

LAY-UP



2/11

PURPOSE

We promote confidence, team building, healthy lifestyles and social development in youth.

C H A N G E



L E A D E R S

LAY-UP

brings the entire culture of basketball - from the game, to the fashion, art, music and technology that surround the game - into programming designed to develop the skills and abilities children and youth need to navigate a future where 7 out of 10 middle schoolers will be in careers that don't currently exist.

C L A R I T Y

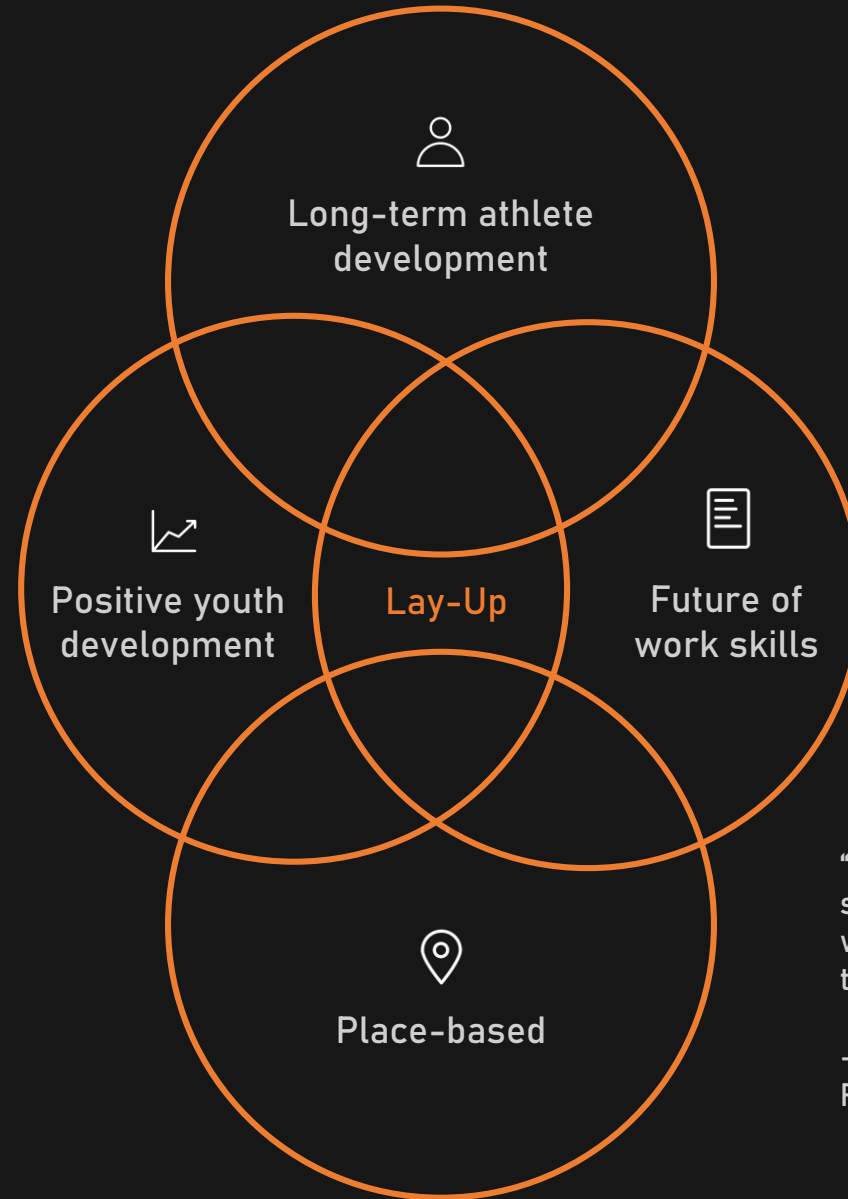


F U T U R E



EVIDENCE- BASED

Lay-Up is evidence-based and combines the following frameworks and best-practices in our outcomes:



"65% of children entering primary school today will ultimately end up working in completely new job types that don't yet exist."

- World Economic Forum, The Future of Work Report

SCHOOL-YEAR

We provide free basketball programs in the afternoon and evening across the city that includes skill development, community engagement, nutrition and mindfulness.

INFO

1

15 program sites

2

7 neighbourhoods (Rexdale, Regent Park, Jane + Finch, Malvern, Mt. Dennis, Tuxedo Court and Thorncliffe)

3

400+ children and youth

4

7:1 kids to coach ratio

5

Cater to all skills levels

6

Every participant gets a Lay-Up jersey, water bottle and awards

6/11

SUMMER

We provide free full-day basketball all summer across the city that includes on-court and off-court programming, nutrition, trips and equipment.

INFO

1

6 program sites – Rexdale, Jane and Finch, Regent Park, Thorncliffe, Malvern and Mt. Dennis

2

450 children and youth

3

7:1 kids to coach ratio

4

Cater to all skill levels

5

Every participant gets a Lay-Up jersey, water bottle and awards.

7/11

GOP/ SHE GOT GAME

"Sports, and particularly team sports, tend to give women and girls things that they otherwise have a hard time getting, like resilience, grit, knowledge of teamwork, knowledge of leadership. All of these things are crucial and they all are learned probably better on a sports team than anywhere else," Debora Spar, Harvard Business School

R E S P E C T



Girls experience extreme drop-off when it comes to participation in sports as they enter high school.

Research points to girls-only sports programming as a proven intervention.



S T R E N G T H

Our GOP takes place in Regent Park, with sites opening in Scarborough and Jane-Finch.

