



IMPACT REPORT 2023

PAVING A PATH FORWARD

MESSAGE FROM THE FOUNDER AND EXECUTIVE DIRECTOR



Dear friends,

The past few years have been tough as they come. But through it all, we responded to every challenge as an opportunity. I have seen so much innovation, resilience, bravery and leadership from our team, girls, partners and community. As the needs of our young people continue to evolve, we are evolving with them.

Moving forward, to ensure that we best respond to new and emerging needs, we created a blueprint for the future, completing a five-year Strategic Plan. Our team is confident that we will meet the goals outlined in the plan, given that we continued to surpass all of our expectations in the first decade of our work. It truly amazes me how much we have grown, and now, as we step into our second decade, I am really looking forward to what comes next. I have never been more proud to be the founding leader of this amazing organization. I am reinvigorated to see what the future will bring!

A handwritten signature in black ink that reads "Toyo Ajibolade" with a small heart symbol at the end of the signature.

LBC Founder and Executive Director

LAND ACKNOWLEDGEMENT

We acknowledge the land we are meeting on is the traditional territory of many nations, including the Anishinabek, the Haudenosaunee, the Ojibway/Chippewa and the Huron-Wendat peoples and is now home to many diverse First Nations, Inuit, and Metis peoples. We acknowledge that Toronto is covered by Treaty 14 with the Mississaugas of the Credit. Lady Ballers Camp stands in solidarity with Indigenous women, girls, and 2SLGBTQ+ folx affected by the crisis of Missing and Murdered Indigenous Women and Girls in Canada.



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

Lady Ballers Camp envisions a socially just world 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 - INCLUSION - OPPORTUNITY - RESILIENCY

STRATEGIC PLAN

In early 2023, Lady Ballers Camp completed its first Strategic Plan, ambitiously setting bold goals for the next five years. Our plan charts a roadmap to where we hope to take the organization over the coming years, steered by priorities driven to remove barriers so Black youth can thrive. Read our Strategic Plan 2023 - 2027 by accessing it on our website.

PRIORITIES

Sports

Bringing basketball to everyone by making it inclusive, accessible and barrier-free.

Wellness

Providing culturally responsive mental health supports that positively impact young Black lives.

Sustainability

Moving our mission and vision forward and to greater heights.

Education & Employment

Dismantling barriers and providing pathways to education and employment.



CHANGING THE GAME

TOMORROW LEADERS

Our team at Lady Ballers Camp knows the positive influence sports coaches can have on young lives. Our **Coaches-in-Training** program is developing the skill sets for future Black female coaches and referees, who will serve as inspirational role models for our younger girls by challenging racial and gender stereotypes and encouraging greater female participation in the male-dominated basketball world. It's time to change the landscape!



Who are coaches in Ontario?



Ontario Coaching Report Card 2022, Coaches Association of Ontario

BEING OUR BEST ON AND OFF THE COURT

STORIES THAT INSPIRE



LBC Book Club supports our young women develop a passion for reading by immersing them in novels where they can see themselves reflected. Our club members read *Ace of Spades* by award-winning and international bestselling **Faridah Àbíké-Íyímídé**. After completing the captivating novel, our inspired readers wrote their very own sequel stories. These two talented young women were awarded for their writing, receiving copies personally signed by the author!

HEALTHY INSIDE OUT

It is no secret that there is a growing gap in mental health support for children and youth. Our in-house registered nurse, **Nurse Tic-Tac**, helps to bridge that gap by providing professional support and services to our children and youth. Her warmth and caring personality make our young people feel safe to open up and connect, ensuring that they get the help they need, whether it's providing counselling to a teen experiencing depression or teaching the importance of sleep hygiene during her self-care workshops.



Last Easter, our team decided to forgo chocolate eggs and instead give out food boxes as more households experience food insecurity. Curated by Nurse Tic-Tac, each box contained healthy and nutritious food items carefully selected to boost mental health, much needed after the long cold winter months.



SUMMER CAMP 2023

At LBC, we know how to make the most of the summer holidays. Going to LBC camp over the summer is also one of the best ways to meet new friends. The relationships formed, and the sense of community created is what makes camp so special. Last year, our campers spent their days playing basketball, learning new dance moves, embracing their artistic talents and cooling off at the local splash pad. Standout moments include getting close to some furry, feathered and scaly friends from Pawsitively and having an adventurous, fun-filled day exploring the Toronto Zoo. We're all looking forward to camp this summer!



97% of campers reported an increased sense of **community belonging**

153
girls enjoyed **free camp over 8 weeks**



INSPIRATIONAL YOUTH LEADERS

Beyond providing unforgettable lifelong memories for our young campers, our camps offer valuable opportunities for older youth trying to get their foot in the door. Finding your first job can be very challenging when you don't have any experience, and many find themselves stuck in a cycle of needing a job to get a job. Our camps provide **pathways to employment and volunteering** where they can be the best versions of themselves and in leadership roles that our young campers can look up to and aspire to be like someday.

