

thank you!

We express deepest gratitude to all of our kind donors and funders, and passionate volunteers and staff. Because of you and your generosity you make a difference to so many girls' lives. Together we can make quality sports programming accessible to all!

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

Joanna Williams

Annie Maik

Tobi Ajibolade

Akilah Taggar

Preeya Gera

James Lawson



A message from our Founder and Program Director

Toyo Ajibolade



TOYO AJIBOLADE

Dear Friends,

Thank you for your amazing support! Because of your generosity and commitment, Lady Ballers Camp (LBC) continues to reach more girls, helping them grow more healthy, confident and empowered. Over the past five years we have been able to touch the lives of over 600 girls. This is truly remarkable and well beyond the expectations I had when we first started out. Each year as we grow, our impact gets stronger than ever, as we continue to expand our exciting programming, with LoveKeeping It Real, DUNK Like a Girl, March break camp, Summer Camp, Sports Leadership & Empowerment for Girls (SLEG), and Young Dragons: Pathways to the Future.

A lot has happened over the past year. As Summer Camp 2017 came to a close, the application for 2018 YWCA Toronto Women and Young Woman of Distinction award opened. My nominator, Joanna Williams, LBC President of the Board of Directors set out to work thinking that I was deserving of the award. Then earlier this year, unexpectedly I was recipient of this prestigious award. The experience has been unforgettable and from this recognition a spotlight has shone on LBC and opened doors. A huge thank you YWCA Toronto for providing me this amazing opportunity, and a heartfelt thank you to Joanna for having such belief in me.

The final part of a 2-year grant from MLSE Foundation was used to run a SLEG Lite in the Fall. A big thank you MLSE Foundation for making this happen. Having the opportunity to run a lite version proved to us and many others the potential of SLEG and its real impact on girls' lives for their futures. We had applied for a government grant with the intention to have a 3-year SLEG program, though regrettably we were unsuccessful in securing it.

However, the upside to this story is the commitment Ontario Basketball showed by believing in us and in SLEG itself. They threw their weight behind us agreeing to be our organizational mentor. Thank you, Ontario Basketball, for having such faith in us and all that we do at LBC. A big shout out to Jason Jansson Executive Director; Katrina Krawec Coordinator, Business and Communications; and Marlon Piedrahita Coordinator, Community Development.

This year's Summer Camp program has been amazing with over 87 campers involved! The response during enrollment was overwhelmingly high with so many interested. Despite our readiness to push our capacity limits, unfortunately we still were not able to accommodate everyone due to the lack of resources. But our capacity to sustainably grow has been phenomenal; each year we grow strength to strength. Given the increased demand in the number of campers we bumped up our camp counsellors to 21 from the previous year's of 8! There were a number of exciting additions to Summer Camp 2018. Flip through the following pages to find out about these inspiring programs.

To all of our volunteers, supporters and donors, thank you for your kindness. This Impact Report is for all of you, it is so important for you to know the positive changes only made possible because of your generosity. Finally, a huge thank you to Dr. Jennica Platt, and Victor Goebel who we welcome to our Lady Ballers Camp family and Circle of Support.

Thank you everyone!

Toyo Ajibolade

Who are we?

OUR GOAL IS:
**FRIENDS. FIT.
FUN.**

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

Inclusion
Opportunity
Resiliency

Lady Ballers Camp Programs

LOVE: KEEPING IT REAL

This one-day event reminds girls that Valentine's Day is not just about romantic love. It is bigger than that. In conjunction with Girls Action Foundation National Day of Action, Love: Keeping it Real is about self-love, empowerment and celebrating girls and young women making positive impacts in their communities. The one-day workshop involves coming together and sharing through open dialogue, creative activities and storytelling, to explore and unpack the challenges and barriers that girls encounter on a daily basis, and how society limits their real potential. Issues such as the hypersexualization of females, and how the sexual objectification of tweens have become the norm in pop culture. The mass media's bombardment of unrealistic body imaging, and stereotypical portrayals that define beauty. The learning is transformative. We educate girls how to recognise the different forms of abuse and how to respond whether you are directly experiencing it or are a bystander. LBC is passionate about girls being informed, so they are empowered, and better equipped to navigate the world and all of its complexities.



