



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

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# 2020 IMPACT REPORT REIMAGINE



# Thank you!

From all of us at Lady Ballers Camp (LBC), we would like to send a huge thank you to all of our incredible donors and funders. LBC would not have pulled through these difficult times if not for your immeasurable kindness. Because of you and your bighearted contributions, we have been able to expand our reach and touch so many lives in 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,

2020 was a year we will never forget as we witnessed the pandemic suddenly change all of our lives and the world as we knew it. Never before has there been such a level of urgency to advance Lady Ballers Camp's mission and focus on our young people's physical, mental and emotional well-being. These times have also tested our resiliency as a charitable organization and our ability to adapt while reimagining new delivery models, new programs and new ways to reach underserved children and youth.

We would not have been able to withstand the constant pressures and challenges if it were not for the outpouring of kindness from all of our incredible donors, funders, volunteers and community supporters. Your big hearts made everything we achieved last year possible. For this reason, I would like to start this report with a huge THANK YOU to Tangerine Bank, Toronto Foundation, MLSE Foundation, Canadian Tire Jumpstart, United Way of Greater Toronto, Bell Let's Talk, Catholic Children's Aid Society of Toronto, Ontario Basketball, federal and municipal levels of government and our many donors in the community. Because of your collective belief in our mission and vision, we are not just surviving but thriving, providing support when it is needed the most to those most in need.

Thank you,

*Toyo Ajibolade*

# LADY BALLERS CAMP



## 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



EMPOWERMENT



ACCESSIBILITY



DIVERSITY





THANK YOU UNITED WAY GREATER TORONTO!

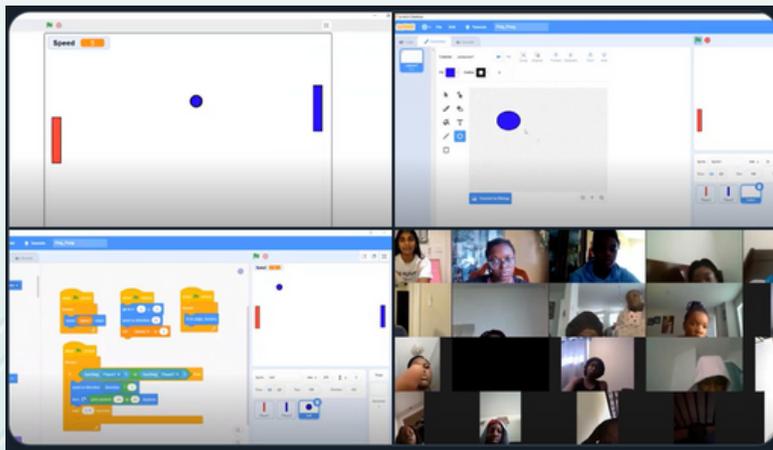


20 LAPTOPS WERE PROVIDED TO YOUTH IN-NEED THROUGH THE LOCAL LOVE EMERGENCY FUND



# INNOVATE FOR CHANGE: BUILDING CAPACITY OF BLACK YOUTH

COVID-19 is making growing up even harder for teens, and it is having a disproportionately heavy toll on Black youth. Inequalities that existed before the coronavirus has intensified- youth unemployment losses, the digital divide, disruptions to education, poverty and the decline of mental health and overall well-being. As the pandemic started upending life as we knew it, our Innovate for Change helped our youth envision a more promising future. Our program inspired young minds and opened their eyes to new possibilities. Workshops in coding, App design, chemistry and engineering, laid new pathways to explore in STEM, a field with very little Black representation. Paid internships helped develop new skill-sets, along with basketball coaching certificates and financial literacy. Our participants gained practical, real-life tools to help cope with daily-life stressors and keep safe on the internet and in relationships. Our LBC team also supported our more senior youth with their college and/or university applications. We wrapped up our 15-month long program with the launch of APP RISE!, an app designed to call out anti-Black racism.



Online Coding Workshop



LBC Exec Dir. Toyo Ajibolade awarding Divine Igbinoba, a \$3,000 bursary to go towards her nursing studies at Ryerson University.

