



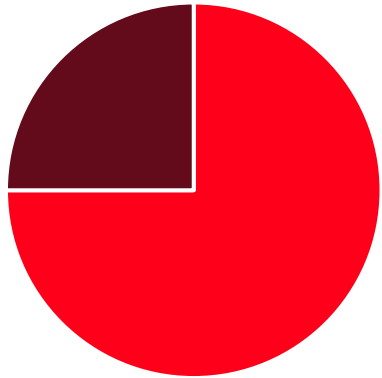
# Reimagining Sport Through the Power of Strategic Partnerships



**June 2006**

**August 10th, 2022**

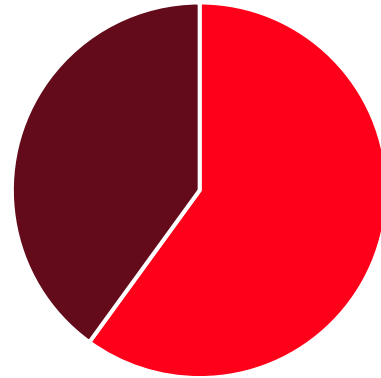
# The Research Says...



**75%**

of parents say organized sports need to be more financially accessible to families with children and 44% say they cannot afford to register their children for organized sports.

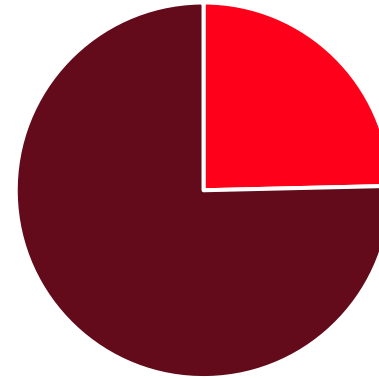
**State of Sport Report 2023, Canadian Tire Jumpstart Charities**



**60%**

of Ontario youth without access to sport report deteriorating mental health, compared with 40% of youth who have been able to play a sport within the past year, highlighting sport as an important preventative intervention.

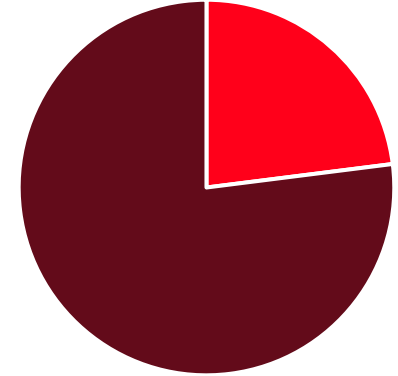
**Change the Game Research 2.0. 2021, MLSE Foundation**



**24.1%**

of Ontario youth report sport engagement is limited by lack of social ties and contacts.

**Change the Game Research 2.0. 2021, MLSE Foundation**



**23%**

of youth who participate in sports have a strong sense of community compared to only 7% of youth who do not participate. Sport can catalyze and sustain community belonging among youth.

**Change the Game Research 2.0. 2021, MLSE Foundation**

# BBBST Community Demographics

## LITTLES



48% Female  
51% Male  
1% Self-described  
gender identities

## BIGS



48% Female  
51% Male  
1% Self-described  
gender identities

## FAMILIES

**67%**

of Little's families have  
household income  
under \$50,000

**42%**

of Little's families have  
household income  
under \$30,000

**62%**

of Little's families  
are single-caregiver  
households

**10%**

of Little's families  
live in subsidized  
housing

# Opportunities



**Champion a turn-key Partnership Framework**



**Remove Barriers to Drive Awareness & Participation**



**Provide a Safe & Positive Tennis experience**



**Grow volunteer pipeline**



**Data-driven Results**



**Financial Support**

# Shared Vision & Values



## Break down Barriers

To diverse, equitable and inclusive experiences



## Passion

Through storytelling, resource sharing & networking opportunities



## Innovation

Through new and unconventional partnerships that can serve as best practices



## Champion Health & Well-being

Of youth and underserved communities

# Investment & Added Value

1

## Funding

\$75K of Sport Canada CSAI funding was invested into the partnership with BBBST to support the deliverables and events for the designated term as well as satisfy the requirements of the funding

2

## Resources

Tennis Canada provided usage of Courts and certified instructors to facilitate 2 Try Tennis events. A portion of the funding was used to purchase racquets, balls and bags for all participants to support continued play

