA BASKETBALL)

The theoretical training equipped coaches with foundational knowledge to create a safe and welcoming environment, as well as adapt to unpredictable situations and utilize best practices for online engagement and trauma-informed coaching.

The practical training portion was taught through an active learning method which provided coaches with an opportunity to apply their knowledge through live practice and feedback sessions.



Our coach training was centred around preparing our team for the summer program, including navigating the curriculum and maximizing newly implemented digital tools.

We also had a portion focused on social justice and coaching at the next level.

## SOME OF THE DIGITAL TOOLS COACHES WERE TRAINED INCLUDED:

- GOOGLE CALENDAR
- GOOGLE CLASSROOM
- ZOOM
- PADLET
- FLIPGRID

**100% of Lay-Up outdoor coaches were PPE trained and First Aid Certified.**



**Coach Training Facilitators Included:**



**Dr. Christopher Taylor**

Published author and University of Waterloo Professor Christopher Taylor led a discussion on Anti-Black Racism.



**Tamara Tatham**

Olympian and University of Toronto Head Coach Tamara Tatham taught our coaches about drill loading and how to lead a practice.



**Niclas Manson, Manson Methods**

Industrial and Occupational Hygienist and Canadian Registered Safety Professional, Niclas Manson trained our staff in the appropriate use of Personal Protective Equipment.



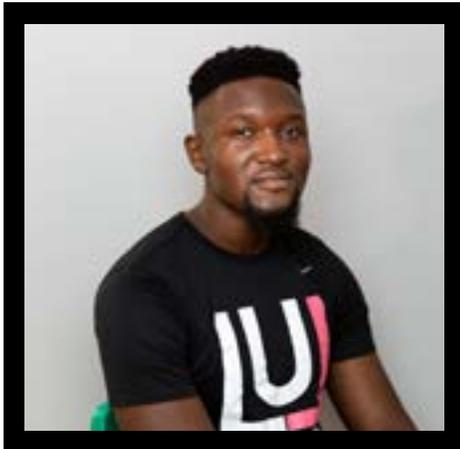
**Megan Yuri-Young**

Mental health and well-being advocate, cultural curator and multi-media content creator.

**During summer 2021 we were able to grow our coach team by 10 coaches, while maintaining 50% or more female-identifying coaches.**

# LAY-UP COACHES 2021

**Coach Nana**



“It’s really nice that I’ve gotten the opportunity to work on my leadership skills, and I love that both my virtual and outdoor units are so cohesive and flexible.”

**Coach Jasmine**



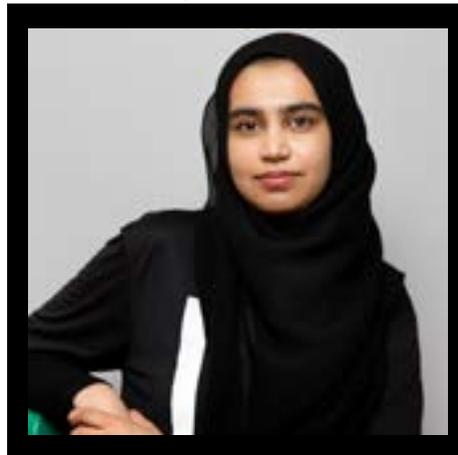
“Coaching with Lay-Up means giving kids smiles, even on the days they find it hard to do so. It means energy, passion, dedication and ambition.”

**Coach Nadia**



“I have met nothing but incredibly talented people that motivate me and encourage me to grind harder everyday. Being able to have a job where I’m able to work with kids and play the sport I love is all I’ve ever wanted, and I am truly grateful for it.”

**Ramesha, Admin Team**



“It’s been a very special summer so far, largely due to the fact that Lay-up was able to resume outdoor programming. Seeing all the smiles and excitement from the kids in-person after so long has been a breath of fresh air.”

