



2022 Summer Impact Report

A New Era for Lay-Up

These past few months have been special because we delivered our first in-person summer program at scale when it was needed more than ever. During July and August, we ran day camps and evening programs in Neighbourhood Improvement Areas and Emerging Neighbourhoods across the city, reaching over 450 kids.

In January 2020, we began re-building our curriculum from the ground up at Lay-Up, elevating our coach training and developing a brand new set of off-court programs through the lens of the Culture of Basketball. A few months into the process, our world changed dramatically.

The pandemic highlighted the connection between physical activity and young people's physical, emotional and mental health and wellbeing. During that time, it took an incredible team effort and the support of amazing funders and partners to continue providing a range of virtual, hybrid, and contactless in-person programs to keep hundreds of kids active and connected to supportive coaches and friends when everything else was closed.

This summer, we rolled out everything we have been developing over those past two years and integrated key learnings from how the community came together over that time. We're grateful that we were able to be back on court this summer, thanks to the support of our community members, partners, and funders. These pages show snapshots, glimpses, and highlights of a summer that surpassed all of our expectations.

Chris Penrose,
Executive Director



Looking Back on Summer 2022

Before you dive into the report, we've included a short snippet of a conversation with our Executive Director, Chris Penrose and Director of Basketball Operations, Micaella Riche, about summer 2022 and the launch of a new level of Lay-Up.

CHRIS:

The first thing that comes to mind when I think about what the summer 2022 program means to Lay-Up is the two years of work and building with our team and with partners it took to get here.

MICAELLA:

We said it a lot during that time, but it was an honour to be able to continue to offer basketball, whether it was virtual or contactless. Seeing what it meant to families to keep kids active and connected during some really hard times is what kept us going. Simultaneously, we were putting so much into levelling up in every way behind the scenes in preparation for this moment.

CHRIS:

Then to finally be able to share the transformation of our programs with the community in person!

MICAELLA:

Exactly! I think it started to sink in for me during our coach training at York University. Seeing 40 coaches in the gym getting ready for summer was a big moment.

CHRIS:

Looking back at that moment and then thinking about every kid-to-coach connection that happened during the summer shines a light on how significant that training was for Lay-Up. It's those relationships that make everything else we do matter.

MICAELLA:

When did the significance of this summer sink in for you?

CHRIS

It was that morning on the first day of programs in July. Seeing our team in the schools before any kids had arrived, setting up the jerseys, games, and all of the equipment. It had this amazing anticipatory energy to it.

MICAELLA:

The first day of the August session was another special moment. It had that same brand new feeling that we had in July, but you could see the coaching team's incredible growth and readiness to apply everything they learned in the first four weeks.

CHRIS:

The growth was exponential! I also think about program pillars like the daily lunches and snacks, the incredible field trips and days packed with basketball and Culture of Basketball activities. One major thing that we added this summer was the player assessment.



Chris Penrose
Executive Director



Micaella Riche
Director of Basketball Operations

MICAELLA:

That was key! Having kids see how much progress they made was such a big confidence boost, and having coaches understand how to keep everyone included is how we make it a great experience for kids of all skill levels.

CHRIS:

It's that idea that success is progress and we aren't competing against anyone else - the win is in trying new things and your personal growth.

MICAELLA:

100%! I know we just wrapped summer 2022, but what are you looking forward to for the rest of 2022 and 2023?

CHRIS:

The school year program will be a continuation of the summer, where we bring everything we have learned over the past couple of years to in-person programs across the city for an entire school year. And that means leveling up again next summer!

MICAELLA

Let's gooooooooo!!!!

Day Camp Program

Lay-Up delivered full-day camp programs across Toronto in

8 Neighbourhood Improvement Areas and Emerging Neighbourhoods.

258 kids participated

in fun and enriching activities with peers and coaches during three or four-week periods, including basketball skill development sessions, Culture of Basketball workshops and exciting field trips.

JULY LOCATIONS

Flemington Park
Malvern
Regent Park
Jane & Finch

AUGUST LOCATIONS

Lawrence Heights
Kingston-Galloway
Mount Dennis
Jane & Finch

Evening Programs

215 kids participated in our evening programs in **Malvern, Flemington Park, and Jane and Finch**. From Monday to Friday a skilled team of Lay-Up coaches delivered a 90-minute session once a week to 10 different groups of participants.



Participants were led through a condensed version of the daytime curriculum where they work on **fundamental skills, learn the basics of team basketball, and develop essential life skills.**

Full Day Camp Program: Structure Breakdown

Our **evidence-based** curriculum is designed to make sure kids are having an **enriching experience**, with each session in a day representing a different quarter of a basketball game.

Each quarter is broken up with time to rest, refuel, and ensure our participants are energized throughout the day.

Each participant experienced **210** minutes of physical activity each day in day camps or **90 minutes** per week for evening sessions.

