



Basketball For Good Social Impact Report 2023

Educate - Empower - Inspire - Support

Supported by:



FOREWORD

Basketball has the ability to empower young people, increase awareness of social issues, and build healthy and resilient communities around the world.



Hamane Niang
FIBA Foundation President



Andreas Zagklis
FIBA General Secretary

The FIBA Foundation exists because we, like many others, believe that sport holds the power to change lives for the better. Reaching into communities across the globe, it transcends boundaries, brings people together and can have a profound impact on society.

This is especially true of basketball. A team sport that unites people from all social and cultural backgrounds, its globality and diversity give us an incredible platform to educate and empower individuals and communities worldwide.

As the social and legacy arm of FIBA, our work is dedicated to bringing this vision to life, and we do so through a focus on two strategic pillars – Basketball for Good and Cultural Heritage. This report will focus on our Basketball for Good work, where over the last seven years we have worked tirelessly to grow the global basketball family and to equip them to become changemakers in their own communities.

As we reflect on 2023 we can see that our work is truly coming to life – with an ever-growing network of young people and practitioners collaborating across the globe to embed change across societies and communities.

Through our three core Basketball For Good programs – Mini Basketball, Youth Leadership, and Community Impact - we have delivered more educational initiatives, supported more grassroots programs, and engaged and inspired more young people than ever before.

2023 was the first of our four year FIBA Foundation strategy, and while we have seen tremendous growth already, we have ambitious goals to deliver by 2027. These can only be achieved through the tireless energy and commitment of our team, and our supporters. On behalf of FIBA, we would like to express our sincere thanks to our partners whose invaluable support is vital in helping make our vision a reality. And of course, we extend heartfelt gratitude to our Foundation colleagues, and the National Federations, partner organizations and community projects that work so hard to bring Basketball For Good to life on the ground.

Together, we are pushing basketball to new heights and changing lives for the better around the globe. Thank you for reading our 2023 report and sharing our journey. Alone we can only do so much, but collectively we can go so much further.

OUR 2023 HIGHLIGHTS

GLOBAL REACH, GLOBAL IMPACT

100 

Countries reached
across **5** continents

191 

Basketball For Good
practitioners empowered

250,000+

Young people positively
impacted



ENABLING PLAY

6,000 Molten basketballs donated

7,500 items of PEAK apparel distributed

DRIVING GLOBAL CHANGE

95% of those who engaged in our training now understand how basketball can contribute to the UN Sustainable Development Goals.



CONTENTS

1

WHO WE ARE

FIBA Foundation	06
Basketball For Good	07
Our Supporters	09

2

OUR IMPACT IN 2023

2023 At A Glance	11
Our Programs	13
• Youth Leadership	13
• Mini Basketball	20
• Community Impact	24
• Propose a Project	
• Seychelles Hoops for Health	
• FIBA Open	

3

WHAT COMES NEXT?

Looking Forward	32
-----------------	----

4

JOIN OUR MISSION

Join Our Mission	34
Our Investment	35

5

APPENDIX

Our Governance	37
----------------	----

WHO WE ARE



FIBA FOUNDATION

We believe basketball has the power to change lives.

The FIBA Foundation is the social and legacy arm of FIBA, using the power of basketball to initiate positive social change, and acting as the global custodian of basketball's Cultural Heritage.

As a sport that extends across the globe, we believe that basketball can bring diverse communities together, transcend barriers, and create change and hope in parts of the world where it's needed the most.

Our Two Strategic Pillars are:

BASKETBALL FOR GOOD

We deliver youth engagement programs that promote education, health and well-being, and fight injustice and inequality through basketball.

BASKETBALL CULTURAL HERITAGE

We act as the custodian of the Patrick Baumann House of Basketball as a place for the sport's history, memorabilia, and cultural heritage, as well as a place to shape its future.

This report will focus specifically on the impact of our Basketball For Good programs, and the young people, coaches, and organizations that we support. We are continuously inspired by their dedication and ambition, and we hope you are too.



The FIBA Foundation commitment to development through sport is unmatched. The tremendous work they are carrying out is impacting communities all around the world.

Join us as we work towards our vision of a connected and engaged Basketball For Good community.

