



Summer Report

2020

A Reflection on our
Virtual Summer Program

Bigger Than Basketball

In March of 2020, when the world was being asked to stay at home to slow the spread of COVID-19, Lay-Up's school year programs were among the countless spaces for community and connection that were closed. During this time away from the court, our team and our board had a major question before us: what is the best contribution Lay-Up can make as we all navigate this pandemic?

In our research, we came across sources like the World Health Organization, Toronto Public Health and health agencies around the globe pointing to the heightened importance of physical activity in boosting the immune system, mental health/well-being and reducing stress and anxiety.

Over the weeks that followed, we came to the decision that we were going to offer a virtual summer program to meet that need in our community.

One of the benchmarks we saw was the recommendation from the World Health Organization of "150 minutes of moderate-intensity or 75 minutes of vigorous-intensity physical activity per week, or a combination of both." We realized that these recommendations can be achieved at home with minimal equipment and within limited space and we began to design our program around that.

The months that followed included a complete redesign of our program curriculum and coach training, as well as the assembly and delivery of over 300 Play-at-Home kits that would allow every kid registered to fully participate in the Lay-Up Virtual Summer Program.

From July 6th to August 28th, our Virtual Summer Program launched with full registration and ran two cohorts totalling over 377 participants.

Lay-Up believes that every kid needs a team and this core principle has taken on extra credence during the global pandemic. With the support of our dynamic board, partners and funders, through the efforts of a relentless staff team and incredible line-up of coaches, and with the children, youth and families in the Lay-Up community showing up with passion and commitment, we are proud to share the journey and impact of our first ever Virtual Summer Program.



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Virtual Summer Program Outline

Our Virtual Summer Program ran in two cohorts: July 6-31 and August 4-28. Both cohorts had full registration with over 150 participants in July and 227 in August, totalling 377 taking part in this program (305 unique participants).

Each week, participants had two days of interactive live basketball instruction, 2 days of at home challenges and one day of creative activities rooted in the culture of basketball.



The goals for our program included:

- Provide a minimum of 150 minutes of moderate-intensity physical activity per week through Lay-Up basketball programming;
- Provide off-court workshops with a focus on the culture of basketball and creative skills to foster positive youth development;
- Develop digital programming which provides social connection and mentorship for 305 unique participants (377 total in both sessions);
- Serve as a resource connector (e.g. technology access, food security) for all participants and families in need;
- Provide meaningful, high-quality content that embraces physical activity as an essential service;
- Provide each participant with a Lay-Up Play-at-Home kit with all of the equipment necessary to participate in digital programming.

Participants were divided into three age divisions to ensure developmentally appropriate activities from a physical, cognitive, and social-emotional standpoint. Girls-Only Program groups for the 10-11 and 12-14 year old divisions were necessary to maximize engagement and cultivate confidence.

6-9 Years Old
(Co-ed)

12-14 Years Old
(Co-ed)

10-11 Years Old
(Co-ed)

12-14 Years Old
(Girls Only)

10-11 Years Old
(Girls Only)



10-11 Years Old
Girls Only and Coed



6-9 Years Old
Coed



12-14 Years Old
Girls Only and Coed

Schedule

Each coaching unit was assigned 2-3 groups of 7-15 participants each.

Mondays and Fridays were skill development sessions delivered through Zoom.

Two days a week, participants were assigned home challenges by their coaches through Google Classroom.

The off-court workshops were scheduled once weekly, delivered through Zoom with partners that included MackHouse, UNITY, Active Scholars, Awaleh Images and The Score.