**Coach Deidre**



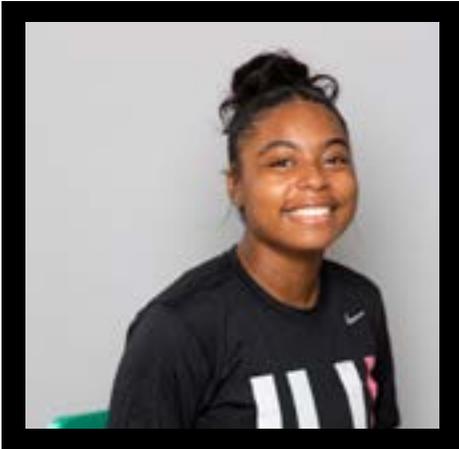
“From training, to rekindling participant relationships and now incorporating an outdoor component - it has been life changing for myself and the youth. To know that I am impacting a participant’s life everyday, really makes me feel like I am a part of something that is bigger than basketball.”

**Coach Cyanna**



“Lay-Up is an amazing organization and is one of the most enjoyable jobs I’ve ever had. Not only does Lay-Up provide cost-free programs, but they also provide the equipment needed to all participants.”

### **Coach Christianna**



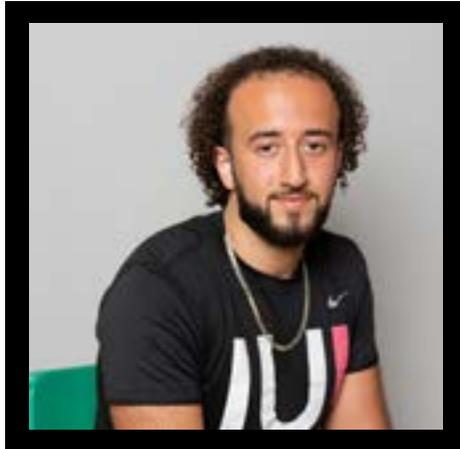
**“The Lay-Up summer program is one of a kind. The way Lay-Up is able to provide inclusiveness and diversity with all the sessions is inspiring. I am very grateful to be a part of such an amazing group of people who all share the same goal.”**

### **Coach Carly**



**“I have seen first hand the impact that our program has on both the kids, and their families. Lay-Up has helped me recognize how easy it is to make a difference in a child’s life, and that basketball is so much more than a game.”**

### **Coach Osama**



**“Seeing the impact we can have on the lives of each and every individual who steps foot into our program alone has been my greatest motivating factor this summer. Aside from just being a basketball coach to these kids, more importantly, we are individuals who the youth will look to model as they grow up. #BiggerthanBasketball”**

### **Coach Brittania**



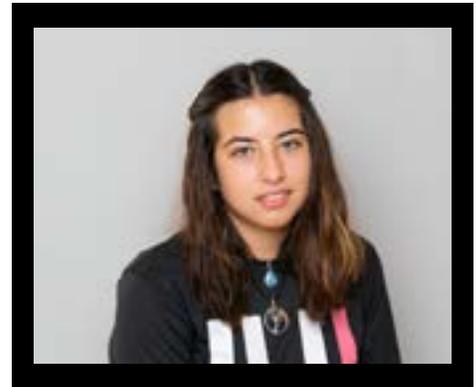
**“I really enjoy connecting, coaching, and creating a safe environment for the participants. I get really excited when I see them gradually leave their shells and their personalities shine.”**

### **Coach Sona**



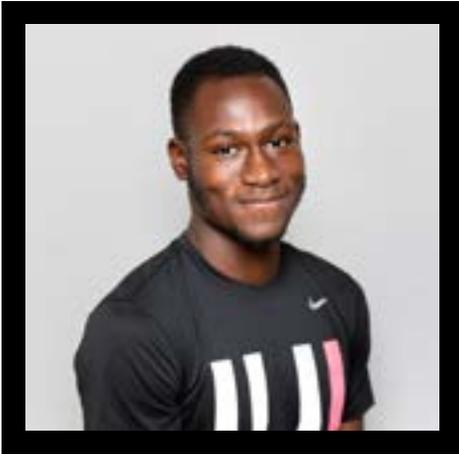
**“Being a summer coach at Lay-Up was everything I expected and so much more. I am so proud to be part of such an amazing family where inclusion, diversity, and equity are truly the core of what we do.”**