BASKETBALL FOR GOOD

OUR PURPOSE

We believe that basketball can empower young people, increase awareness of social issues, and build healthy and resilient communities around the world.

OUR CHALLENGE

However, we also know that there are challenges to be faced in achieving these benefits.

COMMUNITY

- The environment to participate in programs is not always safe, inclusive, and accessible.
- There can be limited opportunities for young people to be leaders in their communities, limited financial and human resources, and limited opportunities to play basketball.
- There is a need to develop the workforce through capacity building activities for coaches, administrators, and officials.

KNOWLEDGE

- In some areas the potential of basketball as a tool for development has been under developed due to lack of awareness and knowledge.

THAT'S WHY WE CREATED BASKETBALL FOR GOOD

Launched in 2016, our Basketball For Good pillar delivers youth engagement programs, training, and capacity building initiatives that promote education, health and well-being, and fight injustice and inequality through basketball.

We achieve this through three programs:



Our impact is carefully tracked through robust monitoring and evaluation and contributes towards the United Nations' Sustainable Development Goals (SDGs). We believe sport and particularly basketball can play an integral role in helping to achieve them, and we have a particular focus on:



BASKETBALL FOR GOOD

Our programs are designed to build awareness of using basketball as a tool for social development and contribute towards the development of a wider Basketball For Good community.

OUR PROGRAMS



Giving young people the skills and opportunities to create a brighter future for themselves and their communities.

We empower Youth Leaders through training and education, providing them with the skills and confidence to effectively implement Basketball For Good projects in their respective communities, and become ambassadors for future projects.



Improving the health and well-being of 5-12 year old children by tackling physical inactivity.

We support our partners to run events and community basketball programs using play based learning to grow the basketball community, while encouraging healthier lifestyles and promoting Basketball For Good values to leave a legacy in the community.



Working with individual projects and communities to address relevant social issues such as health, education, equality, conflict resolution and the environment.

Our Community Impact programs build the capacity and sustainability of Basketball For Good people and programs by providing funding, education, equipment, mentoring and training.



OUR SUPPORTERS

Every team needs its supporters, and Basketball For Good is no exception. Our work is powered forward by the backing of a range of incredible brands and institutions, and our thanks goes out to you all. Only by working together is any of this possible.

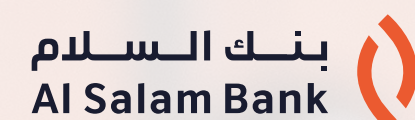
Corporate Partners:



Institutional Partners:



Program Partners:



In 2024 we aim to create more positive impact than ever before.

JOIN OUR MISSION



“

What we are doing with the FIBA Foundation is not only providing equipment to people in need, but also providing hope and opportunities for a better future.

Mr Jingnan Xu, PEAK Chairman

”