27 employed as **Camp Counsellors**

11 recruited as **Camp Volunteers**



"I honestly love working with kids and making them feel at their best and making an impact on them. I went to summer camp every year as a young girl, and there's always that one counsellor you'll remember - I wanted to be that for them."

Gem, Camp Counsellor

"Through dance, drama, and musical theatre games, I hoped to instill in the campers self-confidence while encouraging them to take risks and challenge themselves to step out of their comfort zone. The campers taught me just as I taught them. I learned the importance of always having a plan and most importantly to be patient"

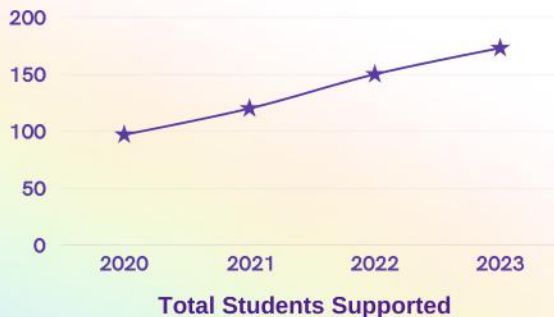
Maya, Camp Counsellor

INVESTING IN A BRIGHTER FUTURE

YOUTH LEARNING HUB

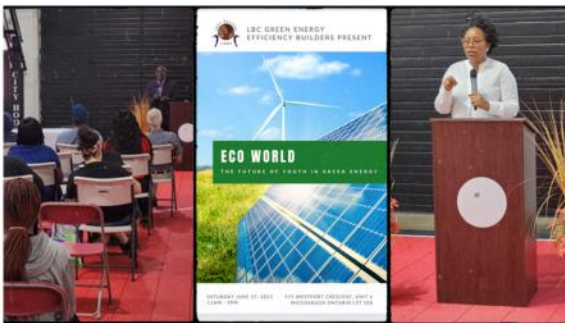
It was a year of growth, learning, and big achievements for our *Homework Help and Academic Tutoring* program. Our educational support program continues to experience increased demand year after year. Over the course of the year, a phenomenal **173 students** received support. Whether virtual or in-person, our tutors are dedicated to meeting every student's needs and helping them shine. Seeing the program's positive impact on our students' academic performance, confidence, and self-esteem has been very rewarding.

Our **Youth Learning Hub** provides access to high-speed internet, computers, printers, and stationery supplies, ensuring our young learners have all the support they need to excel in school.



PRE-APPRENTICESHIP PROGRAM

LBC Green Energy Efficiency Builders (GEEB) is a pre-apprenticeship program that creates pathways to well-paying skilled trades careers in the renewable energy sector for our youth while making the industry more gender and racially diverse. Specializing in wind turbine and solar energy, we focus on building a more inclusive, equitable, and prosperous future for all as we transition into a greener, cleaner, low-carbon world. Our team was elated to celebrate the graduating class of 2023, who are now, with their hands-on practical experience, confidently stepping out to pursue further studies and employment. Our next cohort is eagerly awaiting intake this summer. A major highlight of the past year was hosting a conference, *ECO WORLD: The Future of Youth in Green Energy*. Hosted by a series of Black guest speakers who are leaders in the green energy sector, the event provided a great opportunity to learn, network and promote GEEB.



2023 GEEB GRADUATES



- SECURED ELECTRICIAN APPRENTICES
- PURSUED ENGINEERING-RELATED UNIVERSITY STUDIES
- STARTED ELECTRICAL-RELATED COLLEGE STUDIES
- GAINED UNRELATED EMPLOYMENT

COMMUNITY COLLABORATIONS

Community connects us to something bigger than ourselves. The power we generate together enables us to **collectively** affect change in ways that we couldn't as individuals.

BLOCK PARTY

Last summer, **Taibu Community Health Centre** invited us to a Community Block Party to celebrate their 15th anniversary. The fun-filled day included delicious food, live performances, and a basketball tournament!



WELLNESS WORKSHOP

All Day Fit and **Adidas** hosted our team for **Give and Grow**, a basketball-themed wellness workshop, inspiring our young women that they have the capacity to achieve and lead both on and off the court. We started the day out with an epic full-body workout led by highly motivating personal trainers Jacq and Cherise, followed by a creative workshop, providing valuable lessons about challenging ourselves and looking inward at our personal growth and how we can positively impact local communities.





BE THE CHANGE FAIR

Last summer, we partnered with **Tinu Ark of Mercy** for a community collaborative event, *Be The Change Fair*. It was a lively day for the whole community to get together, filled with fun activities, including a bbq, face painting, music, drumming and dance.