### **Coach Rain**



**“It’s important for me to be able to connect with the young ballers, inspire them, and provide them with opportunities to start their basketball career, even throughout a pandemic. Lay-Up has provided me with many opportunities while doing what I love - giving back to the basketball community.”**

### **Coach Bolu**



**“I love the work environment. The coaches and staff are whole heartedly there for the kids, and we are making an impact in their lives. I love seeing the kids and their enthusiasm and love for the sport.”**

### **Coach Ethan**



**“Being a coach at Lay-Up has brought me a structured system in which I have the special opportunity to be taught and to teach others simultaneously. As a part of Lay-Up during this ongoing pandemic has helped me feel a part of a community, and working for a bigger purpose.”**

### **Coach Alex**



**“This program has taught me to lead by example, step outside of my comfort zone, and allowed me to grow as a coach and as a player, which will benefit me moving forward in my athletic career.”**

### **Coach Ellen**



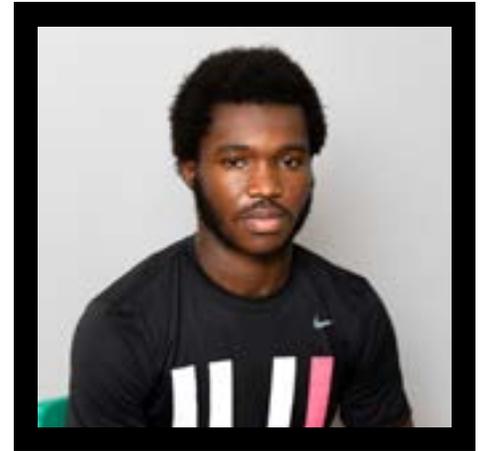
**“As someone who has worked at many different in-person and virtual camps, Lay-Up has made a program that is so engaging and easy to follow for the kids and coaches. While this summer has been far from normal, I’ve enjoyed everything I was able to do with Lay-Up and can’t wait to see these kids in person in the near future!”**

### **Coach John**



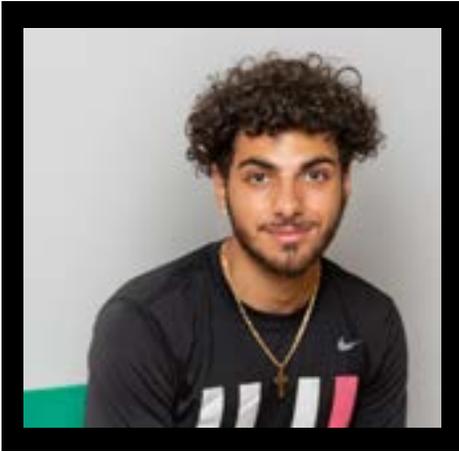
**“Seeing the kids I coached before COVID at the outdoor program is definitely the craziest part. It’s amazing that they stuck by us through virtual programming, and to see how much they’ve grown and completely changed.”**

### **Coach Fareed**



**“I am able to work in basketball, which is my passion, and more importantly I can impact youth. Basketball was a fun and engaging way to teach me many skills, and I hope to teach the same to the kids I coach.”**

### **Coach Zach**



**“Since I started coaching with Lay-Up, I have felt welcomed, appreciated and safe - the team has made me feel like family. The people at Lay-Up have given me a great opportunity that has allowed me to teach the youth basketball and the values that come with it. Lay-Up has put me in a position to give kids the opportunity they deserve.”**

### **Coach Armaan**



**“My experience at Lay-Up has been very enjoyable to say the least. I’ve had the opportunity to be around a lot of great people, and have been able to learn a lot from all of them.”**

### **Coach Alonna**



**“The best part about being with Lay-Up is the growth of the program. Each kid has an opportunity to play basketball, to be part of a community, and to build friendships.”**