PICTURED ABOVE: PHOTOS FROM DUNK LIKE A GIRL PROGRAM

DUNK LIKE A GIRL

In commemoration of International Women's Day on March 8th, Dunk Like a Girl (DLAG) began as a one-day event in 2013, for girls to come together in activism, transformative learning and to play basketball. It has now turned into an annual weeklong program during March Break. DLAG is for girls to unite as change agents by challenging racism, sexism, gender-based violence and gender stereotyping, particularly within the sports sector. The program is basketball-based and incorporates a variety of activities which promote healthy and active lifestyles, including physical fitness, healthy eating and having a positive body image. Like many sports, a lot can be learnt from basketball, valuable lessons that can then be applied in their daily lives, whether it be on a personal, academic or future career level. We use basketball to teach girls essential life skills like how to work collaboratively on a team and support one another, how to set long and short goals and actively work towards them, and even just how to win or lose graciously. We stress the importance of a 'rebound', encouraging girls to shoot the ball, and if the ball does not make it in, what matters is to go and get that rebound, refocus and try again. It has become LBC's perfect metaphor to applying oneself to life. DLAG is about playing ball, making friends and having experiences that transform the way a girl sees herself, not to mention also going to see the Toronto Raptors play live! What could be a better way to spend March break.



PICTURED ABOVE: SLEG LITE

PICTURED BELOW: YOUNG DRAGONS



SPORTS LEADERSHIP AND EMPOWERMENT FOR GIRLS LITE

Last fall we were excited to launch Sports Leadership and Empowerment for Girls (SLEG) Lite. This pilot was a condensed 6-week version of our highly anticipated SLEG coming into full effect this fall. SLEG is a basketball-based program that focuses on encouraging healthy active lifestyles, developing professional skill-sets which are transferable to both on-and-off the courts, and cultivating girls' leadership in sports. Highlights from our Lite program include having the expertise of a professional coach from Ontario Basketball hone the girls' practical basketball skills, and our High School Girls Career Symposium, which provided a great learning opportunity about what it takes to be a coach, sports therapist, sports nutritionist, amongst other sports-related professions. Beyond promoting sports participation to girls, SLEG also motivates and prepares them to take on future leadership roles. Research indicates that by the age of 13, girls start dropping out of sports at twice the rate of boys. This disengagement starts at the age of 7, when young girls become more self-conscious, and lose confidence, eventually resulting in them giving up sports because of poor self-esteem, negative body image, peer pressure and lack of encouragement. We know that having safe spaces for girls and more females represented in leadership positions, such as coaches or trainers, particularly in male-dominated sports such as basketball, makes a world of difference. We have high expectations of SLEG's potential to break the many barriers girls face in sport. We saw the remarkable transformation our SLEG Lite participants experienced in just 6 weeks of programming. Our goal is for SLEG to be part of a core-programming, as, beyond the curriculum's direct benefits, the program's model design is with LBC's sustainability in mind. The intention is to retain SLEG graduates, and as LBC's core team grows, so too can we expand our programming and increase our capacity in providing free camp and sports and recreational programming to more girls throughout the entire year

90% OF SLEG LITE PARTICIPANTS REPORTED INCREASED POSITIVE BODY IMAGE

YOUNG DRAGONS: PATHWAYS TO THE FUTURE

Women are still underrepresented in Sciences, Technology, Engineering and Math (STEM) fields. A big part of this problem is the lack of exposure to prospective STEM careers for girls. Stereotypes and there only being a few female role models further discourage girls, particularly for those racialized. In our commitment to change this, LBC aims to firstly, inspire girls to develop an interest, and then secondly, encourage those who are interested, to follow their hearts to pursue careers. Our Young Dragons: Pathways to the Future did just this. As part of Girls Action Foundation's National Career Day, our one-day initiative set out to inspire our future STEM leaders. Helping them discover the limitless possibilities when pursuing studies in STEM, we had university undergraduates and graduates guest speakers including a Biology graduate, Aerospace Engineering student and a Pharmacist. Throughout the day the girls' imaginations were captured as they discovered techniques to study most effectively and how to apply themselves academically to achieve their professional dreams.

