

# LAY-UP SUMMER 2025

EVERY KID NEEDS A TEAM



FROM THE UNCERTAINTY OF THE FIRST DAY, TO DISCOVERING THE CONFIDENCE TO STEP OUT OF COMFORT ZONES, EXPLORE HOW A STRONG KID-TO-COACH RELATIONSHIP FOSTERS GROWTH, COURAGE AND UNFORGETTABLE EXPERIENCES.

SUMMER COACHES TRAINING 2025

# COACHING IS OUR CORE.

30 COACHES

15-30 AGE RANGE

95% BIPOC

50 % FEMALE IDENTIFYING



INVESTING IN THE GROWTH, DEVELOPMENT, AND SKILLS OF  
YOUTH AS COACHES RESULTS IN CHANGEMAKERS AND  
COMMUNITY LEADERS



# 8 NEIGHBOURHOODS. 7 WEEKS OF FULL DAY BASKETBALL CAMP.

LAY-UP SUMMER PROGRAMS 2025



80 ON COURT HOURS PER PARTICIPANT  
SKILL DEVELOPMENT  
3X3 TEAM PLAY  
PHYSICAL LITERACY DEVELOPMENT  
30 HOURS OF CULTURE OF BASKETBALL

# DESIGNING A GYM FOR ALL SKILL LEVELS.

WE SAW SKILLS SHARPEN AND CONFIDENCE GROW ACROSS  
7 WEEKS OF SUMMER BASKETBALL CAMP.

THIS SUMMER WE INTRODUCED LAY-UP+,  
A PROGRAM DESIGNED FOR PLAYERS WHO  
ARE READY TO TAKE THEIR SKILLS TO THE  
NEXT LEVEL.

ON-COURT TRAINING: ADVANCED SESSIONS FROM OUR PLAYBOOK  
BASKETBALL LITERACY: COURT GEOGRAPHY, FILM STUDY, REFLECTIVE JOURNALING  
BASKETBALL TALKS: SLEEP, HYGIENE, HIGH-PERFORMANCE HABITS

ON THE COURT, IN THE CLASSROOM,  
AND BEYOND.





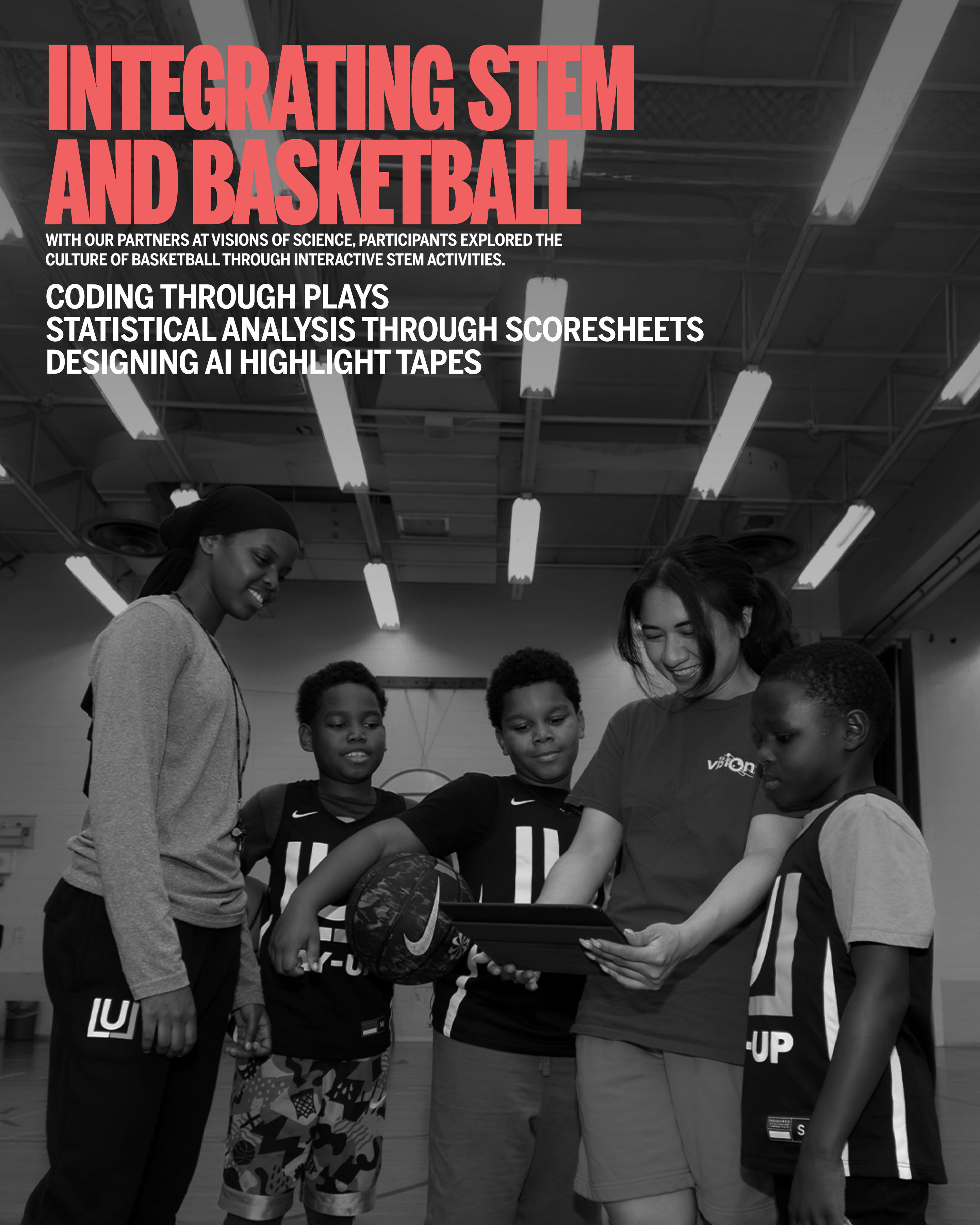
30 HOURS OF CULTURE OF BASKETBALL ACTIVITIES PER PARTICIPANT.