### **Coach Jordan**



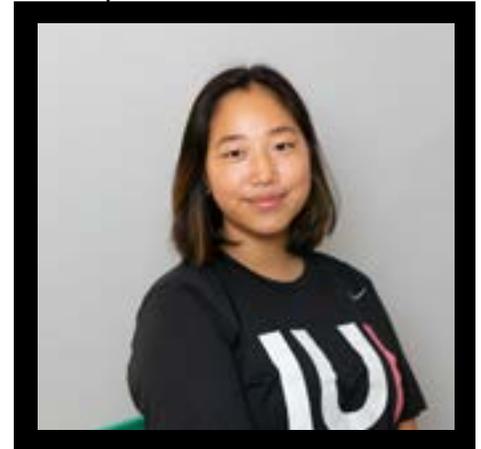
**“I loved our outdoor sessions, it gave us a good look at how well the kids were learning the online curriculum. Most of the participants were able to transfer skills they learned online to the actual court. The participants’ energy and enthusiasm made the experience that much better.”**

### **Coach Helen**



**“Despite being in a pandemic, Lay-Up was able to find ways of connecting with and building the basketball community! As a coach, I am appreciative of Lay-Up’s willingness to help their coaches, create a strong bond, and open our pathway to strive on and off the court.”**

### **Mimi, Admin Team**



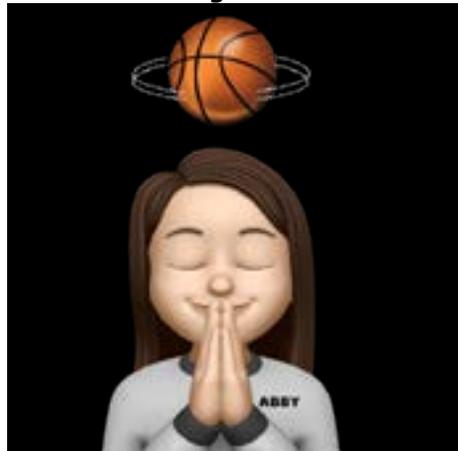
**“The Lay-Up community consistently exudes a resilient, heartwarming, and fun environment to be in. Both coaches and players continue to display nothing but positivity, and are ready to take on any challenge that stands in the way.”**

### Coach Dylan



“Coaching with Lay-Up has not only been helpful with my growth as a coach/co-worker, but it has helped me as a person. I’ve seen smiles on kids and parents’ faces, and I’ve been able to teach these kids something I love.”

### Coach Abby



“I’ve been able to form relationships with the coaches who are all amazing, caring people who strive to grow the game of basketball. Seeing kids develop a passion for the game at a young age, just like I did, and having an impact on their lives means a lot to me.”

### Coach Dante



“This summer has truly opened my eyes to how much of a positive influence you can become on the youth. The Lay-Up program has given me the opportunity to gain more experience with coaching and teaching which I am thankful for.”



# PARTICIPANTS SAID

“My favourite thing this summer was the cool Home Challenges and being able to shout out my teammates for doing good! I had fun learning new skills, and now I know more stuff about basketball than I did before! I had so much fun! The coaches were very nice and kind to us!”