100% OF YOUNG DRAGONS FELT MORE CONFIDENT APPLYING THEMSELVES IN THEIR STUDIES



SUMMER CAMP

Our most popular program, Summer Camp, embodies what LBC stands for, Friends, Fit and Fun! This year's six week Summer Camp had 3 divisions, Minis for 5-8 year olds, Juniors for 9-12 year olds, and Seniors for 13-17 year olds. Also available were the Leaders-in-Training and Counselors-in-Training programs for the 13-17 year olds to cultivate leadership skills. The program's curriculum was loaded with such a variety of exciting activities, with each camp leader bringing their specialist area of expertise. Campers participated in basketball training sessions daily, doing drills, learning new skills and techniques, and applying them in team basketball games. The progress of the campers' skills over the duration of the camp was phenomenal. Campers also worked up a sweat learning a variety of dance styles, including salsa, dancehall, Afrofusion, bhangra, ballet, Chinese ribbon dance and hip-hop. They then set to task choreographing dance routines and singing in talent shows. We also had special guests come in, one teaching the campers Afro-Zumba and another who provided East African drumming workshops. Inevitably all these high-energy activities worked up the girls' appetites, so how better to refuel than by savouring international delights as the campers got to travel the world with their taste buds. Our camp chef gave campers cooking lessons in all these foods that were not only delicious but healthy and nutritional too! By the end of Summer Camp, campers were able to compile these new recipes in their cookbooks to take home.

Campers got creative with a variety of art and craft, some of the activities included puppet making, tie-dying, kaleidoscope making, clay sculpting, face painting, bracelet making, origami and watercolour painting. Our campers had the opportunity to discover the benefits of enjoying the outdoors, campers went on nature hikes and learnt about the importance of environmental stewardship. Special guest, Sam the Bird Man, also echoed this message as he shared his birds of prey with campers. We also had another special guest come in to promote STEM to our campers, by undertaking a river study to analyse under the microscope various lifeforms. To encourage leadership in our girl campers, we included activities such as honing public speaking skills, and a "Shark Tank" competition to learn how to pitch ideas creatively. We all witnessed the remarkable personal growth campers experienced throughout the weeks. There was also a guest sex educator to facilitate a session for girls aged 12 and up, informing them about all the kinds of changes they will come to expect as they grow into young women. We also discussed the importance of self-confidence and self-care, hosting a variety of activities including yoga classes, meditation, and spa days, where the campers learned how to make their natural face masks. It is hardly surprising that each year on the last day of camp, tears are shed as the girls bid farewells to their newly made friends and inspirational camp leaders. Every girl should have the chance to make such life-long cherished memories.



NEW TO SUMMER CAMP: **READING TENT**

This year we introduced the LBC Reading Tent to promote literacy. When the summer holidays arrive it is sometimes hard to keep up a reading routine. Studies show that socio-economic disparities in cognitive skills and learning tend to widen during this longest stretch of non-school time. To prevent the loss of academic gains that too often happens during summer break, we put the fun back into reading by getting engaged in literacy skills activities. This included making time for both group reading and individual reading, and fun spelling games. Weekly trips to were taken to our local library branch in Brampton, South Fletcher, for the entire 6 weeks of camp, and by the end campers had read a total of 300 books! It proved to be such enriching addition to our camp so sure to be a keeper, especially that our campers are at-risk for learning loss, given that they are from marginalised communities and low-income households.