MONDAY

Live Skill Development
11am-12pm

Live Skill Development
1:30-2:30pm

Live Skill Development
3:30-4:30pm

TUESDAY

Challenge of the Day
11am-12pm

Follow-Up Calls & Check Ins
1:30-3:30pm

WEDNESDAY

Live Off-Court Session
11am-12pm

Live Off-Court Session
1:30-2:30pm

Live Off-Court Session
3:30-4:30pm

THURSDAY

Challenge of the Day
11am-12pm

Follow-Up Calls & Check Ins
1:30-3:30pm

FRIDAY

Live Skill Development
11am-12pm

Live Skill Development
1:30-2:30pm
Live Skill Development
3:30-4:30pm





Play-at- Home Kit

A total of 305 unique Lay-Up participants received Play-at-Home Kits that were personally assembled by Lay-Up staff and delivered to each participant's home. The items in the Home Kit allowed for variety in activities, as well as provided opportunity to load drills and adjust according to skill level and age. To ensure access to technology, 30 kits included laptops for families that required this support.

Each Play-at-Home Kit

included:

Lay-Up T-Shirt
Mini Rim and Ball
Basketball + Pump
Yoga Mat
Water Bottle
Tape
Gym Bag

Off-court

Colouring Marker Set
Pens
Sidewalk Chalk
Paint
Small Canvas
Journals
MackHouse Colouring Book
Playing Cards
Balloons
Jump Rope

Access

As our city navigates the pandemic, gaps in access and inequities have been highlighted. Among the issues that communities are experiencing more deeply is food security and access to technology. A central part of the efforts around our Virtual Summer Program was identifying needs within the Lay-Up community and connecting with partners that could provide the necessary supports.



Food Security

Lay-Up is grateful for the support and partnership of Second Harvest who helped Lay-Up respond to the food needs of our participants and families through its 'Feeding Our Future Family Wellness Kits'. This invaluable resource provided 250+ Lay-Up families with variety filled food kits with ingredients for healthy lunches, activities, gift cards and food education resources. Lay-Up also worked with FoodShare Toronto to provide delivery of 200 family produce kits to participants and families in Regent Park, Thorncliffe and Scarborough/Malvern.

Access to Technology:

In collaboration with Lets Get Together, Lay-Up was able to procure, set up and distribute 30 laptops from Renewed Computer Technology and TecData Engineers for participants in need of technology resources. All program participants were oriented in utilizing Zoom and Google Classroom to effectively engage in our programming.

Coach Training

With a newly designed program curriculum, a change from on-court to digital program delivery, the implementation of our customized Play-at-Home kits and the use of virtual platforms (Zoom + Google Classroom), we also had to modify how we train our coaches.



theScore



LAY-UP

Over the course of 10 days, our Basketball Operations Team with the support of guest facilitators (Peace Players + The Score) led our coaches in theoretical and practical training.

The theoretical training equipped coaches with the foundational knowledge to adapt to the inevitable situations that would arise in a first-time virtual basketball program. Best practices for online engagement, best practices for youth development, and how to load/unload drills were core elements of this portion.

The practical training consisted of coaching units delivering curriculum activities to their peers using the Play-at-Home Kits and virtual platforms. This active learning method provided coaches with a trial run of the virtual summer program, and helped identify knowledge gaps and foresee potential issues before launching.

How we transitioned using our values

- Inside Out Transformation
- Empower Mindset Change
 - Allow sites freedom and agency to own the process locally
 - Tried to be clear with internal/external messaging that things are different, we will get through it, pivoting not canceling
- Seeing People as People
 - Human Check-in Is everyone okay/Technology audit (seeing people as people)
 - Identify data/internet capabilities
 - Tried not to put pressure on delivery in the short-term
 - Address child protection/online safety
- Culture of Collaboration
 - Founding Teams
 - Cross-functional/cross-site leadership group that meets weekly
 - Created teams focused on core elements of our programming
 - Leadership Development/Peace Education
 - Basketball
 - Teambuilding