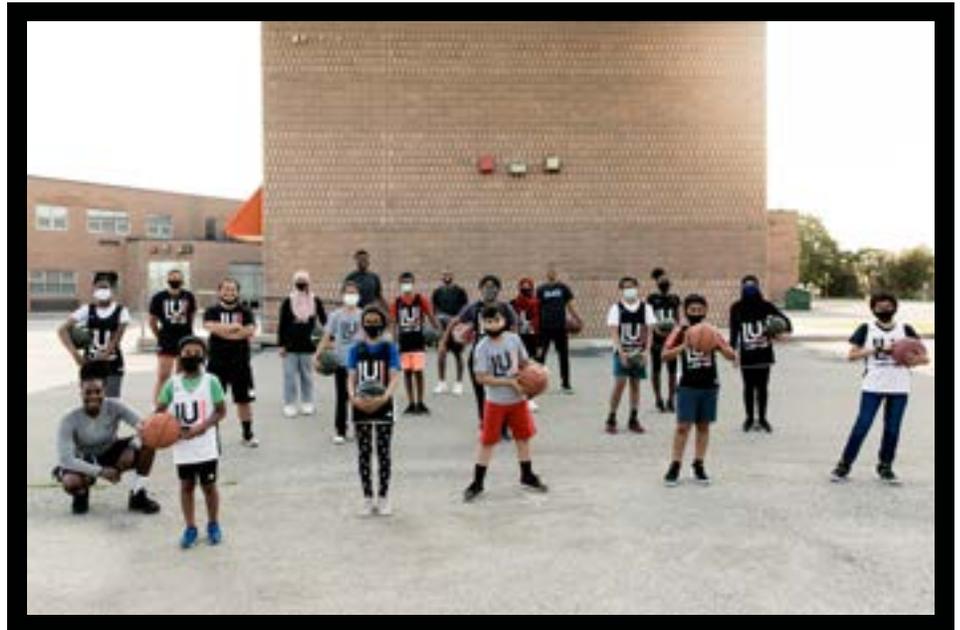
- **Glory M., 9 years old**

“I liked giving shout outs at the end of camp and how everyone participated! My favourite thing was the Home Challenges and the scavenger hunt warm up!”

- **Yanet A., 9 years old**

“I enjoyed Lay-Up camp because the coaches are always pushing you to do better when you don't have faith in yourself. The coaches always have faith in you and your abilities for the future. My favourite part about Lay-Up camp is the new activities we learn and do, I like learning new things especially things I never heard of!”

- **Ashaiela M., 13 years old**



“I liked doing the exercises and working with my team. I liked giving shoutouts to everyone and helping my team out and cheering them on. I liked learning new words and different things with basketball like new techniques. My favourite memory was using the exercise bands to complete exercises and getting better every day.”

- **Nabiha N., 13 years old**

“Lay-Up has helped me believe in myself because all of the coaches cheer me on, and support me. Lay-Up has helped me gain self confidence, and helped me not to be shy while speaking in front of people. The amazing items that Lay-Up gave me made it feel like Christmas and my birthday, I was so happy!”

- **Anthony F., 9 years old**

“Overall Lay-Up makes me feel more happy. I don't get to talk much to my friends from school because of the pandemic so it makes me happy that I'm on the calls with my friends as well as making new friends.”

- **Jevoncharles T., 10 years old**

“They have helped me by being in the community, we are basketball players, but putting us in a new environment I was able to learn new things.”

- **Katia A., 11 years old**





“I learned a lot of basketball skills and terminology. The Word of the Week, such as, respect, preparation, confidence, and leadership, taught me to use these good qualities, and demonstrate them in my daily life, to become a better person. I also liked the way it combined learning, as well as fun at the same time! All of the sessions were filled with smiles, energy, and enthusiasm! The classes were very engaging, and I always look forward to my next session. - **Rhea D., 10 years old**

“I like Lay-Up because all the coaches are really nice and everybody is really kind. It’s really fun to just play for fun and make new friends and meet new people. When you’re playing it’s not like a competition here, everybody is very friendly and it’s just so much fun to be with Lay-Up!” - **Bhavna P., 10 years old, (Outdoor program)**

“Lay-Up is a great program. You’re meeting new people, having fun, learning more tricks, and it’s a great neighborhood outdoors. It’s really fun, I enjoy it”  
- **Feyintola O., 13 years old (Outdoor program)**

“Camp was a very great experience. I had a lot of fun with the games and virtual learning. It made it more fun because we went outside and got to enjoy shooting through hoops and not just a mini hoop. My most favorite part was when we were doing lay-up training - I got a lot better at it. I also learned to have a better pivot. I need to work on that since I always travel doing it. The last thing I learned was ball control - normally I only used my left but they taught me to use both hands.”  
- **Jermani B., 12 years old**

“I brushed up on my basketball skills and met new coaches and new people. It was also really fun. One of my favorite activities was the Home Challenges because we did new things every week. My second favorite activity was the off court activities. I really enjoyed painting. I learned about all the different lines on the court. I also learned about offensive moves and about fouls.”