SUMMER CAMP SPOTLIGHT: UNLEARN AND LEARN

Join us on Fridays for this workshop

UNLEARN AND LEARN

A FIVE WEEK WORKSHOP

FROM 10AM - 2PM AT 444 STEELES AVENUE WEST, BRAMPTON, ONTARIO L6Y 0T1

Workshop 01	Mapping Out Healthy Sexuality	Friday, July 13
Workshop 02	Surfing and Social Networking Safety	Friday, July 20
Workshop 03	Consent: No Means No	Friday, July 27
Workshop 04	Sexual Harassment	Friday, August 10
Workshop 05	Sexual Assault and Violence	Friday, August 10

Organized by Lady Ballers Camp | Contact us at (416) 644-8646 or ladyballerscamp@gmail.com

As part of Summer Camp's Leadership-In-Training we incorporated Unlearn and Learn, a multi session workshop led by variety of experts on discussions on consent, sexual assault, sexual harassment and pornography, and the role that the internet and social media plays. We invited boys from the community to engage as participants and join this critical conversation. It was a great learning opportunity for all, and so needed in this era of #MeToo and #TimesUp. It is through opportunities such as these where boys can positively contribute as change agents and take a stand against toxic masculinity that is harmful to not only girls, but to themselves as boys. Thank you to Brilliance Mastery's Brittany Datchko creatively capturing the sessions with her cool illustrations, and to all the amazing facilitators who shared their expertise, BK from Fluid Exchange; lawyers Samara Seter and Will Goldbloom; and Peel Police constables Abbie Frape and Jen Horner.

LADY BALLERS CAMP PRESENTS UNLEARN & LEARN Part One

B.K. CHAN: SEX & EMOTIONAL LITERACY INSTRUCTOR

THINK OF A TIME IN YOUR LIFE THAT TOOK COURAGE.

LET'S TALK ABOUT PERIODS

CRUSHES

ANY MORE QUESTIONS??

TEENHEALTHSOURCE (416) 961-3208

LADY BALLERS CAMP PRESENTS UNLEARN & LEARN Part 2

IDENTIFYING VULNERABILITIES IN YOUTH...

HUMAN TRAFFICKING IS HAPPENING IN PEEL REGION.

THE GROOMING PHASE

PROSTITUTION IS LEGAL BUT EVERYTHING AROUND IT IS ILLEGAL.

PROSTITUTION

KEEP A LOOK OUT!

CONSENT

SOCIAL MEDIA

WE'RE HERE TO HELP CREATE A SAFER COMMUNITY TOGETHER: (905) 453-5311

LADY BALLERS CAMP PRESENTS UNLEARN & LEARN Part 3

LAWYERS CRIMINALS JUDGES

PORNOGRAPHY

GENDER IS FLUID

CONSENT

CHILD PORNOGRAPHY

LEGAL

UNLEARN & LEARN



Unlearn and Learn
A five week workshop

LADY BALLERS: SENIORS JUNIORS LEADERS!!!

THANK YOU TO OUR LEADERS!!!

WEEK BY WEEK

SENIORS

JUNIORS

LEADERS!!!

“ There is a critical need for programs that provide safe spaces for girls to develop confidence, increase self-esteem, and cultivate leadership skills, programs such as LBC. ”



THE NEED FOR FREE SPORTS-BASED PROGRAMS FOR GIRLS

Very often the value of encouraging girls to participate in sports is underestimated. Beyond the obvious health benefits, it can help with all the body-image insecurities that girls' face and can be empowering, giving them a greater sense of control over their bodies. Also, sports-based programs keep girls engaged in positive activities, and this is particularly important for those from marginalized communities. Many of our campers come from households living below the poverty line, either residing in government subsidized housing or the shelter system. Whether a girl is living independently in a youth shelter or living in a shelter with her family because of poverty, homelessness or domestic violence, spending the entire summer in a shelter can be rough. Most want to spend as little time as possible in the shelter given the lack of privacy and not much to do. Poverty severely limits access to sporting and recreational programs, often to those who need it most. Many of our campers are from low-income households with sole parents working 2-3 survival jobs, so unavoidably children and youth are left unsupervised. It is well understood that after-school hours and school holidays are closely associated with increased juvenile crime and victimization, including sexual violence, sexual coercion and sex trafficking. A Statistics Canada report from 2017, found that Peel has the highest rate of sex trafficking per capita than any other region in Canada, and often victims are high school girls. There is a critical need for programs that provide safe spaces for girls to develop confidence, increase self-esteem, and cultivate leadership skills, programs such as LBC. The ever-increasing demand for our programming serves as a constant reminder of this need.