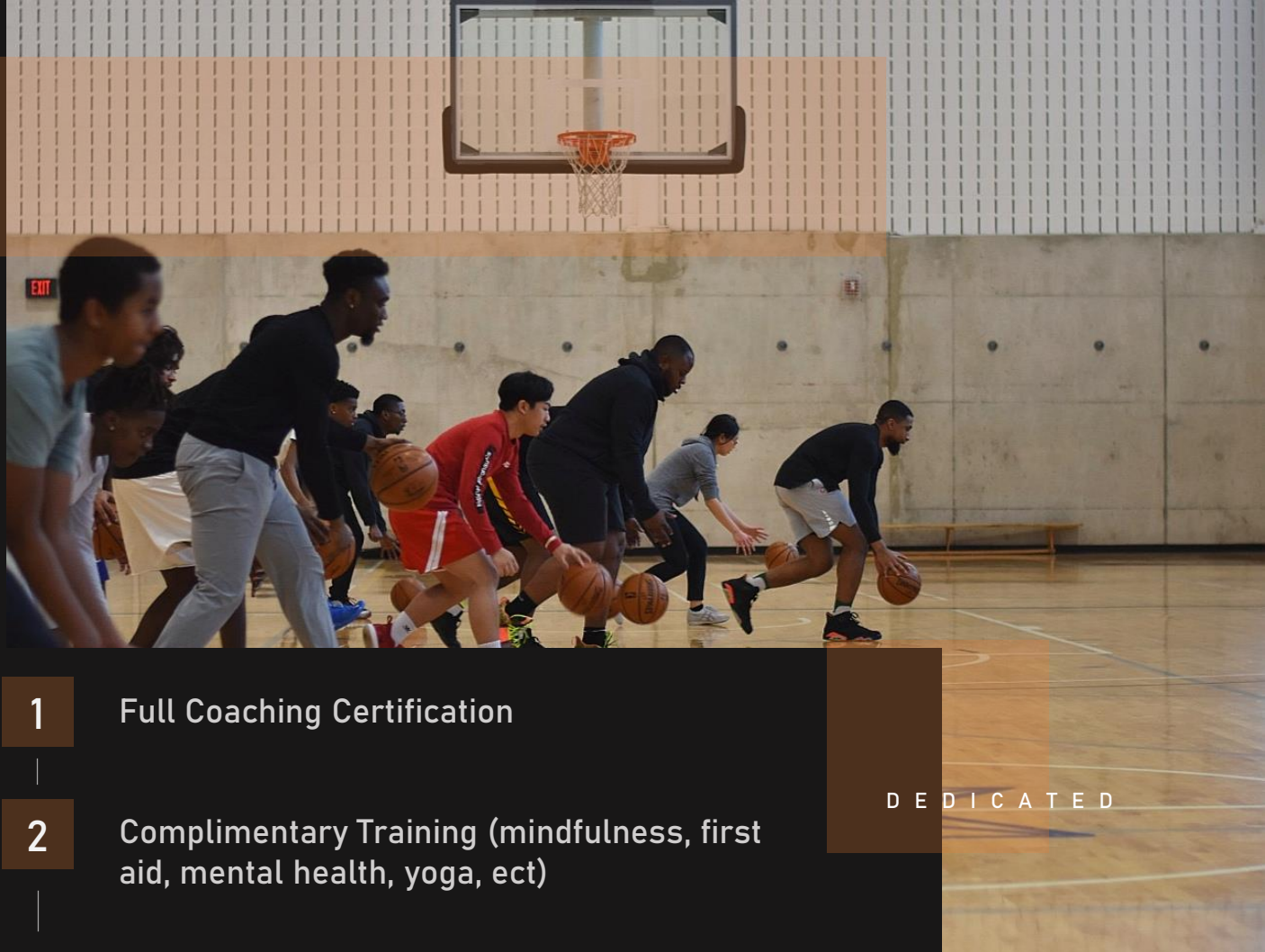
Our goal is to make She Got Game our strongest program.

8/11

COACHING DEVELOPMENT

Lay-Up coaches are the heart of our programming. Our coaches bring love for the game, youth and the communities we serve to the court every day.

EXPERTISE



WE OFFER:

- 1 Full Coaching Certification
- 2 Complimentary Training (mindfulness, first aid, mental health, yoga, ect)
- 3 Access to Unique Experiences (e.g. Raptors 905 Practice, NBA Coaching Clinics)
- 4 Graduation Model (former program participants move from volunteers to coaches)

DEDICATED

9/11

PLANS FOR GROWTH

Rebrand: Lay-Up will embody the idea of 'the culture of basketball'.

She Got Game: expansion of our girls-only program.

Tournament / League: offered for our school year and summer program.

Coach + Referee: training for Youth.

Player Assessment: the growth of all participants will be tracked and shared with them.



AHEAD

THE SUPPORT

City partners

THE RADCLIFFE
FOUNDATION

Service
Canada



Theresa and
Seth Merksy

Community partners

Bloomberg



RBC Future Launch

PEERAGE
CAPITAL



RIO CAN™

Theresa and
Seth Merksy

Dan Daviau &
Karine Krieger

Lis Wigmore &
Chris Guthrie

Jeff
Rosenthal
& Lori
Mathews

Corina
Reynolds

Program partners



Blakes

Bayshore Capital Inc.



Hatley



zapier



Mark &
Susan Davis

Roslyn
Houser &
Peter
Friedenthal

Joe and Alma
Daviou

Joan Gold

Chris Harris

THANK YOU
THANK YOU
THANK YOU

