2025 YEAR END IMPACT REPORT

Transforming Communities Through Basketball







Less Excuses

More Adjustments.

SHOOT BASKETBALLS ~~NOT~~ PEOPLE

Data Reporting Year: 2025

@joinsbnp



Mission

To use basketball as a vehicle to change and save lives.



Vision

Empowering youth to choose basketball courts over street corners — building safer, stronger communities through sport, mentorship, and social justice advocacy.

In 2025, Shoot Basketballs NOT People (SBNP) has achieved unprecedented growth, expanding our impact from 374 youth served in 2024 to 1,887 young people directly engaged across Philadelphia and beyond.

This growth demonstrates both the urgent need for our work and the scalable effectiveness of our trauma-informed, basketball-centered model for youth empowerment and violence prevention.

IMPACT AT A GLANCE

- 1,887 youth directly served
- 1,370 athletic uniforms donated
- 300 students received back-to-school support
- 13 tournaments and community events hosted or co-sponsored
- 11 new strategic partnerships established

Expanded programming across Philadelphia, Puerto Rico, St. Thomas, and Ghana



PROGRAM IMPACT & OUTCOMES

Youth Development & Mentorship

Our basketball-centered programs integrate academic success, mental wellness, and leadership development.



Academic Integration Programs

- International Charter School – 24 uniforms
- Boys Latin of Philadelphia – 12 varsity student athletes mentored and sponsored program
- Boys Latin Middle School Program: 24 student athletes Apparel activation and campaign
- Andrew Hamilton School: 12 student athletes Apparel activation and campaign

OST/EDEY After School Program (Steel Elementary/Middle): 40 youth



Trauma-Informed Programming

- Basketball, mindfulness, yoga, and mental health
- Peer mentorship networks and trauma-informed spaces

Mindfulness Leadership

Yogi Den, Director of Mindfulness & Wellness, integrates yoga, breathwork, and trauma-informed practices into all youth sessions.

Athlete Development, College Recruitment & Exposure Support

- Philly Got Game (HS & College Leagues)
  288 uniforms
- Uptown Basketball Academy (MADE Hoops Circuit)
  Sponsored 30 regional players
- Philadelphia All-American HS Game
  48 warm up hoodies donated



Player Development Pathways

- D Up Basketball Academy Future Stars League – 250 uniforms
- Run It Up AAU Partnership – 12 team branded sweatsuits
- Breyanna Frazier Camp – Donated 20 pairs of shorts to girls camp
- Manor Girls Basketball Team – 24 uniforms
- Northeast High School – 40 uniforms + 27 warm-up hoodies
- Greene Street Friends – 24 uniforms
- Born Leader Family – 24 uniforms
- BAA Athletic Association Fall League – 10 teams, 120 uniforms
- Henry Hoops - 35 uniforms
- Simons Sonics - 24 uniforms

Community Healing & Social Cohesion

Intergenerational & Family Engagement

- Father's Day Showcase at Awbury Rec Center
  65 uniforms
- City vs County Games
  60 uniforms
- Family & Friends Game Night @ The Fitler Club (Fitler Foundation)
  7 adults + 15 youth
- Movie Night for Abington Friends Basketball Team + Tiffany Davis
  15 players and 15 parents

Violence Prevention & Peace Building

- F.R.E.E 3x3 Tournament (Ghana)
  50 uniforms
- Philadelphia Police Department (39th District)
  collaboration on National Night Out
- 2025 Light Against Violence Award Winner
  Recognized by City of Philadelphia Office of Public Safety

Major Public Awareness Campaign

- Public & Brand Awareness at Super Bowl LIX w/ the Philadelphia Eagles
- Clear Channel Billboard Promotion (I-95 Center City & Frankford)
  (Nov.24 - Jan.4th) 3,000,000 impressions / 331,000 daily views
- Eagles Training Camp Experience – 30 youth + 10 parents
- HBCU Classic (Norfolk State vs Delaware State) – 20 youth + 30 parents
  - Sixers For A Day - 22 youth + 10 SBNP staff
  - Sixers Game (10/25) - 30 youth + 20 parents

STRATEGIC PARTNERSHIPS

Professional Sports Alliances

✓ Philadelphia 76ers – "Assists for Safer Communities" grantee
✓ Philadelphia Eagles – "Fan of Change" grantee

Educational & Community Institutions

✓ Public Health Management Corporation (PHMC) – OST/EDEY programming

✓ Soles Foundation – Back-to-school collaboration (300 youth served in Kensington)

✓ City of Philadelphia (Dept. of Public Safety) - Gun Violence Prevention

✓ Philly Bolt - BOLT (Build Our Lives Together) is a nonprofit that works to cultivate, support, and empower grassroots leaders to drive community-led change.

Media & Storytelling

✓ Kee Vandaway Films – Documentary storytelling partnership

✓ Make A Difference Podcast w/ Phil Martelli – Youth and features

✓ K.Knox Productions - Black female owned film company and production studio

✓ Visions By JG - Black owned photography company

✓ HH Visions - Black owned photography company

Youth Basketball

✓ Small Ball United - International youth basketball tournament (NJ, Chicago, Philadelphia, Puerto Rico, St Thomas, Florida)

GEOGRAPHIC IMPACT

Philadelphia Metro Region
1,748 youth



Puerto Rico & USVI
148 youth



Ghana
50 youth engaged through F.R.E.E 3x3 tournament

Primary Service Neighborhoods

- Northwest Philadelphia (Germantown)
- Kensington
- Cobbs Creek

FINANCIAL STEWARDSHIP

- Uniform Donations: $31,510 value (1,370 units × $23)
- School Supplies: $15,000 value (300 students serviced)
- In-kind/Direct Support Leveraged: $45,000+

Revenue Model:

- Branded Apparel Sales
  Social enterprise funding stream
- Corporate & Foundation Partners:
  Philadelphia 76ers, Philadelphia Eagles, Fitler Foundation, Patricia Kind Foundation, W.W. Smith Foundation, City of Philadelphia (Office of Public Safety)
- Grants



EVALUATION & OUTCOMES

Quantitative Success

✓ 13 safe-space events hosted

✓ 11 new partnerships formed

Qualitative Success

✓ Youth: “SBNP didn’t just give me a uniform they gave me belonging.” – Marcus, 16

✓ Parents: “My son found his purpose through SBNP.” Maria Santos

LOOKING AHEAD: Q1–Q4 (2026)

Goals

✓ Serve 3,000+ youth by year-end

✓ Launch Girls Basketball & Leadership Track

✓ Increase to 2600 uniforms donated



Strategic Focus

✓ Deepen corporate and foundation partnerships

✓ Develop a Digital Marketing Platform

✓ Develop a more efficient data driven CRM

✓ Increase donor base

✓ Become an EITC organization

✓ Add another EDEY after school program

✓ Start a capital campaign for the Fred Caliman Community Center

CONCLUSION

Shoot Basketballs NOT People is more than a basketball program. it's a movement for transformation.

Every youth who chooses the court over the corner contributes to a safer, stronger, and more connected community.

Join us in the movement.

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