ACTIVE LISTENING PARTY

LBC's mental health promotion program, *Young, Dark and Anxious*, had the amazing opportunity to collaborate with **Create X Connect Club**. Founded by multi-talented **ToBi**, an internationally acclaimed artist, multi-Juno award winner, and youth mental health worker, the 10-week audio production program empowers at-risk youth by exploring their creativity and discovering their writing, recording and mixing potential. Both programs joined forces to host an *Active Listening Party* to celebrate the graduating class and unveil our youth mental wellness workbook, *Gameplan*. We were thrilled to have the Member of the Provincial Parliament for Brampton West, Amarjot Sandhu, celebrate alongside us. We were also honoured to have longtime LBC supporter and Member of Parliament for Brampton West, Kamal Khara, send a certificate.



LADY BALLERS CAMP

STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS FOR THE YEAR ENDED DECEMBER 31, 2023

REVENUES	2023	2022
FOUNDATION & SPECIAL GRANTS	\$413,447.49	-
PRIVATE GIVING (INDIVIDUALS & CORPORATE)	119,839.59	\$ 226,351
PUBLIC SECTOR REVENUES	124,258.00	394,923
AMORTIZATION OF DEFERRED CAPITAL ASSET CONTRIBUTIONS	1,250.00	1,250
OTHER	1,913.00	5,219
	<u>\$ 660,708.08</u>	<u>\$ 627,743</u>
EXPENSES		
PROGRAM EXPENSES:		
SALARIES AND WAGES	\$ 256,555	\$ 308,526
PROGRAMS	147,684	188,278
TRAVEL AND VEHICLE	49,384	41,319
OCCUPANCY AND VENUE RENTALS	93,203	93,412
FUNDRAISING	38,800	30,446
PROFESSIONAL FEES	32,271	31,990
ADMINISTRATION AND GENERAL	13,910	16,048
AMORTIZATION OF CAPITAL ASSETS	1,250	1,250
	<u>\$ 633,057</u>	<u>\$ 711,279</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	27,651	(83,536)
NET ASSETS, BEGINNING OF YEAR	<u>86,032</u>	<u>169,568</u>
NET ASSETS, END OF YEAR	<u>\$ 113,683</u>	<u>\$ 86,032</u>

FINANCIAL REPORT JAN 01 - DEC 31 2023



TOTAL REVENUE \$660,708.08

REVENUE

- FOUNDATION & SPECIAL GRANTS - 62.6%
- PRIVATE GIVING (INDIVIDUALS & CORPORATE) - 18.1%
- PUBLIC SECTOR REVENUES - 18.8%
- AMORTIZATION OF DEFERRED CAPITAL ASSET CONTRIBUTIONS - 0.2%
- OTHER - 0.3%



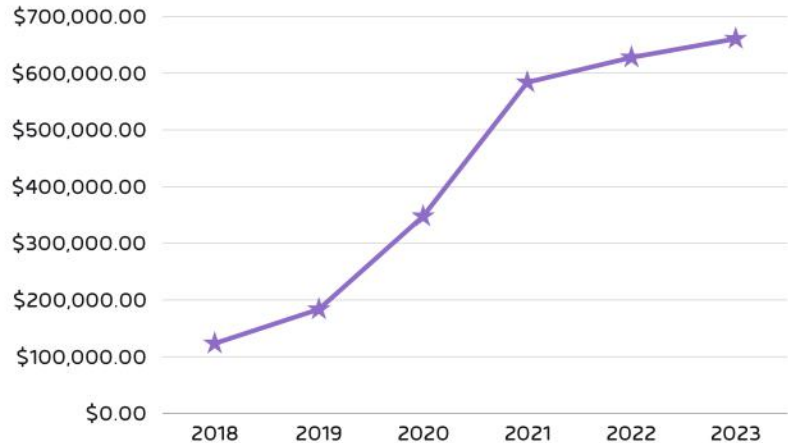
TOTAL EXPENSES \$711,279.00

EXPENSES

- SALARIES & BENEFITS - 40.5%
- PROGRAM EXPENSES - 23.3%
- TRAVEL AND VEHICLE - 7.8%
- OCCUPANCY - 14.7%
- FUNDRAISING - 6.1%
- PROFESSIONAL FEES - 5.1%
- ADMINISTRATION & GENERAL - 2.2%
- AMORTIZATION OF CAPITAL ASSETS - 0.2%

REVENUE OVER THE YEARS

YEAR OVER YEAR
GROWTH



THANK YOU!

Lady Ballers Camp (LBC) is made possible by the generous support from all of our incredible donors, funders, and community supporters. Year after year, your tremendous support, kindness, and generosity allow us as an organization to grow and open more doors to an entire world of possibilities for our children and youth. We couldn't do it without you!