#BASKETBALLFORGOOD

OUR IMPACT IN 2023



2023 – AT A GLANCE



**YOUTH
LEADERSHIP**

- JANUARY
- FEBRUARY
- MARCH
- APRIL
- MAY
- JUNE
- JULY
- AUGUST
- SEPTEMBER
- OCTOBER
- NOVEMBER
- DECEMBER

Youth Leadership Workshop (Africa), Namibia

Youth Leadership Workshop (Asia), Philippines

Youth Leadership Workshop (Europe), Switzerland

Youth Leadership Workshop (Oceania), New Zealand

Youth Leadership Workshop (Americas), Puerto Rico

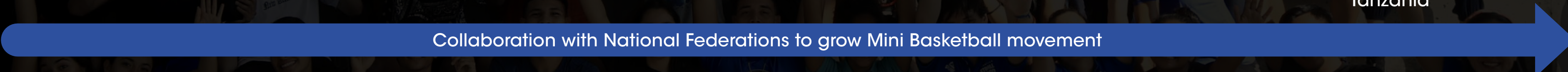



**MINI
BASKETBALL**

Mini Basketball Convention (Caribbean), Virtual

Mini Basketball Convention (Europe), Spain

Mini Basketball Convention
• (Americas), Mexico
• (Africa), Tanzania

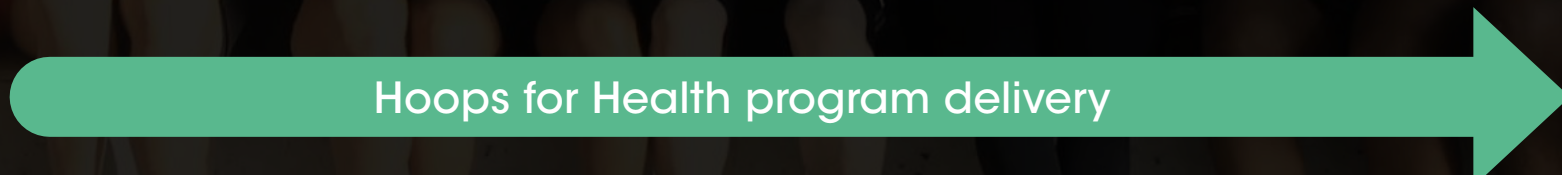
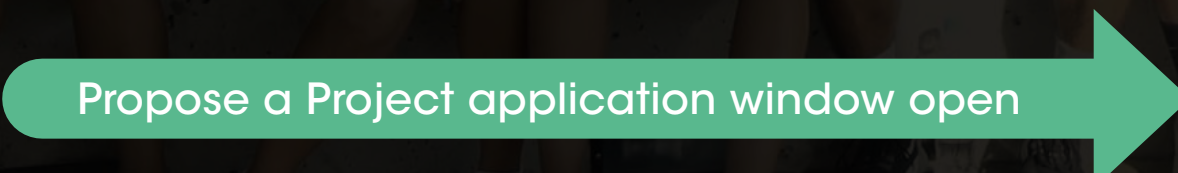



**COMMUNITY
IMPACT**

Hoops for Health Workshop, Seychelles

FIBA Open, Switzerland

Hoops for Health Festival, Seychelles



2023 - AT A GLANCE

Basketball is a truly global game, with the potential to empower young people and strengthen communities across the world. In 2023 we were proud to have an impact in 100 countries across 5 continents.