Testimonials

Read what they have to say about us!

"I know that when I fail at something like not scoring in basketball, I can play 'rebound' and try over and over again."

SLEG participant, age 14

"To me camp means a place where we can go and have fun, away from home where I am spending all my time on the computer."

Camper, age 11


"This Summer Camp we had 1 camper with autism and was non-verbal, and another camper with a neurodevelopmental intellectual disability. Our Inclusive policy benefits everyone, not only these campers with special needs who get the opportunity to socialize and learn new skills in a fun and engaging atmosphere, but also for staff and other campers, as the experience broadens their perspective about diverse needs and different abilities."

Summer Camp Program Supervisor

"Camp is for coming together, having fun and enjoying the summer. And even though you do not have friends, you are going to find friends here!"

Camper, age 7





"..And even though you do not have friends, you are going to find friends here."

Programs Impact

2017-2018

87
GIRLS



**ATTENDED
SUMMER CAMP
2018**



25 GIRLS
participated in *SLEG Lite*

2 GIRLS
with special needs
attended summer camp



4 SHELTERS
targetted for LBC involvement

22 GIRLS
participated in *Young Dragons*



12 BOYS
engaged in *Unlearn and Learn*

20 GIRLS
participated in *DUNK Like a Girl March Break*



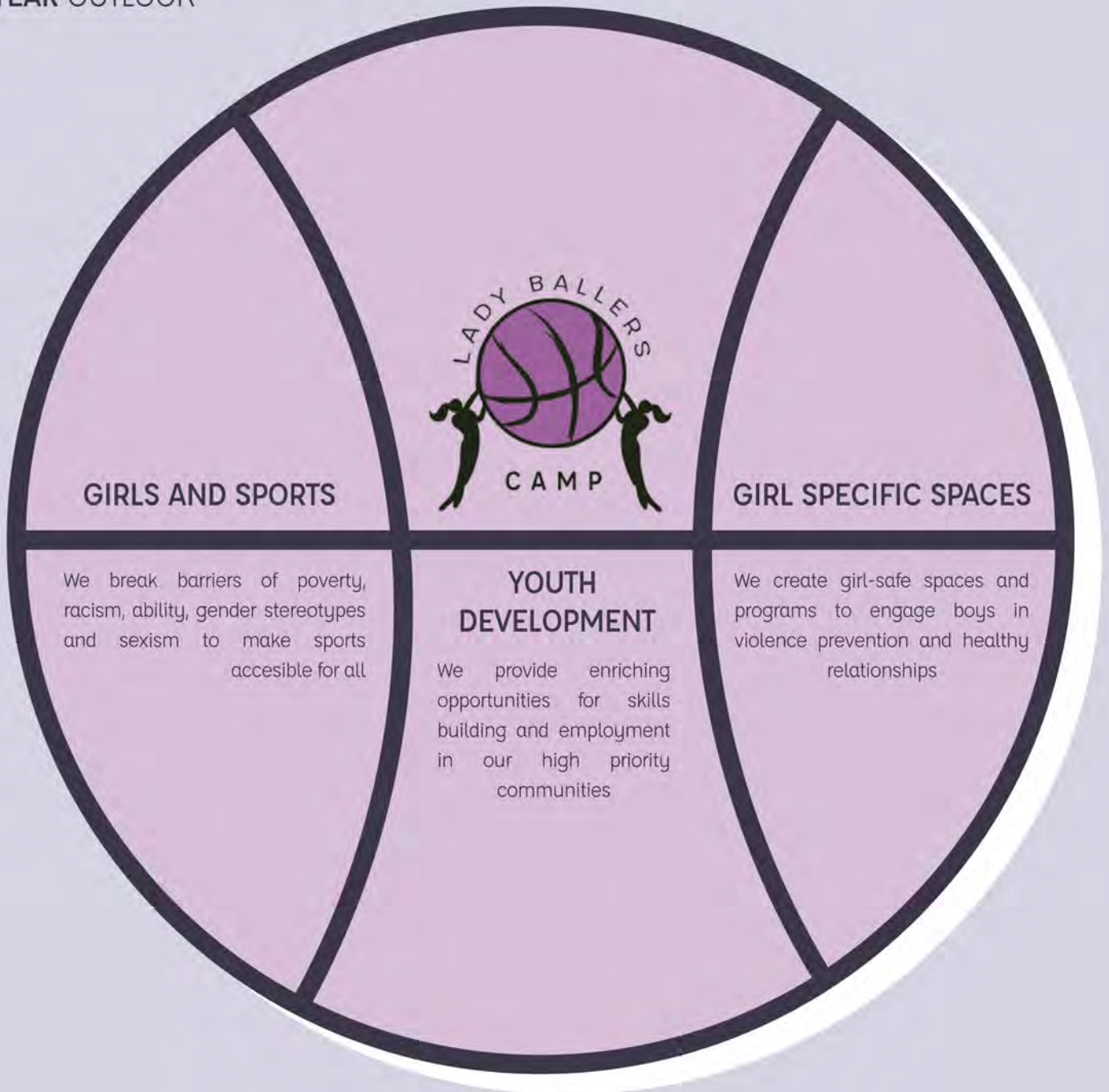
21 YOUTH
offered summer paid employment

300 BOOKS
