



Back-to-Basics

Where Basketball Fundamentals, Fitness, Fun and Future Goals are the Core Foundation

Executive Summary

Welcome to ***Back-to-Basics!*** A healthy living, basketball and fitness, mentoring opportunity for Chicago inner-city and **Suburban male youth ages 8-19**. Back-to-Basics was established in 2006 by Basketball Coach and Personal Fitness Trainer Handy Johnson in response to staggering statistics and media reports of youth obesity and youth violence.

Additional reports and communications revealed a critical need for Back-to-Basics within communities, social service agencies, park districts, schools and after school programs where at-risk male youth would immediately benefit from the impact of becoming engaged in male-focused structured physical fitness challenges, basketball skills training and group activities that **prioritize team building, teamwork, pride, respect, responsibility, positive recognition, accountability and integrity**. There is a need for male youth to have something positive and fun to look forward to each day, where they can build good relationships with male mentors while improving their own personality and character traits.

Hence, Back-to Basics was founded. **We are a life-skills training, physical fitness/sports programs that provides an opportunity for growth in social wellness through basketball**. We are unique because we give male youth equal opportunity to embrace the notion of POSITIVE CHANGE through physical activity! This is not just another basketball program. **Our agenda gives us an opportunity to work one-on-one with each male youth and guide them towards improving their outlook on life, choosing healthy meal choices and preferring activities that create positive results and feedback.**

Mission

Our mission is very simple: Reach One to Teach One! We aim to teach manhood responsibilities and integrity utilizing sports as our vehicle to drive our mission through mentally and physically challenging sports related activities and events.

We are glad that you see value in our mission and would like to join you in your mission as we continue to make a difference in young men and change the cycle of complacency!

Target Market

- Inner-city male youth
- Suburban male youth
- Male ages 8-19

Program Outline

Consecutive 24-32 weeks

- Week 1 – Orientation
Program Review of Rules and Regulations
Assignment of Responsibilities
Fitness Evaluation
- Week 2 – Fitness Assessment
- Week 3 – Fitness Assessment
- Week 4 - Skill Evaluation
- Week 5 – Skill Evaluation
- Week 6 – Individual Skill Development
- Week 7 – Individual Skill Development
- Week 8 – Conditioning & Strength Training
- Week 9 – Conditioning & Strength Training
- Week 10 – Team Development/Rules & Regulations
- Week 11 – Team Development/Rules & Regulations
- Week 12 – Combined Skills, Strength and Team Activities
- Week 13 – Combined Skills, Strength and Team Activities
- Week 14 – Team Goals Determined
- Week 15 – Team Goals Determined
- Week 17 – Team Assignments & Development
- Week 18 – Team Assignments & Development
- Week 19 – Individual Skill Re-Assessment
- Week 20 – Individual Skill Re-Assessment
- Week 21 – Competitive Game Play
- Week 22 – Competitive Game Play
- Week 23 – Basketball I.Q. & Integrity Exam
- Week 24 – Basketball I.Q. & Integrity Exam

The ***Back-to-Basics*** program will continue through 32 weeks with repetition of competitive and comprehensive engagement of team activities, conditioning & strength training and in-service workshops. For more program information please contact Program Founder and Facilitator Handy Johnson at 708-935-1300. Make a difference and make the call today.

Program Facilitator

Handy Johnson
Founder and Facilitator
Back-to-Basics
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