Countries positively impacted by Basketball for Good in 2023



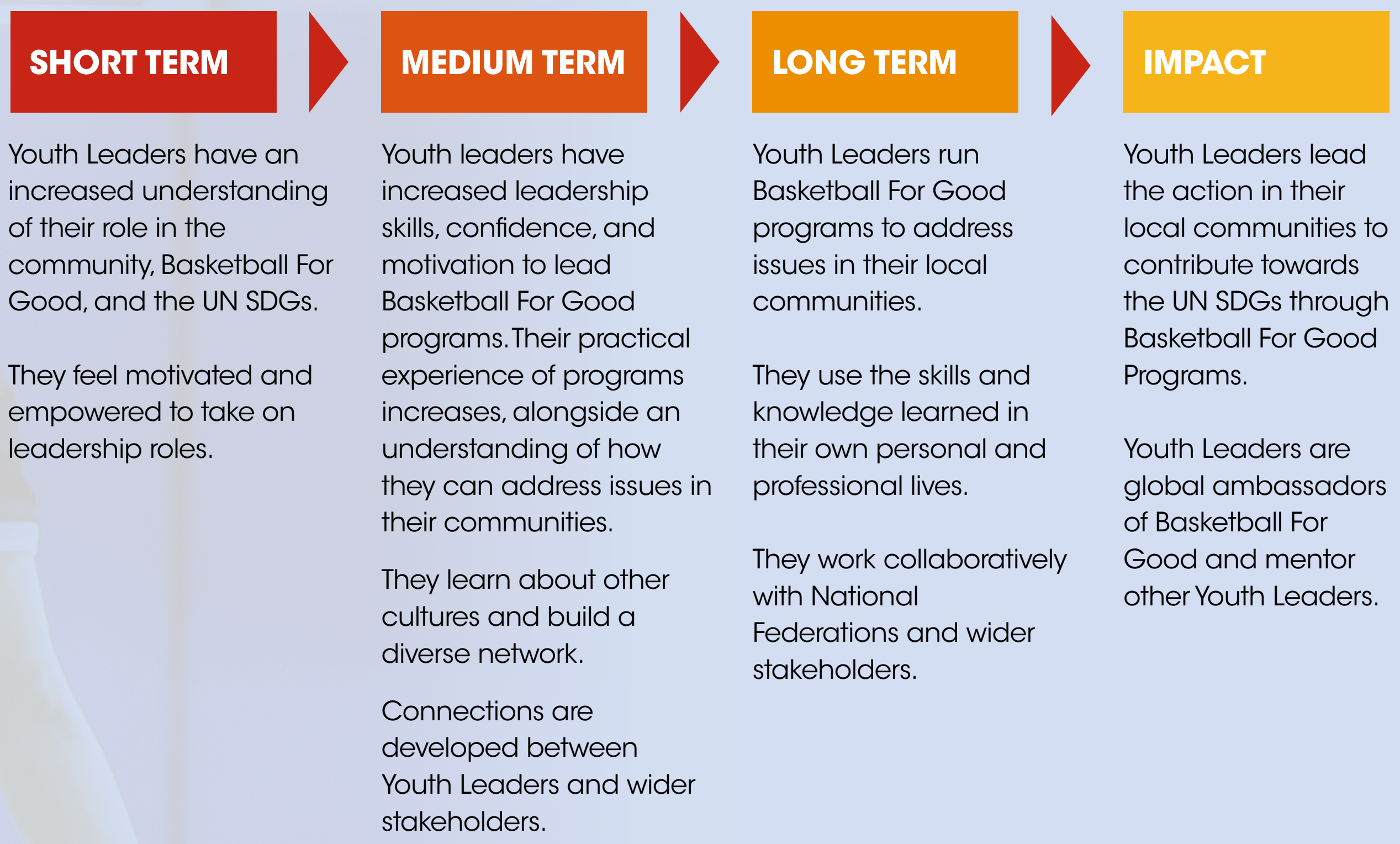
YOUTH LEADERSHIP

The FIBA Foundation’s Youth Leadership program is a global initiative offering young, engaged people the opportunity to gain additional leadership skills and the knowledge to develop Basketball For Good projects in their own communities.

Youth Leaders are nominated by their National Federations and typically take part in a program encompassing four key stages:

-  **Virtual Tip Off Sessions** - An opportunity to meet fellow youth leaders in their region and develop a greater understanding of the role basketball can play in positive social change.
-  **In Person Workshop** – Three to five day workshop combining theoretical sessions with hands on Basketball For Good experience.
-  **Virtual Mentoring** - Mentoring sessions to help develop and guide the delivery of a Basketball For Good project in their own community.
-  **Alumni Network** - Alumni join the global community of FIBA Foundation Youth Leaders, with ongoing additional opportunities for exchange and engagement.

OUR IMPACT PATHWAY



Being a Youth Leader for me means trying your best to set a good example to kids in your community and encouraging them to dream big. It means helping the youth develop a mindset that will allow them to overcome challenges and barriers for themselves, their family, friends and their community.

Martin Raphael Gregorio, 2023 Youth Leader, Philippines



YOUTH LEADERSHIP

2023 was a year of many milestones, with Youth Leadership programs delivered across all five continental regions for the first time, and in person programming returning again post Covid.

AFRICA

WORKSHOP: WINDHOEK, NAMIBIA 24 YOUTH LEADERS FROM 11 COUNTRIES

After a virtual tip off session, Youth Leaders from across southern Africa attended a three day workshop in February 2023, delivered in collaboration with [Impact Tank](#) and [Basketball Artists School Foundation](#). Sessions included leadership and communication, social entrepreneurship, and project management, and culminated in the design of their own Basketball For Good project. Youth Leaders also had the opportunity to stage a Festival, delivering Basketball For Good games to over 140 children. The workshop was followed by online mentoring delivered over three months and supported by previous participants of the Youth Leadership program.

SPOTLIGHT

Botswana's [Goaba 'Gigi' Monageng](#) attended the Youth Leadership workshop in Namibia, where she found the practical focus on project delivery to be a real asset. 'The budgeting portion of the workshop really stood out for me and opened my outlook on strategically running my project better'. Returning to her community Gigi is delivering her Diamonds in the Rough project to children who do not have any safely run, or consistent in-school and after-school programs. To bridge this inequality gap, her aim is to create a basketball school to create socially aware, and healthy young people.

