

LAY-UP SUMMER

Future of Access

Summer 2024

Every Kid Needs A Team



2024

From the uncertainty of that first day to discovering the confidence to step out of comfort zones, explore how the kid-coach relationship fosters growth, courage and unforgettable experiences.



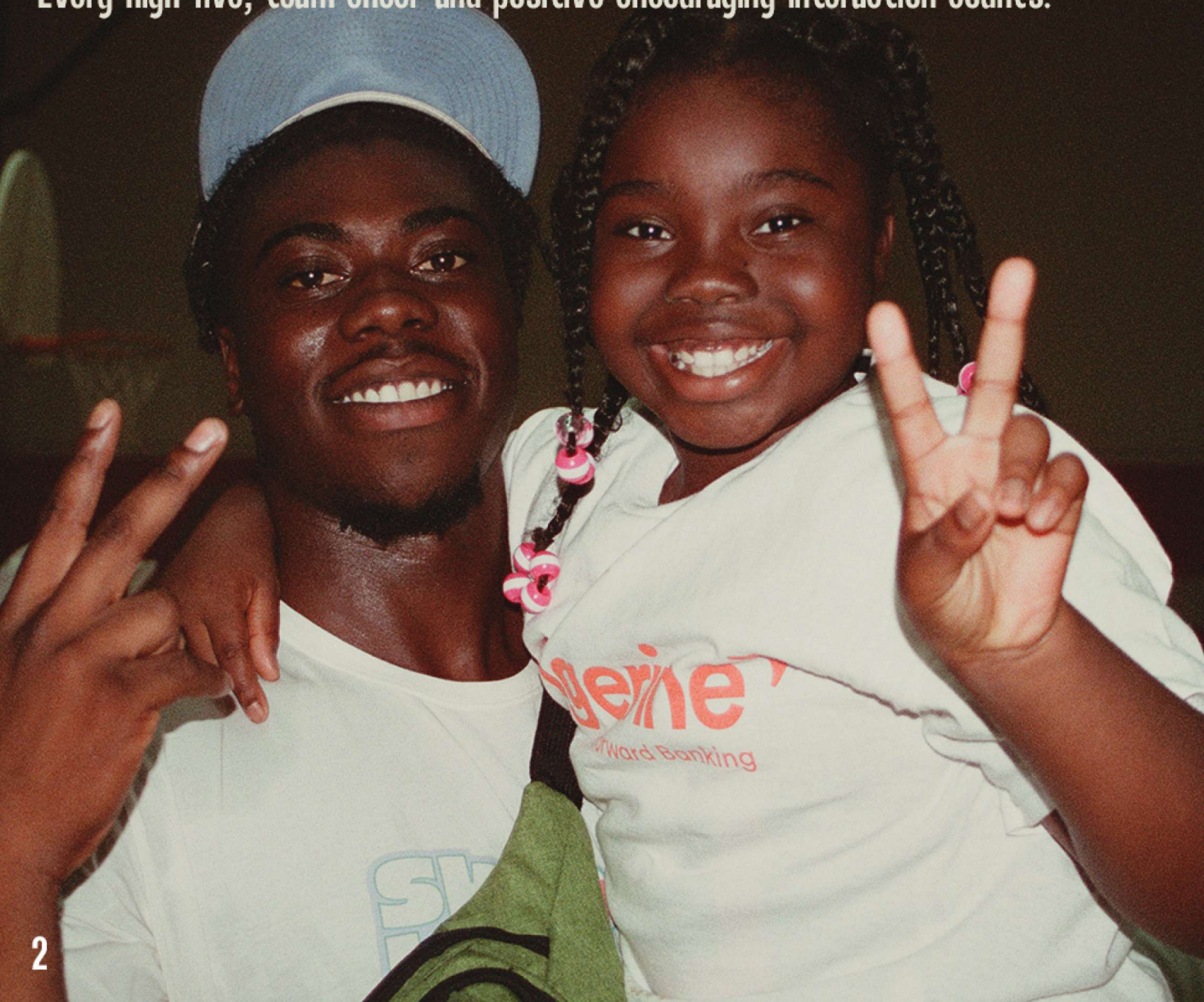
FINDING A SENSE OF BELONGING IN NEW SPACES.

Summer 2024
8 Schools



MOMENTS OF CONNECTION. ENCOURAGE MISTAKES. OPPORTUNITIES TO CONTRIBUTE.

Every high five, team cheer and positive encouraging interaction counts.





26 Youth Coaches
50 % Male Participants
50 % Female Participants
251 Total Participants



A photograph of two young boys playing basketball in a gym. The boy on the left is wearing a white jersey with red sleeves and a black Nike logo, and yellow and black camouflage shorts. He is holding a large orange basketball with the word 'ELITE' on it. The boy on the right is wearing a black jersey with white sleeves and black shorts. They are both looking intently at each other. In the background, there are other children and colorful triangular flags hanging from the ceiling.

CHALLENGE.

Develop new skills.

8 Neighbourhoods Play Day



CULTURE OF BASKETBALL

Photography. Sneaker design. Creativity.





BELONG.
KID-COACH RELATIONSHIP



MEMORIES.

***FUTURE OF ACCESS TO BASKETBALL.
ACCESS TO GYM SPACE.***

Every kid needs a coach. Every kid needs a court. Every kids needs a team.
Future of access to basketball is ensuring that happens.