# INNOVATE FOR CHANGE

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## IMPACT

**42**  
INNOVATE FOR  
CHANGE GRADUATES



0101  
1001  
0110

**29**  
CODING WORKSHOP  
PARTICIPANTS

**32**  
DIGITAL DEVICES  
DONATED TO YOUTH



**05**  
COLLEGE-UNIVERSITY  
APPLICATIONS SUBMITTED

**37**  
PAID-INTERNSHIPS  
FOR YOUTH



**18**  
BASKETBALL  
COACHING CERTIFICATES

# COVID-19 IMPACT ON BLACK CHILDREN & YOUTH

COVID-19  
+  
ANTI-BLACK RACISM  
=  
DOUBLE PANDEMIC

In May and June 2020, during the rise of the **Black Lives Matter** movement sparked by the death of George Floyd, Kids Help Phone received double the number of usual crisis calls related to racism. Lady Ballers Camp also received an influx of children and youth reaching out for support. This led to us starting '**Dial a Counsellor.**'

In 2020, anti-Black hate crimes in Toronto spiked **230%** from the previous year, and there was a notable increase in June, the month after Floyd's murder (Toronto Police Hate Crime Unit). As troubling as these statistics are, they only represent the number of hate crimes reported to the police. Under-reporting continues to be a problem. In fact, hate crimes are the most under-reported crimes.

At LBC, we know how hate crimes harm not just the victim but the entire Black community, intensifying our collective sense of isolation, distress and vulnerability. Before the world's spotlight turned on anti-Black racism, as part of our Innovate for Change program, we were in the process of developing an app that promotes taking action against this hate crime. We were so excited to launch APP RISE!. We look forward to further development on our digital tool that empowers victims, bystanders and allies by providing the right resources to act. All of us must no longer be silent or look away.





# YOUNG DARK AND ANXIOUS

When the coronavirus outbreak struck, Young, Dark and Anxious, a program promoting physical and mental health literacy, could not have come at a more critical time. When in-person sessions suddenly came to a halt as lockdowns came into effect, our basketball-based curriculum had to pivot online. We kept our girls engaged and energized in new exciting ways, including online danceathons and fun workout challenges with weekly prizes. The super motivating Fitness and Nutrition Instructor Coach Jacq, showed how to work up a sweat at home without exercise equipment, such as using a sack of flour for strength training! While, our insightful Youth Mental Health Counsellor, Tobi, helped our participants process many of the all-consuming and heavy emotions they were experiencing in the face of COVID-19 and the global reckoning with anti-Black racism.





# LBC BOXIFY SUMMER CAMP

Every year as summer break approaches, a growing crowd eagerly awaits our hugely popular Lady Ballers Summer Camp. However, last year was exceptional. We started getting flooded with inquiries about whether camp would still be going ahead in spring. Hearing the level of anguish and desperation, we knew we had to devise a way where we could safely bring some joy into their lives during what was looking to be a bleak and gloomy summer. As our team put heads together, we came up with LBC Boxify Summer Camp. We would bring camp right to their doors and into their homes! Over eight weeks, our mobile team delivered a box of materials to each of our campers' homes weekly, providing all the materials needed for our jam-packed virtual program.



Organizing and packing weekly boxes for one hundred and five campers over two months was a lot of work, but our team powered through and did a phenomenal job! Our campers had a fantastic time doing STEM experiments, painting birdhouses, munching on healthy snacks they made themselves, practiced cool dance moves, chilled out with yoga and found a great way to escape from all their worries in a good book. And since our camp is not complete without a game of basketball, our campers even got the chance to shoot some hoops on the over-the-door basketball hoop they each received. When the stricter lockdown restrictions loosened, our campers were thrilled to play ball in-person, albeit socially distanced and masked. LBC Boxify Camp surpassed all of our expectations, turning out to be a fantastic success. Putting in the extra effort to make it happen was sure worth seeing everyone's smiles!





# ONLINE TUTORING AND HOMEWORK HELP

At LBC, we believe that our children and youth's education is key to advancing the Black community, as we encourage them to dream big and aim high. When classes suddenly shifted online last spring, school became a major source of stress for our children and youth who already face so many barriers to equitable access to education. As the disruptions persisted, the pressure to keep up was mounting.

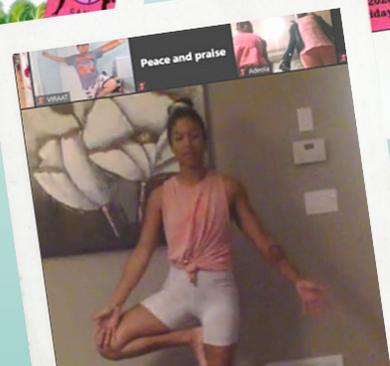
Then when summer break came to a close and the new school year was set to start, the learning losses rose alongside anxiety levels. Our team knew we had to do something with the number of students falling behind, further widening racial disparities. In response, we started, Back to School with LBC - Pathways to Learning. Our online tutoring and homework program supports primary to high school students in core subjects and also provides much-needed weekly mental-wellness check-ins. It has been a lifeline for so many during this exceptionally challenging time. Parents and caregivers have been so grateful for LBC stepping up at a time when juggling their children's education with work commitments, the household and financial hardships have been such a struggle.