**- Daniel O., 12 years old**

“During my time at Lay-Up I have learned a lot of new skills that help me improve on my confidence and overall basketball I.Q. It is also one of the best and most effective programs because not only are the coaches super nice, there is a positive community that always cheers you on no matter what. In Lay-Up, you never feel like you are alone because the coaches are always more than happy to help no matter what. In summary I love Lay-Up and can’t wait for the next time I have it again.”

**- Adrian F., 12 years old**

“Camp has been very fun and has made me want to stretch, condition and get better at basketball. Before I had a basketball net outside my house but I didn’t use it since I didn’t have the motivation, but after Lay-Up I started practicing to get better. I’ve learned to be confident in myself and I’ve also learned that someone will always be better than you, so you need to practice to get better and better.”

**- Khaled K., 10 years old**

“Camp meant a lot to me because it taught me a lot about basketball, so when I play with my brothers I can be good. It also taught me a lot about art and different techniques. Street wear design and painting were my favorite because I love art! The t-shirt design was so fun and I like that I can actually wear it and be proud that I made it. I learned a lot about basketball and also a lot of new words with the weekly words. It also taught me to be a team player! Now when I play basketball against my dad and brother I can keep up and I’m even making some shots now!”

**- Laylah A., 10 years old**



“I loved the Lay-Up camp, both the virtual and in-person. The coaches were friendly and taught us fundamentals and many aspects of basketball, and did drills that were appropriate for online experience. The online classes were amazing and fun. The in-person classes were fantastic and well organized. The coaches were supportive and engaging and encouraging. I felt great being in the class, it definitely boosted my self-confidence. Can’t wait for the next camp, it was a great experience.”

**- Thamilselvan K., 13 years old**

# PARENTS SAID

“Abdullah registered with Lay-Up last February when he turned six years old. He has been in the program for over eight months, and I’ve seen tremendous growth in his self-esteem and confidence. I want to extend my gratitude towards the whole Lay-Up team for what you are doing in neighbourhoods like ours. I’d like to give a shout-out to the coaches who have proven that they are leaders on and off the court. The growth my son has shown can be attributed to the coaches. Abdullah spends hours playing basketball and his skills have developed but also his social skills have evolved. I’ve seen first hand how the coaches encourage participants and promote a positive team atmosphere focused on inclusion.”

- **Habiba A., parent**

“I love how much all the coaches match Dario and Romeo’s passion for basketball. I work for the school board and no program comes close to what Lay-Up has done.”

- **Joysie G., parent**

“The Lay-Up program is not just basketball. The children enrolled are stimulated in so many different ways. I see how the kids are given an opportunity to express themselves while in the art, virtual and in person sessions. They are all given the opportunity to share their thoughts and demonstrate their creativity and always learn something new, like the “word of the week”. The coaches are all amazing! One sees the passion they all have to see the kids perfect their basketball and personal skills. Receiving all the amazing items from the generosity of the sponsors as a parent is just indescribable, especially during financial hardships. From the equipment to the gift cards to purchase healthy snacks for them, I have never experienced anything like this and it fills my heart with so much gratitude. Seeing the happiness in my kids while participating, the motivation, smiles and just being healthy overall is a feeling that cannot thank Lay-Up and all the staff enough!”

- **Juliana F., parent**





“As a parent who has a child under 12 and not ready to have him join in-person summer camps, I’ve been extremely happy that Lay-Up has offered a well thought-out virtual program. Thank you so much for creating a virtual program that allows kids to develop their basketball skills on and off the court. My son is improving his physical skills, developing his confidence and having fun!”

**- Annette T., parent**

“My two nieces were excited for the program and the bags with all the special goodies. Your program was well put together with both in-person and virtual content. We look forward to next summer. Your program was very appreciated to get the children outside to rebuild their mental health, exercise, and just to be outdoors. Thank you to all the amazing coaches and administration!”

