

JAYS CARE FOUNDATION - IMPACT UPDATE AUGUST 2023

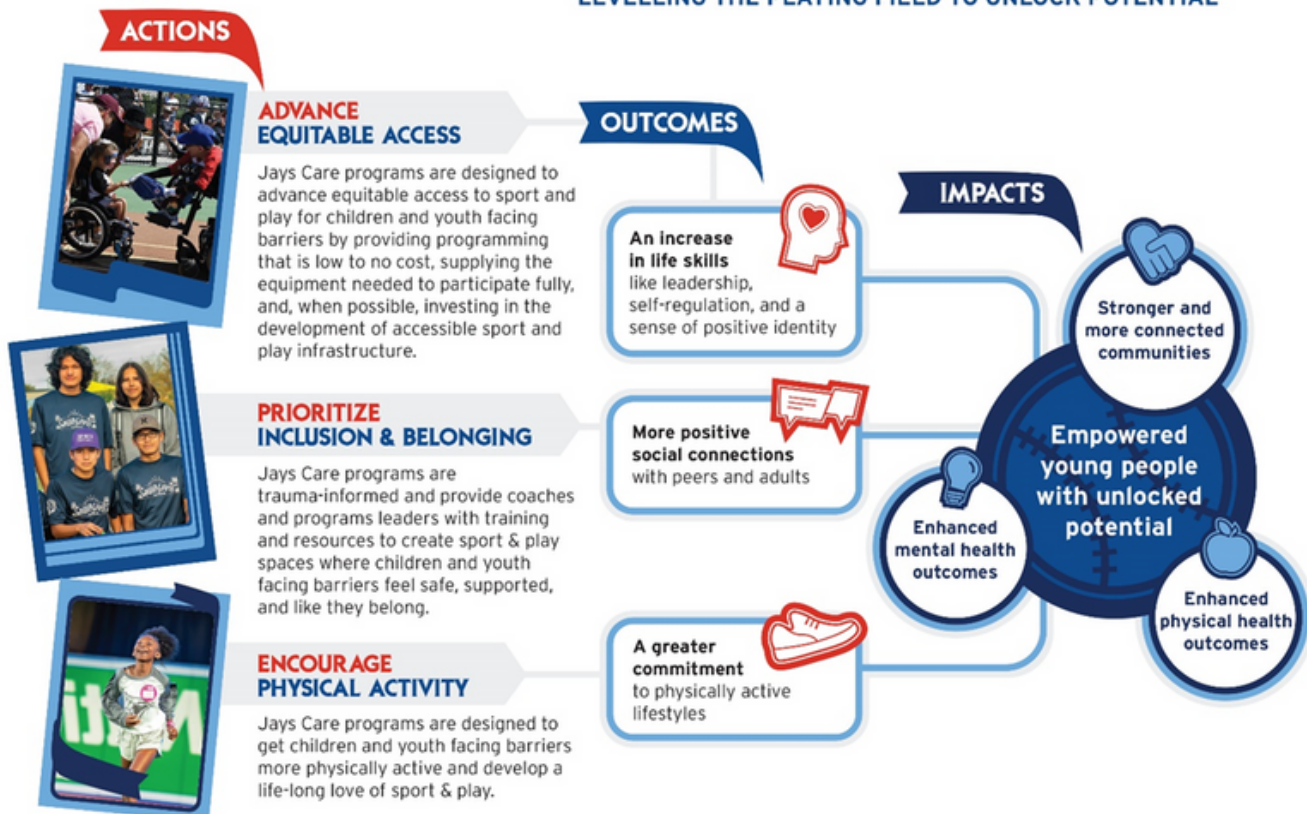
The playing field across Canada is not equitable for all children and youth. An opportunity gap exists, and many children and youth step up to the plate with two strikes already against them. As a result, thousands of children and youth are not physically active enough and are missing out on the key benefits of sport & play such as, improved mental and physical health, increased success in school, fostering friendships and community, and increasing life skills.

All Jays Care programs are intentionally designed to combat systemic barriers to sport and play, advance inclusion and belonging, and foster a love of sport and physical activity. This philosophy ensures that every child who participates is made to feel welcome and able to unlock their potential.