# MIND OVER MATTER

As the pandemic dragged on through the colder and darker days of fall and winter, every week, our girls looked forward to Friday evening's Mind Over Matter. Over 12 weeks, spirits were uplifted in healthy ways to "escape reality" and cope through these difficult times. Our program provided a virtual space to connect, mingle and just have fun, whether it was to recharge at an Afrobeat dance party, paint at a spooky Halloween night, songwright with award-winning rapper TOBi, laugh during a movie night, relax with yoga, or bake tasty treats!





# EXTENDING OUR REACH

In celebration of International Women's Day, LBC was excited to partner with Vision Brampton, Peel Gems and Climate ChangeHERS to host a Speed Mentoring event for young women at Brampton City Hall.

It was a special evening featuring some of Brampton's most inspiring women in a lively discussion over a delicious dinner and dessert to push forward to a future where there is gender equality.



COVID-19 has made access to menstrual products more difficult than ever before for so many girls and young women. Even before the outbreak, 1 in 3 under the age of 25 in Canada struggled to afford essential feminine hygiene products. In partnership with Twelve Donations, LBC distributed hundreds of menstrual products over the summer, providing financial relief while also stamping out period stigma within our community.

Online predators are more active than ever, as children and youth spend more time in front of screens during this pandemic. In response to this growing concern, on July 4, LBC hosted Unlearn and Learn, a virtual Town Hall meeting for parents, caregivers, educators and community service providers. Our guest experts, including a sexual health educator, lawyers and youth peer mentors, engaged 84 attendees in a lively conversation on consent and cyber safety through a panel discussion and open dialogue via live chat and audience polling.

Christmas is a time for togetherness and celebrating with loved ones. However, the extended lockdowns last year over the holiday season meant many were separated from each other. At LBC, we were determined to keep the Christmas spirit alive and bring some festive joy to our community. With the heartwarming support from our friends at Tangerine Bank, we delivered 112 holiday gift bags to our girls! Parents were so touched and expressed so much gratitude, especially receiving gift cards to help with groceries at a time when food insecurity has reached new heights for so many in our community.



# 2020 HIGHLIGHTS

STUDENTS RECEIVING SUPPORT  
**97**

**100%**  
REPORT INCREASED EDUCATIONAL CONFIDENCE

## TUTORING AND HOMEWORK HELP



BOXES DELIVERED  
**840**

YOUTH EMPLOYED FOR CAMP  
**23**

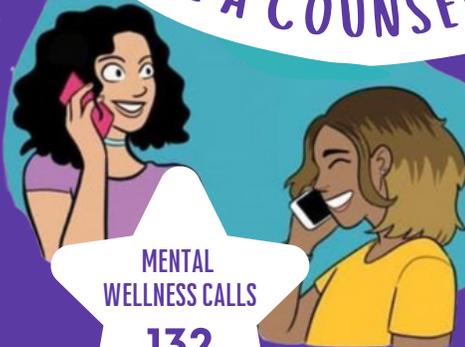
BOXIFY PARTICIPANTS  
**105**

## BOXED CAMP



## DIAL A COUNSELLOR

MENTAL WELLNESS CALLS  
**132**



In partnership with Ontario Basketball, LBC messaged the importance of following public health measures through a series of animated announcements, which we shared on our social media channels to reach a broader audience.



Can I play basketball on my own net outside?

Yes. If you have a basketball net it's safe to use it with other members of your home.



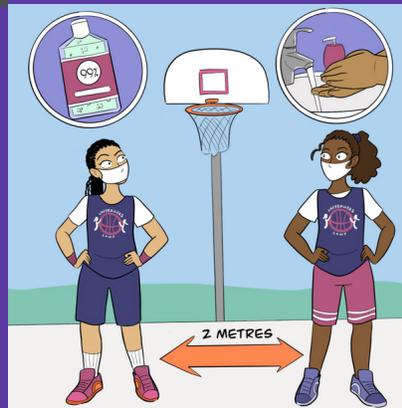
What if I don't have a net in my driveway or on my street?

Most people don't have a net on their driveway. Stay sharp and work on your ball handling skills, footwork, watch your favourite playoff game etc.



Can my neighbour come over to shoot hoops and does she have to bring her own ball?

It is not advisable at the moment. However, if nobody else is using the net and your neighbour was shooting on it with her own ball by herself that would be acceptable.

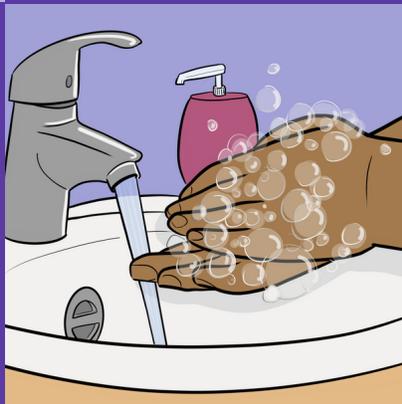


Now that outdoor courts are open how can I stay safe while going out to practice?

Gatherings cannot exceed 5 people and you must keep a 2-metre distance from others. When physical distancing is a challenge, wear a mask and use hand sanitiser.

Should I wash my hands after playing basketball every time?

Yes. The best defence against getting a virus infection is excellent hand hygiene.



Do I have to wear a mask when I play outside?

No. Being outside provides one of nature's best defences from getting sick...natural ventilation.



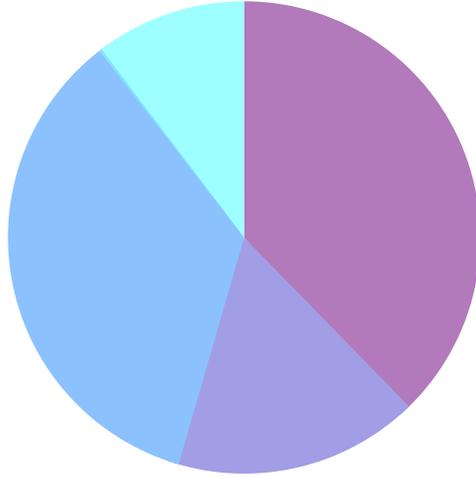


**"Lady Ballers Camp provided me with the role models my younger self needed years ago. Now I am the role model, so many young Black girls are looking for."**

**- Ashley, Program Coordinator**

# FINANCIAL REPORT

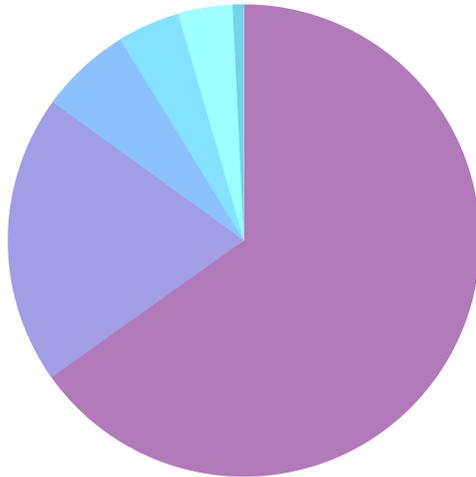
JAN 01 2020 - DEC 31 2020



## REVENUE

- Government Grants - 37.7%
- Corporate Contribution - 16.8%
- Foundation Grants & Donations - 35%
- Interest Income - 0.2%
- Individual - 10.3%

TOTAL REVENUE **\$347,580.00**



## EXPENSES

- Payroll (Youth Employment Program) - 65.1%
- Program - 19.7%
- Fundraising - 6.1%
- Admin & General Expenses - 4.2%
- Professional Fees/Services - 4.2%
- Amortization - 0.7%

TOTAL EXPENSES **\$239,598.00**

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



Abi Ajibolade

Al Sow

Alice Stratford-Kurus

Alastair Samels

Allan Cheung

Amar Krupalija

Andrea Jarrett

Andrea Mckittrick

Arman Tahaboor

Ashley McGill

Ayana Henry

Bamidele Kojo-McSorley

Becca Mehaffey

Bilqees Mohamed

Brendan Boyle

Brenna Thorvaldson

Brittany Thalen

Catherine May

Catherine Riggall

Celine Han

Cenobar Parker

Cinzia Sinnathurai

Ciaran Farah

Claudia McCaffrey

David Marathakis

Duncan Callum

Emily Doyle

Emma Price

Erin McGee

Frederick Chagnon

Gabe Pulver

Heather Stockton

Hunter Rigatti

Iain Smith

Jennica Platt

Jennifer Lukas

Jeyagobi Jeyaratnam

Jordan Knoll

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Stephanie Katona

Stephen Connolly

Therese Mujembere

Tiffany Williams

Timothy Jones

Tofi Ajibolade

Toyo Ajibolade

Trevor Seelert

Victor Goebel

Whitehorse Liquidity Partners

Wood Hart Fund at Toronto Foundation

Yann Robard



twelve



ALL DAY FIT





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

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647-236 - 8696