**- Madison W., parent**

“I want to take the opportunity to thank Lay-Up basketball for a well organized program! The administrative staff and coaches are amazing. My son got the opportunity to join a basketball program for youth and he has enjoyed every Home Challenge and virtual session. Thank you, Lay-Up!!”

**- De-Ane D., parent**

# IMPACT

## SUMMER 2021

**464**

**Unique  
Participants**

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**63% Male**

**37% Female**

**554**

**Total  
Summer  
Registrations**

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**213 July**

**341 August**

**90**

**58 (64%)  
Male**

**32 (36%)  
Female**

**Participants  
continued from  
July Session to  
August Session**

**Overall Completion Rate of 84%**

**83%** for Male Participants

**84%** for Female Participants

**VIRTUAL ATTENDANCE**

**61%**

Overall Average Daily Attendance

**61% Male**  
**66% Female**

**OUTDOOR ATTENDANCE**

**72%**

Overall Average Daily Attendance

**72% Male**  
**66% Female**

**702** Home Challenge Video Submissions

## GIRLS ONLY PROGRAM (GOP)

**173** Female participants registered for Lay-Up Summer 2021

**102** Female participants were in the Girls-Only Program

**20%** Of all summer program participants were in the Girls Only Program

- GOP 10-11 years old had the highest overall attendance rate of **77%** and the highest participation rate of **91%** out of all the group rosters
- GOP 12-14 years old had an attendance rate of **65%** and a participation rate of **81%**
- Overall GOP had an attendance rate of **71%** and a participation rate of **86%**

**GIRLS ONLY PROGRAM PARTICIPANTS 10-11 YEARS OF AGE HAD AN ATTENDANCE RATE 14% HIGHER AND A PARTICIPATION RATE 12% HIGHER THAN THE PROGRAM AVERAGE.**

## Coaches Trained + Hired

Lay-Up hired and trained a team of **26 COACHES**

Summer preparation included **25 HOURS** of paid training for coaches.

**53%** of Lay-Up Summer 2021 coaches were female-identifying

# LAY-UP Provided:

**415** Play-At-Home Kits

**64** Outdoor Program Kits

**41** Laptops  
(Supporting 77 kids)

**156** Nike Sports Bras

**43** Nike Pro Hijabs

**412** Grocery Cards

**424** Food Kits to Lay-Up Participants  
in Jane & Finch and Malvern

**245** Food Kits to broader community in  
Malvern (149) and Jane & Finch (96)

**After our summer sessions, we distributed a survey to all participants to measure the outcomes of our program:**

**98%** of participants said they enjoyed the Lay-Up program

**98%** of participants said they had the high-quality equipment needed to play

**95%** of participants said they felt proud and capable of achieving great things

**93%** of participants improved their ability to work with others as a team

**92%** of participants are now more interested in playing basketball and being active

**91%** of participants were happier and had more energy

# FUNDING PARTNERS

Thank you to the community that makes all we do at Lay-Up possible!



AUBREY & MARLA DAN  
FOUNDATION



AUNE FOUNDATION



Ontario  
Trillium  
Foundation



Fondation  
Trillium  
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An agency of the Government of Ontario  
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**United Way**  
Greater Toronto



**CANADA HEALTHY  
COMMUNITIES INITIATIVE**

Funded by:



# **PROGRAM PARTNERS**



**DISTRICT.**



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## **SPECIAL THANKS**

**Chris Guthrie & Lis Wigmore  
Chris Harris & Meghan Roach**

**Dan Daviau**

**David Kassie**

**David Lamph**

**Eric Monick**

**Haley & Katie Mann**

**Henry Wolfond & Rochelle Reichert**

**Jeff and Lori Rosenthal**

**Joan Gold**

**Joe & Alma Daviau**

**Justin Boye**

**Karine Krieger**

**Michael Simonetta**

**Rob Ashe**

**Roslyn Houser & Peter Friedenthal**

**Seth and Theresa Mersky**