THEORY OF CHANGE

LEVELLING THE PLAYING FIELD TO UNLOCK POTENTIAL



ANNUAL IMPACT

OUTPUTS COMPARED WITH PREVIOUS YEARS

The following tables demonstrate the impact of core programming from 2018 onwards. It's important to note that the figures presented in the tables below provide a snapshot of core programs implemented each year, but they may not encompass the entirety of Jays Care's annual impact. Where a program was not conducted during a particular period or data was not collected, a (-) is placed in the corresponding data set.

Please note, that the data for 2020-2021 might appear skewed due to the profound impact the pandemic had on programming.

NUMBER OF CHILDREN & YOUTH IMPACTED

Programs	2018	2019	2020	2021	2022	2023
Affiliate Schools	-	-	-	-	11,702	21,063
Community Partners	-	-	-	-	8,132	TBD
Girls At Bat	717	1,300	225	608	8,205	TBD
Challenger Baseball	4,349	7,050	3,876	2,267	9,013	TBD
Indigenous Play Ball	-	-	-	-	2,310	TBD
Rookie League	-	-	-	-	3,589	TBD
James Bay Girls At Bat	100	70	165	45	51	TBD
RBI	225	842	90	287	202	TBD
Indigenous Rookie League	809	910	300	540	1,138	TBD
Field of Dreams*	5600	6300	4900	4200	5600	5250

**The number of children and youth impacted through Field Of Dreams is based on an average projection from successful applicants each year (approximately 350 children/youth impacted per project per year).*

COMMUNITIES REACHED

Programs	2018	2019	2020	2021	2022	2023
Affiliate Schools	-	-	-	-	370	579
Community Partners	-	-	-	-	103	TBD
Girls At Bat	14	13	10	31	245	TBD
Challenger Baseball	112	194	45	73	278	TBD
Indigenous Play Ball	-	-	-	-	71	TBD
Rookie League	-	-	-	-	34	TBD
James Bay Girls At Bat	15	12	11	11	10	TBD
RBI	16	46	9	12	13	TBD
Indigenous Rookie League	20	25	25	25	47	TBD
Field Of Dreams	16	18	14	12	16	15

PROGRAMMING PARTNERS

Programs	2018	2019	2020	2021	2022	2023
Schools	40	126	9	22	383	TBD
Community Organizations	19	32	10	44	138	TBD
First Nations/Indigenous Communities	56	46	33	77	103	TBD
BGCs	-	-	-	60	68	TBD
Newcomer Organizations	-	-	-	-	3	TBD
Challenger Baseball Leagues	91	105	-	50	111	TBD
Youth Justice Facilities	-	7	-	-	4	TBD

OUTPUT ASPIRATIONS

Below are Jays Care's goals for 2024 and 2028. We intend to significantly grow some of our programs and sustain and deepen the impact of others.

	2024	2028
Affiliate Schools	Partner with 800 schools across Canada, reaching 28,000 students facing barriers to sport & play across Canada	Partner with 1,200 schools, reaching 42,000 students facing barriers to sport & play
Community Partners	Partner with 153 organizations and 50 municipalities across Canada, reaching 23,700 children and youth facing barriers to sport & play	Partner with 155 organizations and 50 municipalities, reaching 24,000 children and youth facing barriers to sport & play
Girls At Bat	Reach 9,100 Girls At Bat athletes	Reach 15,000 Girls At Bat athletes
Challenger Baseball	Reach 10,000 Challenger Baseball athletes.	Reach 15,000 Challenger Baseball athletes
Indigenous Play Bally	Reach 1,900 Indigenous Play Ball athletes.	Reach 4,000 Indigenous Play Ball athletes
Rookie League	Reach 7,400 Rookie League athletes	Reach 10,000 Rookie League athletes
James Bay Girls At Bat	Host two retreats, reaching 100 Indigenous girls from 12 communities on the James Bay Coast.	Host two retreats, reaching 100 Indigenous girls from 12 communities on the James Bay Coast.
RBI	Partner with 56 schools across Toronto and New Brunswick, reaching 3,490 students facing barriers to sport & play across Canada.	Partner with 60 schools across Toronto and New Brunswick, reaching 3,600 students facing barriers to sport & play across Canada.
Indigenous Rookie League	Run 15 leagues in partnership with First Nations, Tribal Councils, and Indigenous Organization across Canada, reaching 2,000 Indigenous children and youth.	Run 20 leagues in partnership with First Nations, Tribal Councils, and Indigenous Organization across Canada, reaching 2,660 Indigenous children and youth.
Field Of Dreams	Partner with 18 community-based organizations and 5 schools to build, refurbish and/or rebuild baseball diamonds and inclusive play spaces (some of these projects are reserved for baseball diamonds adversely affected by natural disasters). Anticipate these projects will impact 8,050 children and youth.	Partner with 18 community-based organizations and 20 schools to build, refurbish and/or rebuild baseball diamonds and inclusive play spaces (some of these projects are reserved for baseball diamonds adversely affected by natural disasters). Anticipate these projects will impact 13,300 children and youth.