**IGNITING CREATIVITY  
AND CONFIDENCE OFF  
THE COURT**

# INTEGRATING STEM AND BASKETBALL

WITH OUR PARTNERS AT VISIONS OF SCIENCE, PARTICIPANTS EXPLORED THE CULTURE OF BASKETBALL THROUGH INTERACTIVE STEM ACTIVITIES.

**CODING THROUGH PLAYS**  
**STATISTICAL ANALYSIS THROUGH SCORESHEETS**  
**DESIGNING AI HIGHLIGHT TAPES**





# LASTING MEMORIES THROUGH UNFORGETTABLE FIELD TRIPS.

GLOBAL JAM 2025

CANADA HOOPS 3X3 DAY WITH SUN LIFE

# IMPACT BY THE NUMBERS

**92% OF PARENTS** SAW IMPROVEMENTS IN THEIR CHILD'S PHYSICAL HEALTH AND WELL-BEING

**87%** LEARNED NEW BASKETBALL SKILLS

**100% OF PARENTS** AGREED LAY-UP'S EQUITABLE APPROACH INCREASED THEIR CHILD'S ACCESS TO CAMP

**76%** LEARNED NEW IDEAS AND SKILLS THROUGH OFF-COURT CULTURE OF BASKETBALL WORKSHOPS



# LAY-UP PLAY DAY 2025

FUELLED BY TANGERINE PROJECT FORWARD

**BRINGING LAY-UP CAMP SITES  
ACROSS THE CITY TOGETHER**

FROM BOUNCY CASTLES TO CARNIVAL TREATS AND ALL-STAR  
GAMES, OUR YOUTH AND COACHES WRAPPED SUMMER WITH  
UNFORGETTABLE ENERGY.

# THE LEADERS WHO BRING OUR MISSION TO LIFE.

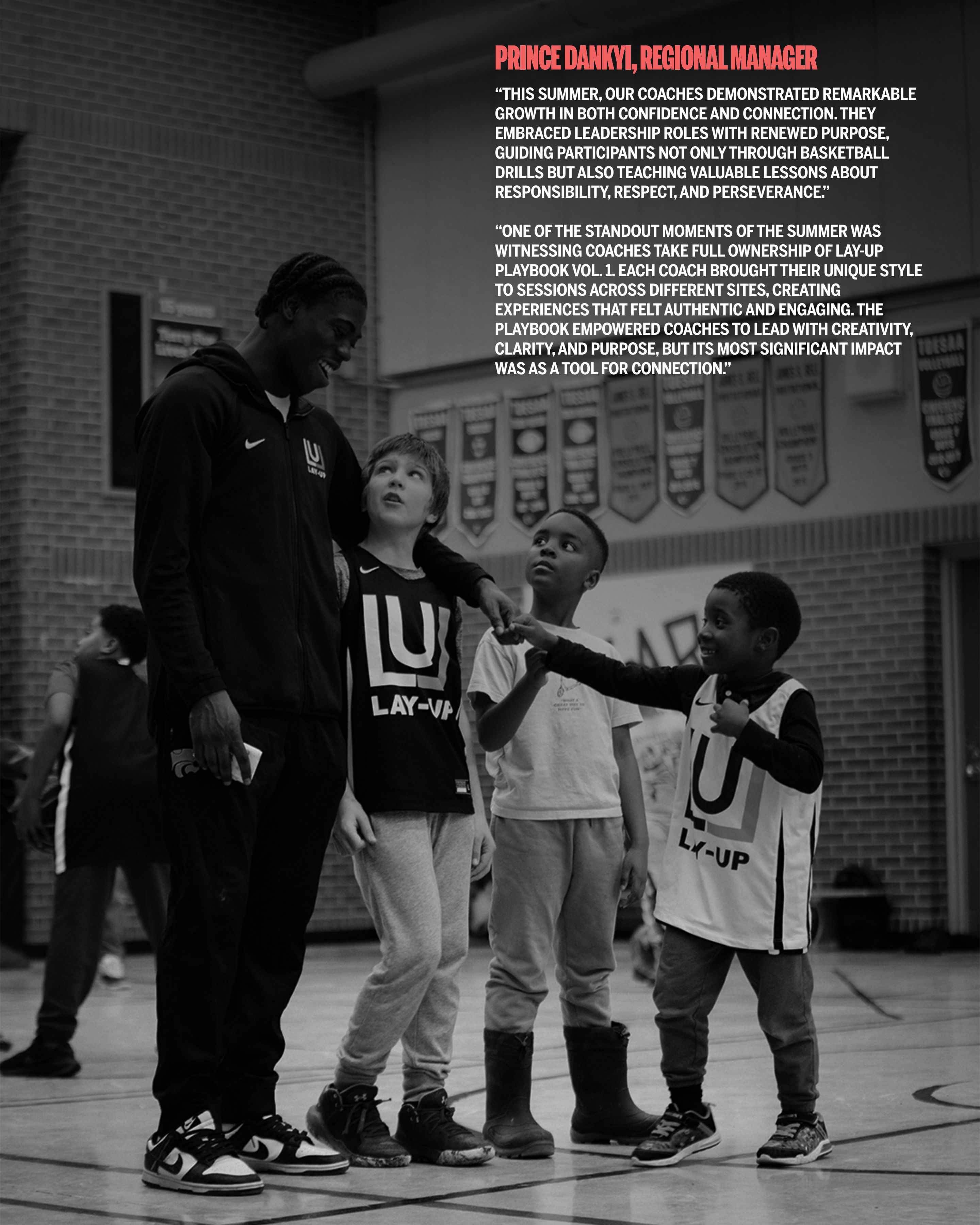
THIS SUMMER, LAY-UP'S NEW REGIONAL MANAGERS LED PROGRAM AND CURRICULUM DEVELOPMENT, AND MANAGED COACHES ACROSS OUR EAST AND WEST REGIONS.