YOUTH LEADERSHIP

AMERICAS

WORKSHOP: SAN JUAN, PUERTO RICO 13 YOUTH LEADERS FROM 13 COUNTRIES

Youth Leaders embarked upon their transformative training with two tip off sessions covering topics such as volunteering, event management, and project development. This was followed by a two day workshop in November 2023, hosted by the YMCA. Sessions focused on project development and planning, leadership, sustainable development, and the cultural heritage of basketball in San Juan. As a part of their practical training, the Youth Leaders facilitated a basketball clinic for children with disabilities and from disadvantaged backgrounds, visited the Boys and Girls Club of Puerto Rico, and acted as volunteers at the FIBA 3x3 AmeriCup in San Juan. Follow up mentoring has been dedicated to further developing the Basketball For Good Movement within their respective communities.



I'm really proud to be part of the FIBA Foundation Youth Leadership program. We got to develop valuable skills and frameworks to impact our communities through basketball. I am very grateful that I got to connect and learn with amazing mentors and fellow leaders.

Adán Escobar, El Salvador



YOUTH LEADERSHIP

EUROPE

WORKSHOP: PATRICK BAUMANN HOUSE OF BASKETBALL, MIES, SWITZERLAND 17 YOUTH LEADERS FROM 14 COUNTRIES

Following four tip off sessions the 17 Youth Leaders came together to take part in a three day workshop. Sessions included the use of basketball to create positive impact within communities, the culture and history of the game, behind the scenes insight at the governing body of basketball, and sustainability and climate action. As part of this the Leaders were introduced to the Basketball for Good Cup, a competitive online tournament initiative created by Planet League to engage the Leaders and their communities in environmentally conscious activities.

Youth Leaders were then able to gain practical experience as volunteers and coordinators during the FIBA Open 2023. Follow up mentoring and project development has been focused on helping participants build their own Basketball For Good projects, incorporating the Basketball For Good Cup to create social/environmental impact at the FIBA European Youth Championships 2023 within their own countries.



A STORY OF YOUTH LEADERSHIP IN ACTION 2 YEARS ON

Zacharias Stagakis represents a remarkable transformation story of a casual fan turned 'Basketball For Good' change-maker, all made possible through his participation in FIBA Foundation's Youth Leadership Program. Growing up in Crete, Zacharias's love for the basketball was triggered by Greece's victory at EuroBasket 2005. Starting as a volunteer organizing local, national and international tournaments, Zacharias's contributions were recognized, and he was nominated as a FIBA Youth Leader in 2021. The exposure gave him the knowledge and confidence to launch his career with the Hellenic Basketball Federation (HBF). Beginning as an intern, Zacharias has been promoted to head the Corporate Social Responsibility (CSR) department of HBF. A remarkable 35 CSR actions have now been initiated by HBF, including the "Check your Balls" testicular cancer awareness campaign, breast cancer prevention efforts, and steps towards ending gender-based violence and animal abuse.



YOUTH LEADERSHIP

OCEANIA

WORKSHOP: AUCKLAND, NEW ZEALAND
16 YOUTH LEADERS FROM 10 COUNTRIES

Across four online workshops and a three day workshop, Youth Leaders came together to learn a range of topics from teamwork, communication skills, goal setting and program delivery, to diversity and inclusion, ethical leadership and community engagement. There were also discussions and considerations on the methods of delivering the Hoops for Health program, aimed at addressing prevalent non-communicable diseases in Pacific island countries. Participants heard from those already implementing projects and took ideas and different perspectives back to their communities, where they have been mentored to deliver their own Basketball for Good projects.

SPOTLIGHT

Papua New Guinea's Jordan Sere is a shining example of a proactive FIBA Foundation Youth Leader. The 29 year old is currently working as a Hoops For Health coordinator for PNG's National Basketball Federation, seeking to raise awareness of non-communicable diseases among children through innovative basketball drills. He runs basketball clinics across the country and the Youth Leaders program has helped him to develop as a leader and a teacher. As part of the alumni network, Jordan has also had the chance to attend the FIBA Plus workshops in Australia, where he learned managerial techniques around how to run associations, clubs, and federations.

YOUTH LEADERSHIP

GLOBAL PARTNERS

SPOTLIGHT ON ASIA

CELEBRATE, RECYCLE AND PLAY: SUPPORTED BY  **FIBA BASKETBALL WORLD CUP 2023**

Workshop: Manila, Philippines
14 Youth Leaders from 3 countries

Sustainability was the theme of the World Cup 2023, and the Youth Leaders drawn from the three host countries - Japan, Indonesia and the Philippines - were engaged in disseminating this crucial message.