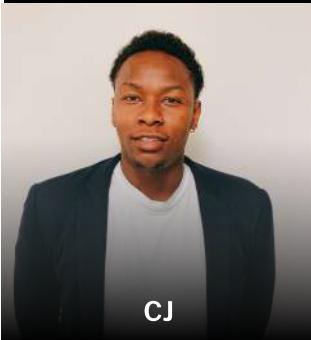

PEACEPLAYERS

Summer Coach Team



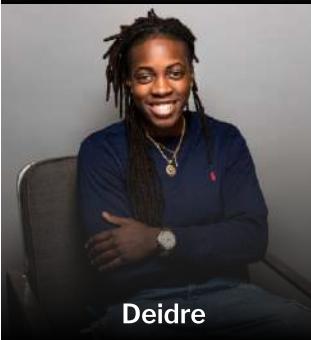
Alonna

"Inspiration, expansion, inclusion, and diversity: these words together form what has touched the hearts, minds and souls of the community as we conducted virtual programming to over 300+ participants in a short time frame. Huge shout-out to our partnerships and coaches for their dedication, reliability and teamwork in efforts."



CJ

"Lay-Up defines inclusion, equality, opportunity and family. The environment that Lay-Up consistently brings about positive growth for players, coaches and communities. Lay-Up is the safe space that encourages creativity and innovation for all."



Deidre

"Being a part of something so special, providing opportunities and being the change in many children's lives, will always be an experience to remember. 'Lead by example, step with courage and represent as a team."



Jade

"This summer program has been such a learning experience for me, as it was completely virtual. I was able to grow as a coach in this "new normal" of life. I will forever be grateful to Lay-up for allowing me to fulfill my passion for impacting kids' lives regardless of the world's current situation."

"As a coach, this summer camp surpassed all of my expectations. Seeing all of the smiles and the laughter from the players makes me remember why I started playing basketball and why I want to continue to coach this amazing sport!"



Chrissy

"Layup was great at adapting the program to the covid situation. I loved how they were able to provide each child with the proper equipment. Working with layup was fun and entertaining. It was very obvious that the children really enjoyed the program."



Cyanna

"Where you came from doesn't define where you can go. I'm glad I got to witness so many kids grow and have lots of fun within the process."



Fareed

"The last two months have gone by way too quickly - that's how much I loved this program."



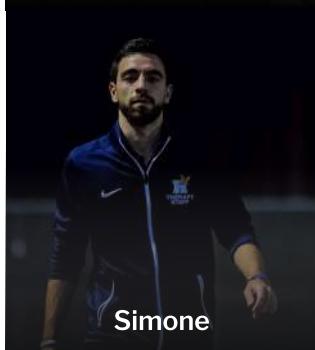
John

Summer Coach Team



Mahal

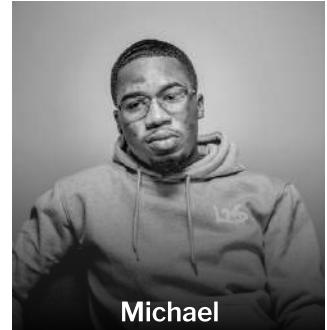
"This summer showed just how great of a team we have here at Lay-Up. I feel so proud that we created something that has never been done before and that it was a huge success. Along with seeing all our players smiles, I saw what adaptability & resilience looks like and it was awesome!"



Simone

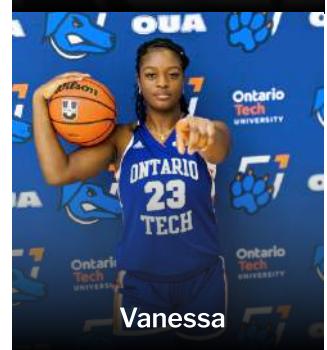
"There are very few certainties in life, but one of them is joining a Lay-up Youth Basketball camp and having a blast! This virtual camp gave everyone an opportunity to stay connected, active, have fun, laugh, inspire and be inspired during these unusual times. THANK YOU LAY-UP!"

"With everything that's been going on these last few months, we've made the best out of tough situation & delivered an amazing online camp. #LAYUP"



Michael

"Lay-Up's Virtual Summer Program has given me the opportunity to connect & grow with people in an unconventional and amazing way! This summer was all about " #MoreThanBasketball "



Vanessa

#layupfamily

Lay-Up Leadership Team



Marion Mendoza

Community Outreach
Manager

"Connecting to the Lay-Up community in a virtual setting was truly an experience! From the initial, "Hello, can you hear me?" in our Zoom orientations to hearing parents share how much the program meant to their kids and families through phone, text and email, the outpouring has been incredible! Lay-Up on 3, Family on 6! :)"



Micaella Riche

Basketball Operations
Manager

"In all my years in basketball, I've never witnessed the game positively impact so many lives. Lay-Up's virtual program broke barriers on systemic issues such as access to sports, technology, and food during a time when injustice had a global pandemic on its side."



Collins Amofah

Head Coach West

"This summer has been different, but great! The fact that we were still able to deliver a program that our participants love is truly amazing!"



Matthew Augustine

Head Coach East

"Watching all the players work hard, think outside the box, adapt, and most importantly continue to show up weekly to get better taught me that there are so many different ways to inspire youth with the sport of basketball, even if it is not done on an actual court."



Chris Penrose

Director of Programs and
Operations

"There are so many partners, funders and quiet champions that stood behind the vision of the Lay-Up team and provided the support we needed to make this happen. Building this program from the ground up and delivering it at this scale was ambitious, and it was the deep dedication of the Lay-Up community that created the space for over 300 kids from across Toronto to stay connected and growing through basketball."



Dan Hula

Executive Director

"The planning, preparation and execution of launching a virtual program was at times an onerous and exhausting effort, but there is simply nothing I can compare the end result to. Being able to see the programs in action and the impact it had on our kids is awe inspiring. Their response to the program inspires me every day."

Parent + Participant Impact

"Lay-Up is an awesome camp where I could be who I am and make friends."

Sakthi K.

participant (age 12)

"The Lay-Up virtual summer program helped me on other skills than basketball, like the arts."

Kamran R.

participant (age 12)

"Lay-Up youth basketball virtual summer program helped me do everyday things to become a better athlete."

Mac Kristan S.

participant (age 13)

"The Lay-Up summer program helped me work on the fundamentals of basketball."

Dakarai A.

participant (age 12)

"Lay Up showed me that you can learn so many things about basketball and fitness, not only on a court or in a gym, but off the court at home."

Jovon B.

participant (age 13)

"Thanks again for the support. I love all the items I took out of the box. I can't wait to start training!"

Gianni H.

participant (age 13)

"My family appreciation goes to the lay-up family for the provision for the kids."

Victor A.

parent

"You and the team are absolutely amazing! In less than a week, you managed to get my last minute registration sorted. It's so hot out there, but I could feel the persistence of you guys "to get the job done"! Thank you, thank you!! I really appreciate it!"

Michelle W.

parent



“Thanks for the opportunity. Happy you and the team were able to adapt to virtual to still make it happen this summer.”

Andre B.
parent

“I would like to thank the whole team and especially the coaches who have been working hard with all their dedication with my boys. You all have given us a wonderful summer and a great opportunity to have an active indoor living.”

“We received the big box from Lay-Up and we all are very grateful to the whole team, thanks a lot!”

Saba K.
parent

“We have well received Lay-Up Kit and our kids were delighted to see wonderful stuff in there :) We are looking forward to having an amazing time with the Lay-Up team.”

Naureen R.
parent

“Thank you for this opportunity my daughters received from Lay-up to join the virtual basketball camp and special thanks for the amazing package we received from Lay-Up.”

Nita G.
parent

“This quarantine has not been an easy one for my sweetheart and he is pushing through like a soldier without any peer to peer contact. However, Lay-Up has provided a fun atmosphere that boosted his spirit. Your hard work does not go unnoticed.”

Jessica O.
parent

“I just wanted to thank you and your team for your support, commitment, and dedication throughout this time of pandemic, you all did an amazing job. I also want to thank you for giving Natalie the opportunity to be part of your program.”

Sherrie Ann P.
parent

“Thank you so much for all of your efforts. Lay up camp was very well organized.”

Denise H.
parent

“All summer was about basketball. Started with laundry baskets to professional mini hoops thanks to lay up!”

Tata B.
parent



Impact

377

total registration

79%

overall completion rate

82%

10-11 GOP Completion rate

182

produce food kits provided to families

305

unique participants

31.5%

registered were girls

30

households provided with technology access

462

food kits provided to families

"Only 4.8% of children (ages 5-11) and 0.8% of youth (ages 12 – 17) were meeting 24-hour movement behaviour guidelines during COVID-19 restrictions, compared to the 15% prior to the pandemic." - Participation

AVERAGE ATTENDANCE

69% July

(avg daily 104/150)

65% August

(avg daily 148/227)

67% Overall

COMPLETION RATE

81% July

(avg daily 122/150)

77% August

(avg daily 174/227)

79% Overall

July

	Avg Attendance (65%)	Completion Rate (81%)	Total Registration (150)
6-9 coed	69%	75%	40 kids
10-11 coed	71%	83%	40 kids
10-11 GOP	67%	73%	15 kids
12-14 coed	74%	90%	40 kids
12-14 GOP	52%	53%	15 kids

August

48% 72 Participants from the first session chose to participate in the second session

	Avg Attendance (65%)	Completion Rate (78%)	Total Registration (227)
6-9 coed	66%	69%	59 kids
10-11 coed	73%	87%	60 kids
10-11 GOP	76%	90%	20 kids
12-14 coed	56%	68%	68 kids
12-14 GOP	68%	81%	21 kids

GOP Numbers

JULY

35% (51/150) were girls

AUGUST

30% (67/227) were girls

OVERALL

32% (119/377) were girls

6-9 yrs 24%

6-9 yrs 22%

10-11 yrs 39%

10-11 yrs 34%

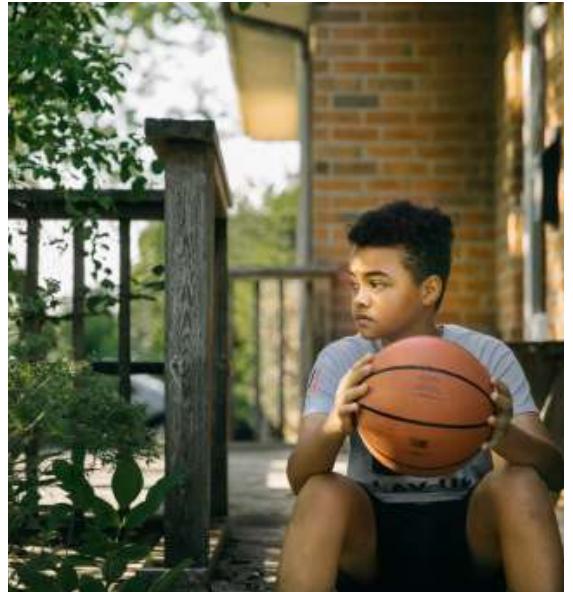
12-14 yrs 38%

12-14 yrs 30%

GOP: Girls Only Program*



Program Collage



Funders + Partners

Funders



Bloomberg



POINTNORTH



Bayshore Capital Inc.



Partners



EAST
ROOM



Thank You



- [layup_basketball](https://www.instagram.com/layup_basketball)
- [Lay-Up Youth Basketball](https://www.facebook.com/LayUpYouthBasketball)
- [@LayupBasketball](https://twitter.com/LayupBasketball)
- [Lay-Up Youth Basketball](https://www.linkedin.com/company/lay-up-youth-basketball/)
- basketball@layup.ca