3

## Programs & Networks

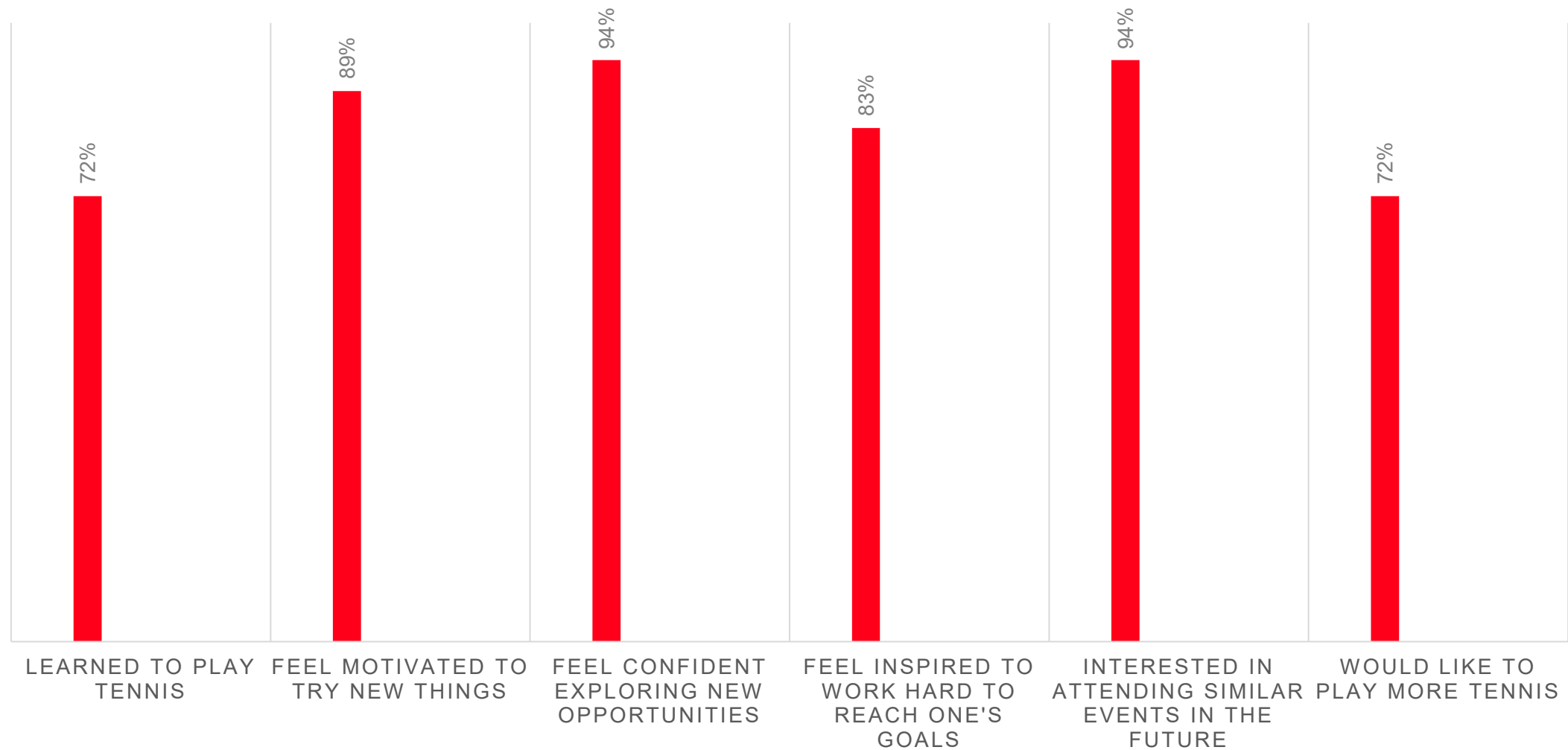
Utilized existing Tennis Canada programming and media networks to leverage program quality and awareness.





# Participant Outcomes

**Four** collaborative events were held reaching **140** Bigs (mentors) and Littles (mentees) from underserved communities.



# Impact

## 1 Partnership Reach

**Four** collaborative initiatives were held reaching **140** Bigs (Mentors) and Littles (Mentees) from underserved communities.

## 2 Design Considerations & Opportunities

- Exposure to professional sport
- Access to girl-and women-only environment
- Self-empowerment workshop
- Unique opportunities

## 3 Partnership Legacy

- Built a foundation of sport literacy and have the tools to continue playing.
- Created connections between other “Bigs” and “Littles” in the program to expand their social networks.

# Testimonials



“I loved it! I wanna do more and make more friends” - Little

“I have never seen my Little run before. This is such great progress with her physical activity” – Big

“I learned to play Tennis through these events and love it now! We are going to play in our community with our new racquets. Thank you!” – Little and Big

“BBBST saved my granddaughter’s life. I am so grateful for your programs and loved watching my granddaughter play today” – Grandmother of Little



# Takeaways



**Think outside the box.**



**Leverage resources differently.**



**Intentional and data-informed program design.**



**Don't underestimate storytelling opportunities.**



# **The Sport System Needs US.**

