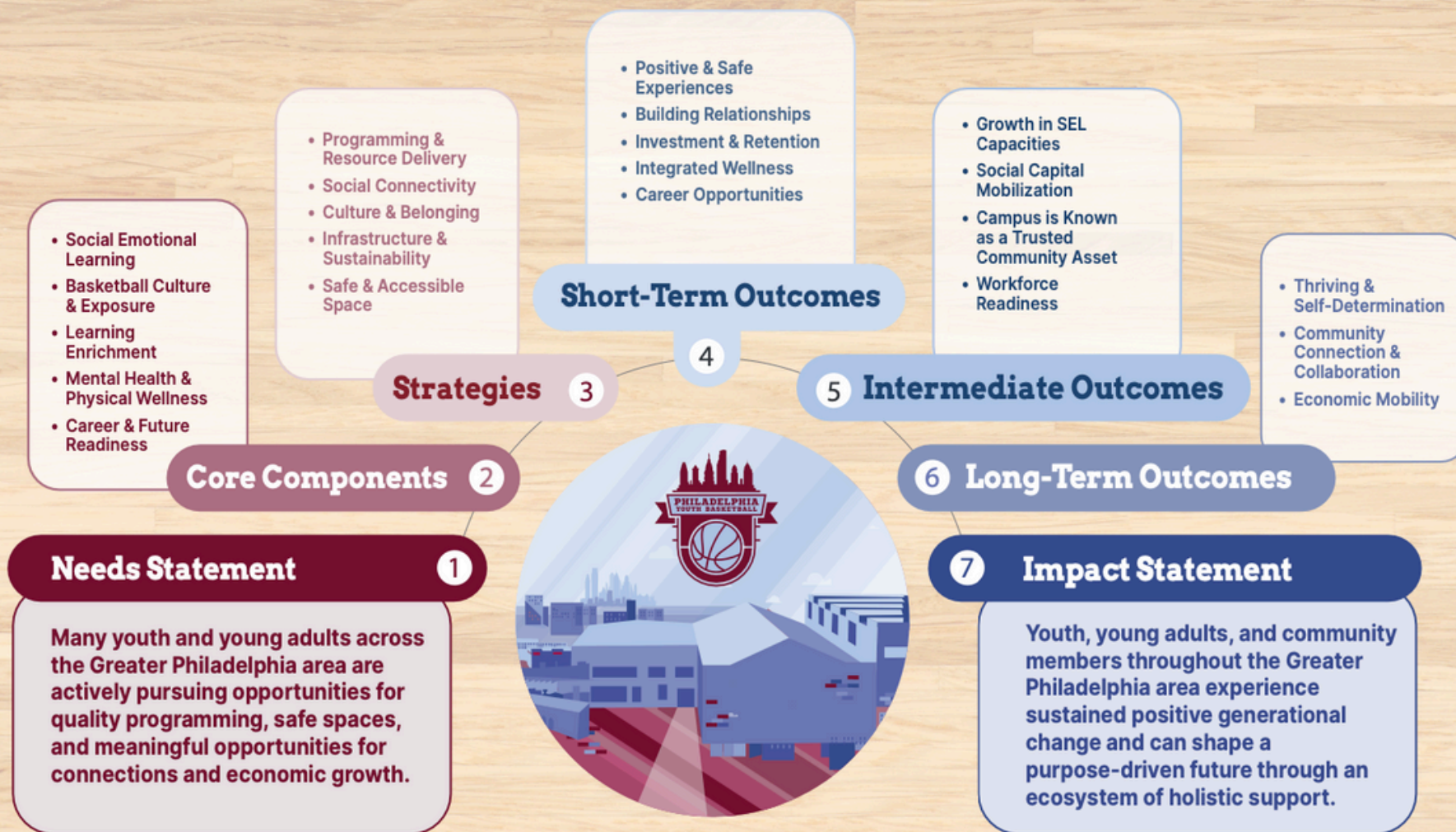


# PHILADELPHIA YOUTH BASKETBALL

## Theory of Change: The PYB Ecosystem





# Theory of Change: The PYB Ecosystem

## 1 Needs Statement

Many youth and young adults across the Greater Philadelphia area are actively pursuing opportunities for quality programming, safe spaces, and meaningful opportunities for connections and economic growth.

