

# PYB Strategic Plan

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EXECUTIVE SUMMARY DOCUMENT



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# Mission



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**Philadelphia Youth Basketball applies the values of the game of basketball to enable young people, especially those from under-resourced communities, to develop their potential as strong students, healthy athletes and responsible and engaged citizens.**

# Pillars



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PYB will accomplish its mission through intense focus on four pillars representing the areas in which the organization will positively impact PYB participants: Positive Character, Bright Mind, Sound Body, and Safe Space.

Through our focus on these pillars, PYB will help our youth reach their full potential – the ultimate measure of our success.

# Pillar #1: POSITIVE CHARACTER



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Through mentoring and other programming, PYB will work with students to develop personal attitudes and characteristics that enable them to become healthy and engaged citizens, such as:

- Self initiative and efficacy
- Empathy
- Self-control
- Preparedness
- Resilience
- Community involvement

## Pillar #2: BRIGHT MIND



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Through high-quality academic programming, PYB will work with participants to develop and reinforce strong and positive attitudes towards learning and academics, including:

- Curiosity
- Creativity
- Critical thinking
- Desire for and enjoyment of learning

# Pillar #3: SOUND BODY



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Through programming focused on basketball activity and health and wellness, PYB will work with participants to promote healthy lifestyles and reduce health risks and risky behaviors, including:

- Frequent physical activity
- Healthy nutritional choices
- Smart and positive lifestyle choices (e.g., sexual health, drug/alcohol use, regular medical checkups, etc.)

# Pillar #4: SAFE SPACE



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Through the creation of personal networks and physical location(s) that represent a safe place(s) for youth, PYB will help youth manage and deal with common social and environmental challenges by providing supports such as:

- A calm and controlled environment
- A network of caring coaches, mentors, and role models

# The Case for a Center



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- A safe haven for children to learn, play, and grow in a positive, nurturing, and violence-free, hate-free environment
- A beautiful and well-equipped space in which young people know they are being respected, valued, and held to high standards of excellence
- A diverse center for children and families to create authentic and enduring relationships
- A program home that PYB can own and control to deliver programs seven days/week for multiple hours each day
- A platform for economic opportunity and workforce development
- An accessible and available plot of land that makes the ambitious vision of the center a feasible goal

# Operating Values



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PYB will seek to incorporate the following values into how we operate and evolve over time:

- Unwavering belief in the power and potential for young people's lives
- Commitment to diversity across lines such as race, ethnicity, economic circumstances, gender, religion, sexuality, and (dis)abilities
- Community inclusion and engagement
- Distribution of leadership across the organization, including youth voice and participation
- Continuous learning and improvement
- Pursuit of organizational excellence
- Accountability and holding our young people, staff, and board to high standards

# Environmental Analysis

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## NEED AND ENVIRONMENT



# Need: Poverty, Health and Wellness



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## Poverty

- 26% (highest of 10 largest cities in US)
- Large swaths of city experiencing concentrated poverty (45%+)
- 81% of public school students eligible for free and reduced lunch (2<sup>nd</sup> highest in state)

## Obesity

- 41% of children 6-17 are obese, 68% of adults (2<sup>nd</sup> highest of 10 largest cities in US)
- 70% of youth in North Philadelphia are obese
- 25% of youth fail to have sustained physical activity even once a week

## Violence

- Homicide is the leading cause of death for 10-29 year olds (nationally accidents and suicide are the leading causes)
- 16 homicides per 100,000 residents (improving but still highest among 10 largest cities)

# Need: Education and Employment



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## Education

- 4-year graduation rate – 70% (steadily improving but still far below national and state averages)
- 25.2% of residents have bachelor's degrees (35% in 5-county region)
- In 2012, only 45% of SDP students were reading at grade level by 3rd grade

## Employment

- Almost 20% of 16-24 year olds are disconnected (neither in school nor working)

# Policy Environment



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- School district continues to struggle with lack of funding, high concentrations of students living in poverty, and poorly maintained infrastructure
- New Mayoral administration is prioritizing investment in neighborhoods with three flagship initiatives
  - Universal Pre-K
  - Community Schools
  - Rebuilding Community Infrastructure (Rebuild)
- In 2017, Kenney administration will be launching the Rebuild program invest between \$400MM and \$600MM to revitalize parks, recreation, centers, and libraries across Philadelphia

# Provider and Peer Org. Environment



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- Other basketball organizations present opportunities for collaboration/partnerships and consideration of where PYB may be able to strategically be able to fill gaps (e.g., 76ers Neighborhood Basketball Leagues which operates in 20 Rec. Centers, operates 60 leagues, and serves 4,000 youth annually)
- There are approximately 35 sports-based youth development orgs (mostly alternative sport focused)
- The Philadelphia Youth Sports Collaborative has been designed to as a system-building intermediary to promote networking, joint programming, and advocacy
- Philanthropy Network of Greater Philadelphia has a youth sports affinity group, suggesting potential interest from local foundations

# Real Estate Environment



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- Unprecedented opportunity to acquire a strategic piece of land at little to no cost (Logan Triangle in North Philadelphia)
- The Logan Triangle is a location that is in desperate need of new development due to 30 years of neglect following the demolition of 957 homes
- The location is also accessible via public transit (e.g., BSL, busses) and car (Route 1).
- Goldenberg Group currently plans to develop this land and has signed a LOI to provide a parcel on which PYB can build its center.
- The PYB center could make Goldenberg Group more competitive for public funding.

# Fundraising Environment



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- Numerous other visible capital campaigns for youth development are underway
- Philanthropy is taking an increasingly critical look at the sustainability of new construction projects
- Unique/niche opportunity to engage interested current and former athletes looking to give back
- City administration seeks to fundraise to enhance recreation centers across Philadelphia's neighborhoods

# Where We Work & Who We Serve

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# Targeted Geography



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- PYB will serve youth from across the greater Philadelphia area.
- PYB will be headquartered in Logan which will be accessible by both car and public transit.
- As appropriate and as opportunities present themselves, PYB will operate in satellite sites across the city and across the region.

# Target Service Population



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- PYB will seek to serve youth ages 4-21 with PYB's most robust/intense programming targeting 10-14 year olds.
- PYB make a specific effort to serve students coming from low-income communities and families to ensure students from all income levels have access to the PYB center and programming.
- Finally, PYB will iteratively develop targeted programming for specific sub-populations (e.g., students living in Logan, girls, black males, etc.).