1st Quarter

Warm Up & First Skill Session

2nd Quarter

Second Skill Session

3rd Quarter

Culture of Basketball Workshop

4th Quarter

Games and Competition
Daily Team Huddle
& Breakdown

Snack
Break

Lunch
Break

Snack
Break



Our participants explored a new culture of basketball activity each day, including **virtual reality, art, sports broadcasting, shoe design, streetwear, hip-hop, and more.**

By engaging in these diverse experiences, participants learned and applied valuable transferable skills in a different context, which **inspired creativity, exposed hidden talents, and built confidence.**

Exploring The Culture of Basketball



Culture of Basketball In Action

VIRTUAL REALITY: REIMAGINING BASKETBALL



BATA SHOE MUSEUM: EXPLORING THE FUTURE OF SNEAKERS



BASKETBALL PHOTOGRAPHY: CAPTURING THE MEMORIES



COURT-SIDE AT GLOBL JAM INTERNATIONAL SHOWCASE



SPORTS BROADCASTING: THE FUTURE IS BRIGHT

Basketball Photography

Participants were equipped with cameras and mentorship from Sarah Del Angel to document the summer program through their unique point of view.





Coach Training

Forty five amazing coaches delivered Lay-Up programs this summer. We all came together for our first post-pandemic, in-person coach training at York University. The day-long training combined theoretical and tactical learning. Coaches engaged with evidence-based frameworks, practiced delivering drills and curriculum to their peers, and (of course) had shooting competitions.

Who We Are

45 coaches
15-30 age range
95% BIPOC
45% female-identifying

Coaching Is Our Core



Bringing Together Youth Work and Basketball

We integrate the best practices from youth work in an elite basketball training environment. The ultimate goal is to create a safe space to build relationships, compete and grow.



Learn Play, Learn Play

The best way to teach is to alternate small pieces of information with short practice segments. Building a skill by breaking it down first maximizes retention and momentum.



Developing Positive Relationships

Maintaining a 7:1 participant-to-coach ratio is essential to building meaningful relationships, which are foundational to developing physical literacy, basketball, emotional and mental health, and socio-emotional skills.

A high-angle photograph of three children sitting on a light-colored gym floor. They are all looking down at survey forms they are holding. The child on the left is wearing a red t-shirt, the child in the middle is wearing a black t-shirt, and the child on the right is wearing a white t-shirt. The forms have the 'Lay-Up' logo and various survey questions. The floor has red and green painted lines.

Measuring Our Impact

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

Measuring Our Impact: Player Assessment Tool

Lay-Up implemented the **Player Assessment Tool** for the first time this year, which measures kids' skill development, physical literacy, and builds confidence by highlighting the positive growth achieved from the first to last week of camp!

Summer 2022 Results:

85% **improved** balance and coordination

81% **improved** ball handling ability

79% **improved** passing precision

73% **improved** shooting skills



Measuring Our Impact: Survey Results

Improved Physical Well-Being

96% of participants agreed they are more interested in playing basketball and being active.

95% of parents agreed that they have seen an improvement in their child's physical well-being.

Better Emotional & Mental Health

87% of parents have seen an improvement in their child's emotional and mental health and well-being.

83% of participants agreed that they feel more confident in taking on new challenges.

Improved Relationships

87% of participants agreed that Lay-Up coaches were supportive, knowledgeable and made things fun.

70% of participants agreed that their relationships with their parents, siblings, teachers, friends, and other people in their lives have improved

Based on survey evaluation from day camp participants



“

My favourite part of Lay-Up was building confidence, interacting with friends, leading others and guiding them through drills. I loved the Virtual Reality workshop, it was amazing navigating the controls and creating my own court. I appreciate Lay-up for getting me off my couch this summer!”

- Regent Park participant

“

The program was a very positive experience for my children. It kept them engaged and happy to be there. The coaches made their experiences better by becoming people they admire and their friends. One of my kids is not a basketball fan, and I was skeptical that she would want to remain in the program, but right from the start, with the engagement of the coaches, the friends she made and the way the program was set up, she loved it.”

-Kat. G, parent of Lay- Up participants





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“Being part of the Lay-Up team shows me how the power of sport can bring together individuals from all walks of life to a space where you can learn and grow. This environment provides opportunities to our participants and empowers coaches, and to me, that is special.”

-Hanna, 23, former team Canada & NCAA player and Lay-Up Coach

Every Kid Needs a Team

Lay-Up's impact would not be possible without the generous support of community members partners and donors. Thank you!

Funding Partners & Donors



Charles Kissi | Chris Guthrie & Lis Wigmore | Chris Harris & Meghan Roach | Dan Daviau | David Kassie | David Lamph | Eric Moncik | Greg Coleman | Haley & Katie Mann | Henry Wolfond & Rochelle Reichert | James & Tanya Bigg | Jay & Mindy Levine | Jeff & Lori Rosenthal | Joan Gold | Jon Dwyer | Joe & Alma Daviau | Justin Boye | Karine Krieger | Mark & Susan Davis | Madeline Daviau & Alan Person | Michael Simonetta | Rob Ashe | Roslyn Houser & Peter Friedenthal | Seth & Theresa Mersky

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