## 2 Core Components

Foundational elements of our work that inform our strategies

- **Social Emotional Learning:** Develop self-awareness, emotional regulation, communication and interpersonal skills, and resilience to navigate life's challenges.
- **Basketball Culture & Exposure:** Leveraging of the iconic game of basketball to build community, create access and opportunities, and drive social impact.
- **Learning Enrichment:** Develop critical thinking, problem-solving, and a love for learning through literacy (reading, financial, digital), STEAM, civic dialogue, and hands-on learning to support academic success.
- **Mental Health & Physical Wellness:** Promote holistic well-being by addressing physical health, nutrition, mental wellness, and injury prevention.
- **Career & Future Readiness:** Prepare youth and young adults for professional success and essential financial skills by equipping them with necessary skills, work-based experiences, and industry exposure.

## 3 Strategies

Cross-cutting activities that our departments and co-located partners do

- **Programming & Resource Delivery:** Activate and deliver holistic, inclusive experiences for all members of the PYB community through high quality Kinder to Career programming, partner-led services, and community- integrated events
- **Social Connectivity:** Intentionally cultivate networks of trust and visibility that span communities, sectors, and lived experiences to open doors, deepen belonging, and challenge socioeconomic divides.
- **Culture & Belonging:** Invest in and build an

inclusive culture of belonging through ethical hiring, continuous development, restorative practices, and collaborative leadership across staff, board, and partners.

- **Infrastructure & Sustainability:** Maintain a sustainable business model and ensure long-term support for PYB and our campus through strong financial management, diversified revenue, robust marketing, and philanthropic engagement efforts.
- **Safe & Accessible Space:** Cultivate a physical environment that is safe, comforting, clean, and welcoming through high quality guest experiences, facility management, and place-based access to resources and services.

## 4 Short-Term Outcomes

6 months - 1 year

- **Positive & Safe Experiences:** Individuals who enter PYB spaces feel welcomed, valued, and supported through a positive, inclusive, fun, and affirming experience. A sense of physical and emotional safety is visible across all PYB spaces.
- **Building Relationships:** Opportunities for meaningful connection with others establishes elements of trust and support within and throughout the Center across all of PYB's stakeholders (youth, families, communities, partners, donors, public/private sector leaders, staff, board).
- **Investment & Retention:** Increased awareness of and commitment (financial, programmatic, etc.) to PYB through continued engagement and enrollment in programs, events, and campus-based experiences.
- **Integrated Wellness:** Physical and mental wellness resources are available and accessible through place-based services and beyond (such as throughout the game of basketball). Community agreements are actively practiced and upheld, reinforcing an environment of trust, accountability, and care.
- **Career Opportunities:** Access to, awareness of, and enrollment in hands-on learning experiences, apprenticeships, and financial literacy opportunities. Options to broaden career opportunities are made available both through the game of basketball and beyond.

## 5 Intermediate Outcomes

1-3 years, depending on developmental stage

- **Growth in SEL Capacities:** Individuals demonstrate growth in key social- emotional capacities that strengthen their sense of self, leadership, and relationships with others.

- **Social Capital Mobilization:** Trusted, lasting relational networks are built within and beyond PYB and creates bridges to opportunity.

## 6 Long-Term Outcomes

**Community Asset:** PYB is recognized as a pillar of opportunity that responds to systemic needs, establishes deep community roots, and contributes to the greater investment in the local neighborhood and beyond.

- **Workforce Readiness:** Individuals develop the skills, confidence, and agency to navigate career pathways and make informed financial decisions.

## 7 Impact Statement

3-10+ years, depending on developmental stage

- **Thriving & Self-Determination:** Equip young people and young adults to build the skill-sets and mindsets they need to succeed to succeed socially, academically and professionally.
- **Community Connection & Collaboration:** Foster strong, resilient communities by increasing access to resources, promoting health and wellness, and creating spaces for connection and collaboration.
- **Economic Mobility:** Contribute to a more equitable local economy, intergenerational stability, and workforce engagement from kinder through adulthood.

Youth, young adults, and community members throughout the Greater Philadelphia area experience sustained positive generational change and can shape a purpose-driven future through an ecosystem of holistic support.

where does kinder to career fit in?



provide a place for social interaction & support services; Pride, belonging (unity, inclusivity), celebrating local traditions/heritage, promoting awareness