Following two virtual tip off sessions, the Leaders came together for a three day workshop to be introduced to the Mascot Education Program (MEP), learning how to use the World Cup mascot 'JIP' to deliver play-based basketball activities that teach the benefits of recycling. As well as creating MEP action plans for their own countries, the Leaders had the opportunity to deliver the activities to children during the World Cup Draw Festival and to attend the Revamp My Court activity as a practical example of Basketball For Good.

Monthly mentoring was then provided to support the Youth Leaders in delivering school visits and on-site activations to promote recycling in their own host countries, in collaboration with their Local Organizing Committees. These initiatives will become sustainable Basketball For Good projects to ensure a long-term impact and leave a lasting legacy for future generations of the World Cup hosts' local communities.

MASCOT EDUCATION PROGRAM KEY HIGHLIGHTS

AWARD WINNING PROGRAM

Mohammed bin Rashid Al Maktoum Creative Sports Award

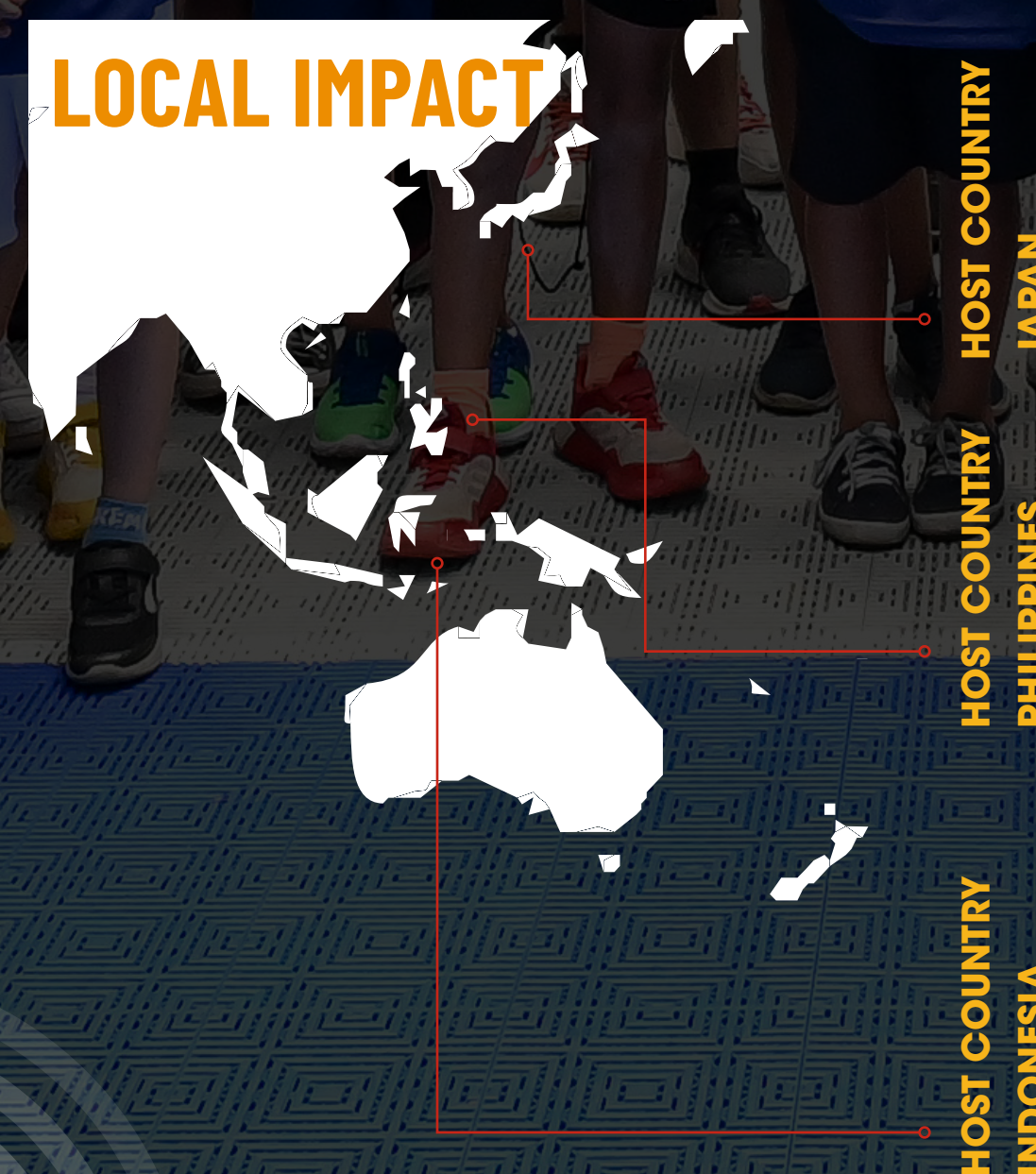
INSPIRATIONAL PLAY BASED LEARNING

Playbook with 11 fun, game based basketball activities that teach about recycling, with JIP the recycling hero inviting children to join his mission and become World Cup heroes

KEY ACTIVATIONS

JAPAN One month to go festival | **JAPAN** Torch relay | **PHILIPPINES** Fan Zone

LOCAL IMPACT



HOST COUNTRY JAPAN
14 sessions across **5** cities
260 participants
650 minutes of programming
Programs distributed to **7** clubs in the B.LEAGUE

HOST COUNTRY PHILIPPINES
7 sessions, across **2** major islands and **4** cities
400+ participants
1,680 minutes of programming, including a 3x3 tournament, school visits and basketball clinics

HOST COUNTRY INDONESIA
7 sessions
326 participants, including the deaf community
630 minutes of programming
6 school visits
31+ media articles



YOUTH LEADERSHIP 2023 IN NUMBERS

5 Youth Leadership programs delivered, spanning **5** continents

84 Youth Leaders from **51** countries equipped to become change makers, of which **52% were female**

97% of the Youth Leaders will continue to use the skills and knowledge they learned on the program to progress their careers



After the completion of our workshops, **85%** of our Youth Leaders felt an increase in confidence to lead and train others



100% felt moderately or highly confident to lead Basketball for Good projects in their local community