read at Summer Camp's *Reading Tent*



Strategic Priorities

5 YEAR OUTLOOK



FINANCIAL REPORT

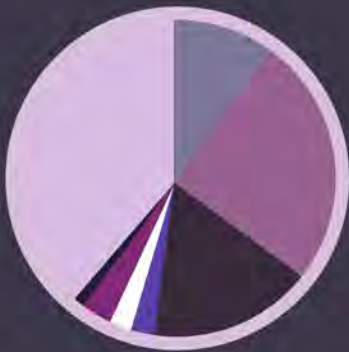
SEPTEMBER 01 2017 - AUGUST 31 2018

Total Expenses \$126,049.70



- Transportation for Program Participants (12.8%)
- Program Supplies: Sports Equip, Arts & Crafts, other material needs etc (12.5%)
- Salaries for Youth Counsellors for Summer Camp (53.8%)
- Program Activities incl. Ext. Facilitators Fees & Honorariums + Counsellor Police Checks (2.2%)
- Program Apparels and Printing (3.8%)
- Meal Program (6.2%)
- Administrative Costs incl. Website, Mail Box, Grants, Accounting Fees, Insurance etc. (71%)
- Volunteer Program (1.6%)

Total Revenue \$123,351.88



- City of Brampton (10.1%)
- Service Canada - Canada Summer Job Grant (25.1%)
- YWCA Youth Employment Program (17%)
- YWCA Young Women of Distinction Award (24%)
- North York Harvest Food Bank - In-Kind Food Contributions (24%)
- Ontario Basketball - In-Kind Sporting Equipment Contributions (3.2%)
- LBC Friends & Circle of Support Donations (38.5%)
- Girls Action Foundation (1.2%)

Donors

A special **thank you** to our wonderful donors:

Brampton Flower City

Dr. Jennica Platt

Victor Goebel

MLSE Foundation

Service Canada - Canada Summer Job program

YMCA Youth Employment - Mississauga

YWCA Toronto

Folak Foods

Ontario Basketball Association

North York Harvest Food Bank

Girls Action Foundation





lady ballers camp

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