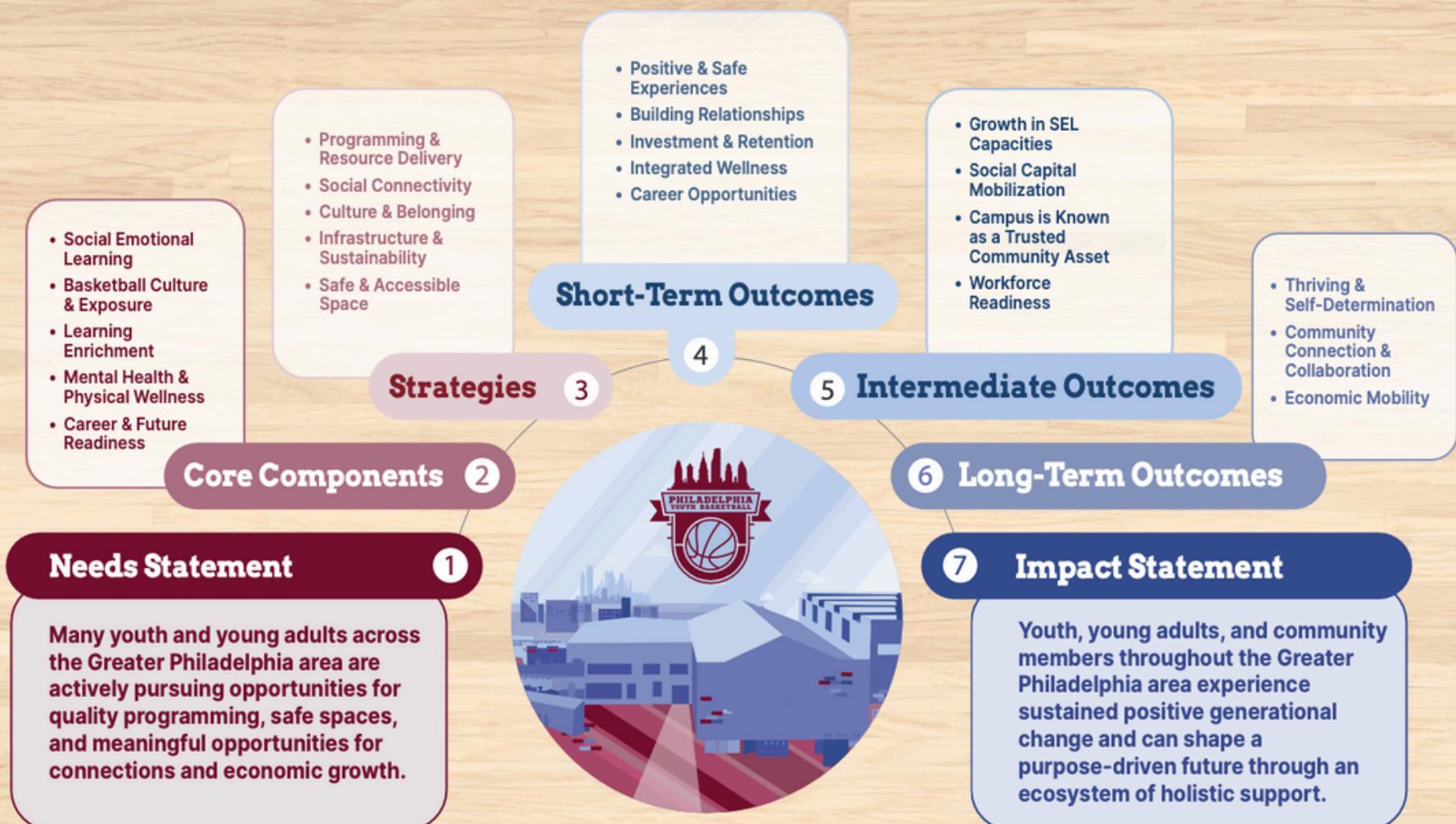


PHILADELPHIA YOUTH BASKETBALL

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

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.

7 Impact Statement

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