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

Joanna Williams
Abi Ajibolade
Esinnah Ebube
Lisa Marie Yang
Annie Maik
Nogie Eghobamien
Oyin Kehinde-Okitika
Maeve Kern

THE POWER OF PARTNERSHIPS



Toronto Foundation's inclusive and power-shifting approach to charitable giving and grant-giving brings real change for equity-seeking groups at a grassroots level. Driven to create a more fair and just society where everyone can thrive, the foundation's locally focused efforts are steered by their data-rich annual *Vital Signs Reports*. Over the past year, their *Funds for Gender Equality*

has been pivotal in getting our pre-apprenticeship program, *LBC Green Energy Efficiency Builders*, off the ground. Beyond this grant, they always think of the girls and young women we serve through the generosity of the many family funds associated with the foundation. Thank you, Toronto Foundation, for making this happen!



Tangerine Bank continues to be one of LBC's most incredible supporters, and we are privileged to be an official community partner of **Tangerine Project Forward**. Their commitment to our mission helps us reach our goals and have a deeper impact in our community by sponsoring our March break and summer camps and our homework help and tutoring program while generously providing Christmas dinners, Raptors jerseys, and more. As the official bank of the Toronto Raptors, the WNBA, and the NBA, they also offer our girls amazing opportunities, such as training with Canadian Olympian Kia Nurse and sharing the court with the Raptors!



MLSE Foundation is driven to provide equitable access to sport and opportunity on the playing field that leads to success and opportunity off the playing field. With such values, it is no wonder LBC has such a strong relationship with MLSE. Their Community Action Grant enabled us to bring the *Young, Dark, and Anxious* program to an astounding 127 young women last year, nurturing their physical and mental wellness on and off the court.

Racialized girls continue to be underrepresented in sports. According to *Jumpstart State of Play Youth Report 2024*, beyond sports being too expensive, another leading reason why racialized girls are not playing sports is that they don't feel like they are good enough. Racialized girls (15%) have the highest proportion of youth expressing these sentiments compared to white girls (9%), racialized boys (9%) and white boys (9%). Like LBC, **Canadian Tire Jumpstart** believes that ALL children should experience the transformational benefits of sport and play. Together with Jumpstart, we're taking action to make sport more inclusive. Over the past year, our longtime supporter helped us deliver our hugely popular DUNK Like a Girl, bringing quality basketball programming to

girls from financially in-need households. Thanks Jumpstart, we couldn't do it without you!

"It was such an amazing experience for my daughter. I can never afford to put any of my children in sports activities. It's been a real blessing. They picked her up and dropped her off for each session, provided meals, and even gave her with training shoes!"

I've noticed a real positive change in her too. Waking up for school in the mornings are no longer as much of a struggle and she just has a better attitude overall."

Mother of DLAG participant



THANK YOU TO OUR GENEROUS AND SUPPORTIVE COMMUNITY

- ABI AJIBOLADE
- AKINWOLE JAMES
- ALASTAIR SAMELS
- ALBERTUS KOETT
- ANDREW AND LYNN TORRES
- ANN ROSE
- BLACK & INDIGENOUS FUTURES FUND
MATCHING PROGRAM
- CARLOS BARRIENTOS
- CATHERINE MAY
- CHRIS HOLT
- CHRISTINA LE
- CHRISTINA HARBAK
- COOKSMART
- COURTNEY WALD
- CUSTOM-EMBROID & PROMOS
- DANIEL GORODETSKY
- DAVID KNIGHT
- DYLAN SHARP
- ELEVEN 64 CONSULTING INC.
- EVA LETAT
- FREDERICK CHAGNON
- GEOFFREY & MARY SCOTT
- MEMORIAL FUND
- IYESHA SESAY
- JENNICA PLATT
- JOSEPH VANDERHELM
- JULIAN FAID
- KOURTNEY GRANT
- LAUREN MILLS
- LISA FARLOW
- LUCY DELUCA
- NEW AGE PHYSIO
- NICOLE DANESI
- PEREIRA REAL ESTATE CORP.
- POOJA PATEL
- ROBYN SELVAM
- SARAH MATTIELLO
- SHE'S4SPORTS MEDIA INC.
- THE ANDREW & LYNN TORRES FDN.
- THE CLAYTON GYOTOKU FUND
- THE EKATA FOUNDATION
- THE FOOD QUOTIENT INC.
- THE KEVIN BURKE FAMILY FDN.
- THE SJN DISCRETIONARY FUND
- THE WINDLEDGE FOUNDATION
- THE WOOD HART FUND
- TOFI AJIBOLADE
- TOYO AJIBOLADE
- TYANNA MUMBY
- VICTOR GOEBEL
- VR MOVING INC.
- WAGE GRANT - GENDER EQUALITY
- WILLIAM & MARY SINGER FAMILY FDN.









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

**www.ladyballerscamp.org
647-236 - 8696**