LEARNING

PROGRAM OUTCOMES

Jays Care programs are dedicated to enhancing athletes' life skills, fostering peer connection and a sense of belonging, and inspiring a love of sport and physical activity. Some of the significant achievements made toward these outcomes in 2022-2023 are detailed below:

- In 2023, 93% of educators reported that students who participate in Affiliate School programming demonstrate an increased motivation to try and play different sports.
- In 2022, 92% of coaches reported that children and youth who participate in Community Partners programming demonstrate increased peer connection and support.
- In 2022, 61% of parents/guardians reported that Challenger Baseball is currently the only sport programming their child is participating in.
- In 2022, 95% of coaches reported that girls who participate in Girls At Bat programming demonstrate increased self-confidence.
- In 2022, 89% of coaches reported that children and youth who participate in Indigenous Play Ball programming increase their physical literacy skills.
- In 2022, 91% of James Bay Girls At Bat participants reported stepping outside their comfort zone and trying new things at retreat.
- In 2023, 93% of RBI Toronto participants reported feeling like they belong on their team.
- In 2022, 100% of Indigenous Rookie League partners report that the program has a positive impact on the mental and physical health of children and youth involved.

JAYS CARE ADAPTS PROGRAMS THROUGH LEARNING

Over the past decade, Jays Care has been privileged to collaborate with and learn from hundreds of dedicated educators, program partners, inspiring athletes and volunteers, families, advisors, and experts in youth development. These collaborations have led to extraordinary insights and profound learnings regarding the landscape of sport and play across Canada which have been applied to further our mission of levelling the playing field for all children and youth. As we strive to continuously improve and grow, the most significant learnings from 2021-2023 which are informing our programming priorities for the years ahead are detailed below.

Key Learning 1: Jays Care program implementors desire tools to support the mental health and well-being of their athletes' post-pandemic.

Over the past three years, the pandemic has uniquely affected children and youth during crucial phases of their physical, social, and emotional growth. Since 2021, coaches across our programs have noted a rise in disruptive behavior and a significant increase in anxiety, depression, and low self-esteem among participants—unlike anything seen before the pandemic.

In response, in 2023, Jays Care piloted innovative training and tools across all core programs which was designed to integrate self-regulation strategies into the sport experience. These include techniques such as breathing exercises, calming spaces and kits, and patterned, repetitive, rhythmic activity (PRRA). Jays Care will expand these resources and strategies in 2024, with the aim of providing program implementors with clear action plans, effective resources, and improved skills to seamlessly integrate self-regulation methods into their Jays Care programming. Our goal is to support youth workers as they seek to enhance the mental health and well-being of the children and youth in their community.

Key Learning 2: Despite a return to sport and play, the daily physical activity rates of children and youth living with disabilities remains alarmingly low.

Throughout 2020, it was reported that the percentage of children and youth living with disabilities meeting all recommendations within the Canadian 24-Hour Movement Guidelines was 0% (ParticipACTION, 2022). While regular sport and play programs have resumed, significant barriers still prevent children living with disabilities from accessing inclusive sport programming, resulting in low physical activity rates. For instance, our 2022 survey of 155 parents involved in Challenger Baseball showed that this program was the only sports engagement for their children.

In response to this data, Jays Care introduced a new approach to its programming in 2023. Now, every Challenger Baseball session includes at least 30 minutes of moderate to vigorous physical activity (MVPA), aligning with the Canadian 24-hour Movement Guidelines. The goal is to contribute positively to the daily physical activity levels of children and adolescents living with disabilities and to inspire a love of physical activity.