## BREY JOHNSON, REGIONAL MANAGER

“AS SUMMER PROGRAMMING KICKED OFF, YOU COULD REALLY FEEL A CHANGE IN ENERGY AMONG OUR COACHES. THERE’S SOMETHING TRULY POWERFUL ABOUT HAVING THE CHANCE TO TAKE FULL OWNERSHIP OF YOUR WORK. WEEK BY WEEK, YOU COULD SEE COACHES CONFIDENTLY TACKLE CHALLENGES AS THEY CAME, FILLING IN GAPS AND SOLVING PROBLEMS ON THE SPOT. IT WAS INSPIRING TO WATCH THEIR CONFIDENCE GROW IN REAL TIME.”

“AT LAY-UP, WE BELIEVE THAT COACHING HELPS PREPARE OUR YOUTH FOR CAREERS BEYOND THE PROGRAM. WHAT EXCITES ME THE MOST IS SEEING OUR JUNIOR COACHES GROW WITHIN LAY-UP, MOVING UP TO BECOME SITE LEADS. AND THEN WATCHING THOSE SITE LEADS STEP INTO LEADERSHIP ROLES”



## PRINCE DANKYI, REGIONAL MANAGER

“THIS SUMMER, OUR COACHES DEMONSTRATED REMARKABLE GROWTH IN BOTH CONFIDENCE AND CONNECTION. THEY EMBRACED LEADERSHIP ROLES WITH RENEWED PURPOSE, GUIDING PARTICIPANTS NOT ONLY THROUGH BASKETBALL DRILLS BUT ALSO TEACHING VALUABLE LESSONS ABOUT RESPONSIBILITY, RESPECT, AND PERSEVERANCE.”

“ONE OF THE STANDOUT MOMENTS OF THE SUMMER WAS WITNESSING COACHES TAKE FULL OWNERSHIP OF LAY-UP PLAYBOOK VOL. 1. EACH COACH BROUGHT THEIR UNIQUE STYLE TO SESSIONS ACROSS DIFFERENT SITES, CREATING EXPERIENCES THAT FELT AUTHENTIC AND ENGAGING. THE PLAYBOOK EMPOWERED COACHES TO LEAD WITH CREATIVITY, CLARITY, AND PURPOSE, BUT ITS MOST SIGNIFICANT IMPACT WAS AS A TOOL FOR CONNECTION.”

# A MESSAGE TO OUR COMMUNITY

ONE OF LAY-UP'S GREATEST STRENGTHS IS OUR COMMUNITY. THE SUPPORT OF OUR PARTNERS, DONORS, AND CHAMPIONS MAKES IT POSSIBLE FOR US TO REACH YOUTH ACROSS TORONTO IN ENGAGING AND MEANINGFUL WAYS.

A HEARTFELT THANK YOU TO OUR SUMMER PROGRAMMING PARTNERS FOR FUELING GROWTH AND DEVELOPMENT, AND FOR HELPING US REACH OVER 260+ YOUTH AND 30+ YOUTH COACHES THIS SUMMER:

