



A SAFE PLACE FOR GIRLS TO MAKE FRIENDS  
KEEP FIT AND HAVE FUN

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# 2019 IMPACT REPORT

THE SKY IS THE LIMIT

# Thank you!

From all of us at Lady Ballers Camp, we would like to send a huge thank you to all of our incredible donors and funders. Lady Ballers Camp would not be where we are today without your ongoing generosity. It is because of you and your bighearted contributions we have been able to reach more and more girls, touching their lives in so many positive ways!

**Thank you to our Board Members for their commitment and leadership**

*Joanna Williams*

*Abi Ajibolade*

*Annie Maik*

*Lisa Marie Yang*

*James Lawson*

*Hilda Oni*



# A message from our Founder and Executive Director

**Toyo Ajibolade**



Dear Friends,

2019 was a phenomenal year at Lady Ballers Camp (LBC). It was our biggest year to date. Our Summer Camp alone reached 121 girls! As the Raptors fever hit all across Canada, running especially hot in their hometown of Toronto, we saw an interest in our basketball programming spike. This surging demand also reflects the dire need for accessible sports and recreational programs in our most underserved communities.

I have always believed basketball can positively impact the lives of girls. Since starting in 2012, I have seen these transformations. Beyond the physical benefits of exercise, girls become more confident, develop higher self-esteem, have greater body positivity and are more socially connected. This positive sense of self and belonging is so vital for the children and youth we serve.

This past year our programs tapped into the enormous benefits sport can have on mental health. We showed the power of being able to focus, visualization, and self-discipline. Sport can teach valuable life skills about how to stay motivated when facing obstacles, work collaboratively on a team and setting goals and achieving them. These are skills that remain after stepping off the court and can be carried into day-to-day life. These skills go a long way, given the daily challenges and struggles vulnerable children and youth face.

As we continue to touch more and more lives each year, LBC has expanded into something much bigger than I had ever imagined. This has all been made possible because of our incredible supporters, donors, funders, volunteers and staff. I am grateful to all of you and know that together we can create communities that are more equitable, inclusive and healthier for all. The sky is the limit!

Thank you,

*Toyo Ajibolade*



# ABOUT US...

## OUR MISSION

Lady Ballers Camp is a not-for-profit charitable organization that develops girl-centred programs which encourage non-competitive physical, emotional, and educational development. In our commitment to social change our mandate is to create equitable access to recreational and sporting programs to all, regardless of their socioeconomic background. We are actively engaged in removing gender, social and economic barriers so that every girl can rise above stereotypes and reach their full potential.

We foster leadership qualities, encouraging girls and young women to advocate for themselves and their communities, to promote far-reaching positive change.

## OUR VISION

Where every girl is provided with an opportunity to grow and thrive, in a supportive environment where she is encouraged, mentored and inspired towards a brighter future with limitless possibilities.



## CORE VALUES

COLLABORATION  
TEAMWORK  
ACCESSIBILITY  
DIVERSITY

# STRATEGIC PRIORITIES



## GIRLS AND SPORTS

WE BREAK BARRIERS OF  
POVERTY, RACISM, ABILITY,  
GENDER STEREOTYPES  
AND SEXISM TO MAKE  
SPORTS ACCESSIBLE  
TO ALL

## YOUTH DEVELOPMENT

WE PROVIDE ENRICHING  
OPPORTUNITIES FOR SKILLS BUILDING  
AND EMPLOYMENT IN OUR HIGH  
PRIORITY COMMUNITIES

## GIRL SAFE SPACES

WE CREATE GIRL-SAFE  
SPACES AND PROGRAMS  
TO ENGAGE BOYS IN  
VIOLENCE PREVENTION  
AND HEALTHY  
RELATIONSHIPS



# SLEG

SPORTS LEADERSHIP &  
EMPOWERMENT FOR GIRLS



Our Sports Leadership Empowerment for Girls (SLEG) program reached new heights in 2019. Spanning the winter and spring, each week our girls were eager to get another session of jam-packed activities underway. The girls were taken to play at Biosteel, the official training site of the Toronto Raptors. It was truly a memorable moment, as was their chance to attend a Varsity game between Ryerson and Carleton, where they danced and cheered for their home team. Equipped with Learn to Train, Referee training and FUNdamentals training courses, our 26 SLEG graduates are now geared for future leadership roles. A number stepped into such positions for our 2019 Summer Camp.

## MORE THAN PLAYING BALL...

SLEG goes beyond basketball, providing learning opportunities to develop new skill sets and build positive self-beliefs.

This is where having positive role models make a world of difference. One such role model we were privileged to have was S. K. Ali, author of "Saints and Misfits". Her award-winning novel is about a Muslim teen who is tired of being stereotyped. The book touches on many experiences the girls we serve can relate to. Ali attended one of our book club sessions, and everyone made sure that their copy was signed!





## HEALTHY MINDS AND BODIES

A big part of SLEG is promoting healthy living. Our self-care workshops covered self-esteem, body positivity and taking care of body and mind. The girls were so excited to receive totes full of body and hair products for dark-skin, that were generously donated by Natural Canadian Girl. As a group activity we made jade bracelets, while discussing the importance of breaking the silence around mental health. The girls shared the many struggles and uncertainties they face growing up in today's world. We reminded them there is never a need to go it alone and that at LBC we are here to listen. We offer support whether it is counselling, helpful coping techniques or referral to other services.

## STRENGTHENING COMMUNITY

The girls discovered that the old saying, "it is better to give than receive" is true after all. We organized a food drive with longtime LBC supporter North York Harvest Food Bank. The girls did amazing work, collecting over 100 pounds of donated food, and sorting through over 1000 pounds of items. At LBC we know the powerful effect that community action and civic engagement can have on a growing concern like food insecurity in the GTA. For so many of the girls we serve, this issue hits so close to home, so it was empowering to get on board and take action. After all the hard work, the girls walked away feeling more connected to their community than ever.



# INTERNATIONAL WOMEN'S DAY CELEBRATION

In celebration of International Women's Day, Tangerine bank invited us to an all-inspiring event for the next generation of female leaders. The fun-filled day included basketball skills training, wellness sessions both in health and wealth, and powerful role-models. Leading this empowering event, was Tangerine's Executive Vice President, President and CEO Gillian Riley, who was joined by Olympian and Raptors 905 mentor coach, Tamara Tatham. Tatham is the first Canadian woman to coach in the NBA's official minor league basketball organization, G-League, and she also coaches the University of Toronto women's basketball team. The girls were overjoyed at the opportunity to get a training session with Tantham. An inspirational panel discussion kicked off workshops in healthy eating and nutrition, followed by financial literacy. The event took place at Maple Leaf Sports and Entertainment's (MLSE) Launchpad, a state-of-the-art complex designed to empower youth facing barriers through sports. With so much in common, our partnership with MLSE is a natural one!



Tangerine event at MLSE Launchpad in celebration of Int. Women's Day



Tangerine Financial Literacy workshop



Healthy Eating workshop



CONGRATULATIONS TO  
LBC FOUNDER TOYO AJIBOLADE



for being L'Oréal's Women of Worth 2019  
honouring extraordinary women who selflessly  
volunteer their time to serve their communities



# EMERGING LEADERS: RISE ABOVE AND BEYOND



Our Emerging Leaders Project provided a fantastic opportunity for racialized female youth from the wider Brampton area to discover their voices, develop leadership skills and become change-makers. With the support of Ryerson Leadership Lab we ran multi-session workshops throughout the summer to develop skills in critical thinking, confident speaking and creative writing. These sessions led up to an interactive talk show, generating a lively discussion on everyday issues affecting the lives of racialized young women, whether it be racism, sexism, body image, stereotypes or mental health. Beyond creating a platform to share experiences, the project provided the young leaders-in-training hands-on experience to produce a full project video.



# GIRLS S-STEAM

## SUMMER CAMP 2019

Our annual 6 weeks Summer Camp was a huge success. It was our biggest ever with 121 campers in total, serving a broad range of ages, with a Mini, Junior and Senior divisions. The name of this year's camp was a wordplay on 'girls esteem', Girls S-STEAM promoted 'Sports, Science, Technology, Engineering, Arts and Math'. Our campers were thrilled to make discoveries through experimentation. The girls' minds were blown through the wonders of STEM, as they learned about our galaxy, experimented with lava lamps, and tested their engineering skills with marshmallow towers! Our campers also discovered the power of books under our reading tent, and through our readathons. Learning the alphabet in sign language, and our spelling bees added a challenge to their literacy skills. Our summer camps are all about staying active and healthy. Campers not only worked on their basketball handling skills but mastered new moves in ballet, hip hop, jazz and acro. Friendships were made, even the feathered and furred kind!







Healthy Snacks



Slime Time!



Gardening



Spelling Bee



Bird



Playing Ball



Experiments!

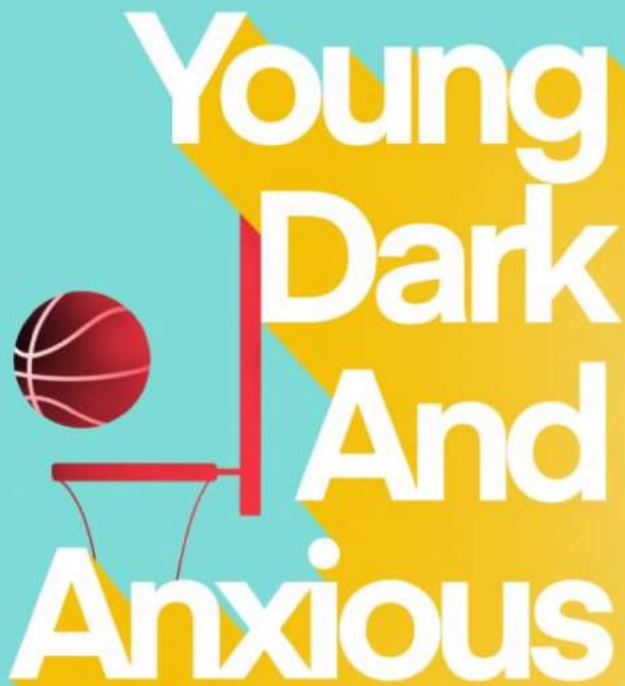


Self-defense



Chillin' Chinchillas!





# Young Dark And Anxious

Many of us know the benefits of exercise on our mental health. It is a natural mood booster, it increases both self-esteem and confidence, and it gets you socializing in fun and positive ways. However, not many of us realize the amazing powers of Sports Psychology. It is a form of mental coaching that equips athletes to improve performance and increase motivation.

## PROMOTING BOTH PHYSICAL AND MENTAL HEALTH LITERACY

Last Fall, with the help of mental health professionals, our Young Dark and Anxious program drove home the fundamentals of Sports Psychology.

Over 12 weeks, our participants developed strategies that can be used both on and off the court. They learned new ways and techniques to deal with day to day challenges and pressures commonly experienced as Black teen girls. Finding ways to engage youth in mental health discussions is challenging. Using basketball as a platform to start this conversation helped a lot.

We also used music, spoken word, yoga and dance to create a safe and supportive space. They left equipped with practical coping skills and tools, including visualization, positive self-talk, concentrated refocusing, and breathing muscle relaxation exercises. Also, like most sports, basketball teaches many valuable life skills, such as time management, handling pressure, leadership and teamwork. All important takeaways that can be applied to education, work and everyday life. A basketball metaphor we often use when applying oneself is 'rebound'. We encourage girls to take a shot, and if the ball does not make it in, what matters is to get the rebound, refocus and try again.



# YOUNG DARK & ANXIOUS TESTIMONIALS

"Undoubtedly, participating in the sessions has been of significant impact on my daily life. It really taught me how to channel my inner thoughts that may sometimes be negative into something positive. For example, when playing basketball, if I lose, I usually get upset or sad but after partaking in the exercises, I learned to change the way I think as my thoughts reflect my actions and behaviour. I learned to use that anger to fuel me to want to do better and to be than my situation." - Divine

"I have learned how to deal with stress, especially since I am in high school, and school work tends to be tedious and stressful. Learning how to do diaphragmatic breathing has been one of the best things ever. Also, being taught how my body posture reflects the type of energy I bring into a space. I learned to walk with my head up high and back straight, with great posture as it would boost my confidence, and it has indeed." - Freda



Opening up & sharing



CBT sessions with Tobi



Raptors game!



Applying skills on court



# UNLEARN AND LEARN

## HELPING YOUTH ADDRESS PORNOGRAPHY, SEXUAL ASSAULT, SEXUAL HARASSMENT & THE ROLE THAT THE INTERNET PLAYS

Figuring out love, relationships and sexuality has always been challenging as a teen. Add the internet and social media to the mix, and it gets even trickier. It is easy to get lost and hurt in what can be a dangerous minefield. After the amazing success of our 2018 Unlearn and Learn pilot, we were excited to rerun the multi-session program last Fall. Throughout the 5 session workshops, a sexual educator, lawyers and Peel police engaged our group of female and male youth in a safe and interactive learning space. We cross-examined toxic masculinity, female objectification and unrealistic body ideals, while provided tools to navigate sexting, online porn, cyber-safety and cyber-bullying.



# INNOVATE FOR CHANGE: BUILDING CAPACITY OF BLACK YOUTH

At the end of 2019, we launched *Innovate For Change*, a new program designed to instil confidence in Black youth to aim high when pursuing educational and career goals. The initiative sets out to promote STEM, a field with very little Black representation, particularly Black females. Our interactive workshops were inspiring and motivated our participants to broaden their horizons. We provided hands-on experience in coding, chemistry, engineering and Computer-Aided Design. Taking support one step further, our workshop providing guidance for college and university applications was very well received. The group was thrilled to attend a Varsity Basketball game at Ryerson Mattamy Athletic Centre. Given that it is a year-long initiative, we have a lot more in store for 2020, so stay tuned!



Coding workshop



Varsity game



Chemistry workshop



Help with college & university applications



# CIVIC ACTION

Lady Ballers Camp believes that there is no better way to build stronger and healthier communities than when we work together collectively. We all have a role to play, and when we all take action, anything is achievable. Instilling this mind-set in today's youth is investing in everyone's tomorrow.

## 2019 LBC HIGHLIGHTS

### MARCH

Coordinated a food drive with North York Harvest Food Bank, collecting over 100 pounds of donated food and sorting through over 1000 pounds.

### AUGUST

Organized a 'Neighbourhood Clean-up' with summer campers removing litter from local streets and parks.



## SEPTEMBER

Participated on a community panel at *Civic Action Forum 2019*, as members of Young Brampton Coalition. Hosted by Vision Brampton and 20 other youth-led organizations, the youth-led forum on civic innovation and leadership, was also Brampton's first Federal Election debate of 2019.

## OCTOBER

Attended Crossroads International's *8th Annual Day of the Girl Breakfast* to help empower girls to protect themselves from threats of violence, stand up for their human rights, become leaders in their community, and transform themselves from victims of violence into voices for change.

## LBC'S PROFESSIONAL MEMBERSHIPS:

- Member of Young Brampton Coalition 2019.
- Board Member of OCASI - Ontario Council of Agencies Serving Immigrant, fulfilling role of Regional Director of Central West of Ontario (Peel & Halton).



Catholic Children's Aid Society of Toronto recently donated two of their transit vans to LBC. Their generosity makes our programs even more accessible. Many participants live in areas lacking in transit connectivity and often where there are high rates of crime, posing safety risks when taking transit in the evenings. Now with our vans, we can ensure our participants commute safely, while also helping to significantly reduce costs related to hiring multi-passenger vehicles or paying for Uber rides.

# PROGRAMS IMPACT

2018 - 2019



**121 CAMPERS**

attended summer camp 2019



**22 YOUTH**

offered summer paid-employment



**6 CAMPERS**

special needs accommodated



**26 FEMALE YOUTH**

graduated from SLEG



**12 MALE YOUTH**

participated in Unlearn and Learn



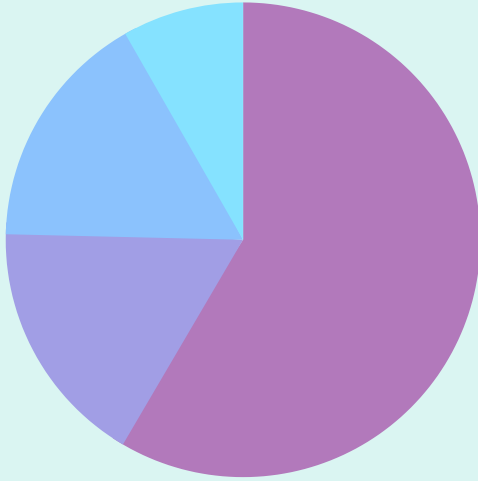
**20 FEMALE YOUTH**

participated in Young, Dark and Anxious



# FINANCIAL REPORT

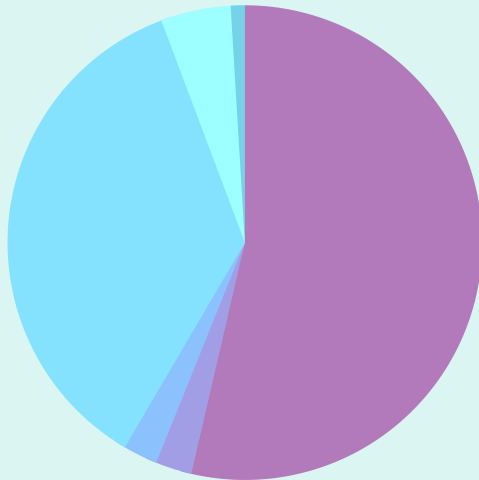
JAN 01 2018 - DEC 31 2019



## REVENUE

- Government Grant
- Corporate Contribution
- Grants & Donations
- Other Income

TOTAL REVENUE **\$183,672**



## EXPENSES

- Salaries & Benefits (Youth Employment Program - Camp Counsellors)
- Professional Fees
- Admin & General Expenses
- Program Expenses
- Fundraising Expenses
- Amortization

TOTAL EXPENSES **\$165,181**

*A special thank you to our wonderful supporters:*

Canada Helps

Canadian Heritage

Canadian Tire Jumpstart

Canadian Women's Foundation

Catherine May

Catherine Riggall

Catholic Children's Aid Society of Toronto

Centennial college

City of Brampton

Dr. Jennica Platt

Excellence in Literacy Foundation

Fluid Exchange

Folak Foods

Girls Action Foundation

Jennifer Lukas

L'Oréal Paris Canada

MLSE Foundation

Natale, May, Finley Family

Natalie Roach

Natural Canadian Girl

Nirvana Wellness Centre

North York Harvest Food Bank

Ontario Basketball

Peel District School Board - Summer Employment Program

Service Canada - Canada Summer Job Program

Stachen Frederick

STEMHub Foundation

Support Black Charities

Tangerine Forward Banking

Toronto District School Board

Toronto Foundation Vital Youth

Victor Goebel

Vision Brampton

YMCA Youth Employment Mississauga







a safe place for girls to make friends  
keep fit and have fun