Key Learning 3: For children and youth facing significant barriers to sport and play, they need to feel like they belong.

Between 2020-2022 research has demonstrated that the Canadian sport landscape is not inherently a safe and inclusive space for all young people who participate. Notable findings include:

- 82% of youth report not having anyone they feel they can talk to about experiences with racism or discrimination in sport (MLSE Foundation, Change the Game Research 2.0, 2022).
- 1 in 3 girls reported poor perceptions of belonging and feeling unwelcome as factors preventing them from continuing in sport (Canadian Women & Sport, Rally Report, 2022).
- More than 1 of 4 Indigenous youth report having directly experienced racism in sport (Change the Game Research, 2021).
- 48% of Canadian youth who come out to teammates report being the target of homophobic behaviour, including bullying, assaults, and slurs (Monash University, 2020).

Over the past two years, Jays Care has made cultivating a sense of belonging a cornerstone of our core programming to address the issues outlined above. In 2022, Jays Care collaborated with Anima Leadership and Dr. Janelle Joseph to create innovative training and program resources. The goal is to provide program leaders with clear action plans, effective resources, and improved skills to craft programming that's more equitable, inclusive, and accessible.

These efforts led to the development of Canada's first diversity, equity, and inclusion certification program for baseball/softball coaches, administrators, programmers, and adult volunteers nationwide. Launched in 2022 in collaboration with the Toronto Blue Jays, the Top Of The First program has been exceptionally well-attended and well-received.

In 2023, the following curriculum was integrated into all Jays Care core program training and manuals based on all that was learned through the development and implementation of Top Of The First:

- Trauma-informed coaching: An approach to coaching in which coach behaviors and decisions are informed by an understanding of how the brain works, including the ways in which the brain responds to trauma or adversity.
- Variations of play: Tools for promoting autonomy and quality participation for athletes of all abilities.
- Safe spaces & symbol signifiers: Resources for signaling the program is a safe space (e.g. pride flag stickers, orange shirt day pins).

- **Rituals & traditions:** Tips for integrating opportunities for athletes to connect and build team culture.
- **Representation:** Resources to ensure program environments mirror the diversity of athletes involved.
- **Interrupting and addressing exclusions:** Tools for identifying and proactively interrupting anti-black racism, sexism, homophobia, and transphobia within programming spaces.

In 2024, Jays Care will continue to refine and improve its training and resources, measure their effectiveness, and ensure every Jays Care athlete feels a sense of belonging.

Key Learning 4: Schools are an integral setting for getting children and youth facing significant barriers to sport and play into the game.

The high cost associated with sports remains a significant barrier which prevents children and youth across Canada from participating in organized activities. According to Jumpstart's 2023 State of Sport Report, 44% of parents surveyed expressed their inability to cover registration expenses for enrolling their children in sports. This financial constraint is underscored by the fact that 75% of parents emphasize the importance of improving the affordability of organized sports for families with children.

Despite schools being critical spaces for providing free extracurricular sports and play programs, the 2021-2022 Opportunities for Physical Activity at School survey by the Canadian Fitness and Lifestyle Research Institute found that only 48% of surveyed schools offered supervised after-school programs tailored to physical activity. In response, Jays Care took action in 2021 by designing the Affiliate Schools program which was formally launched at the end of the year. This innovative initiative was specifically designed to expand cost-free sports and play programs within Canadian schools. The popularity of the program dramatically exceeded all expectations with over 11,000 students participating nationwide in 2022 and, in 2023, participation almost doubled with over 21,000 students taking part.

The first two years of the Affiliate Schools program has demonstrated that schools have a strong desire to offer extracurricular sports programs that are both inclusive and accessible. However, the success of these programs hinges on the availability of proper training, equipment, resources, and support.

In 2024 Jays Care will further refine the program by enhancing training protocols and providing increased support to educators nationwide. The goal is to continue to scale the Affiliate Schools program at a rapid pace across the entire country while upholding the program's quality standards. By doing so, Jays Care will help more children experience the countless mental and physical benefits associated with being part of a team, being physically active, and developing a sense of belonging.