



Announcing Lay-Up's Newest Board Members

Lay-Up is proud to announce the appointment of 3 new Directors to the Board; please join us in welcoming Eileen Greene, Kai Gordon and Scerena Officer. Together, they bring expertise across the fundraising and community development worlds and will be invaluable in helping Lay-Up grow in both scale and quality of programs.

Eileen Greene is Vice President & Partner at Hub International. There, Eileen works to provide clients with strategic advice, expertise, exceptional service and has been recognized as one of the top sales people in the industry. Her unwavering commitment to her clients, colleagues, community and family is a true reflection of her core values. Eileen serves as a board member for The National Club and is a past board member for Women's Brain Health Initiative, Prostate Cancer Canada, Bridgepoint Health, The Argos Foundation and the Ontario Chamber of Commerce. She is an avid skier, golfer, runner, mother and wife.

Kai Gordon is the Program Coordinator of Mentoring at Pathways to Education. With over 15 years of community development experience, Kai brings a depth of knowledge and direct experience in youth engagement. Kai believes in providing innovative opportunities that allow youth to interact with their environments as platforms for lifelong learning. A dedicated education and social justice advocate, Kai is a graduate of George Brown College, U of T and is currently pursuing her Master's in Environmental Studies (MES) at York University.

Scerena Officer is the Supervisor, Community Crisis Response Program at The City of Toronto. In this role, Scerena oversees a team of Community Development Officers in "providing support and resources to communities impacted by violent and traumatic incidents." Scerena has been in community support for over 20 years and worked at several community focused organizations prior to her time with the City. Scerena is passionate about using her experience in crisis intervention and community development to create social change, address social barriers and build resiliency across diverse individuals and communities. Scerena has a bachelors degree in Psychology from York University and a Vocational Rehabilitation Certificate from Seneca College.

ABOUT LAY-UP

Since 2013, Lay-Up has been running FREE leadership basketball programs in Toronto's priority communities. Using high quality basketball training as a platform, Lay-Up delivers meaningful, customized off the court programming that will equip and inspire youth to overcome barriers in academia, life skills development and healthy living. Lay-Up's mission is to empower community leaders of tomorrow and gives participants an equal opportunity to develop as basketball players, and more importantly, as people. To facilitate programs all across the city, Lay-Up works closely with its partners at MLSE Foundation, Jumpstart, Second Harvest, Ontario Basketball Association Basketball World Toronto.

To date, Lay-Up has provided programming for over 1,500 youth, including over 400 in 2018 alone.