63% of all Youth Leaders who have been through the program have delivered activities in the last year that will have a lasting benefit on their local community

By the end of the program **90%** of the youth leaders had developed practical experience working in partnership with stakeholders



Overall, **122 Youth Leaders** have been empowered by the program since its inception, growing the Basketball For Good family in collaboration with their respective National Federations

MINI BASKETBALL

Mini Basketball is an inclusive grassroots basketball movement aimed at 5-12 year olds, encouraging boys and girls to play together using fun and game based learning.

The initiative is designed to grow the basketball community, while encouraging healthier lifestyles and promoting Basketball For Good values linked to the UN SDGs. Each year the FIBA Foundation organizes a series of regionally focused Mini Basketball Conventions, equipping delegates from national federations, clubs, and partners with the tools to help expand the Mini Basketball movement globally.

OUR IMPACT PATHWAY

SHORT TERM

Convention delegates access training, resources, mentoring and tools to support their delivery of Mini Basketball.

Young people learn the fundamentals of basketball through fun, games-based activities.

MEDIUM TERM

Convention delegates become committed to delivering Mini Basketball (and Basketball For Good more widely) in their own communities. National Federations are better able to plan, run and monitor participation. Relationships are strengthened to enable better delivery of programming.

Young people improve their basketball skills, have an increased awareness of social issues through Basketball For Good activities, and participate in initiatives in their communities.

LONG TERM

Local communities positively benefit, more resources are allocated to boost basketball, and long term sustainable partnerships are built with key stakeholders of the Basketball For Good movement.

More young people participate in basketball, increasing their activity levels, and boosting their awareness of social issues.

IMPACT

Mini Basketball activities are delivered in a safe, sustainable, and inclusive environment.

Mini Basketball delegates lead Basketball For Good activities to contribute towards the UN SDGs.

IT IS ALL ABOUT CREATING COMMUNITY, SHARING BEST PRACTICE, BUILDING BRIDGES AND WORKING TOGETHER IN REGIONS ACROSS THE WORLD. BY PLANTING THIS SEED IN YOUNG KIDS, WE CAN CREATE LIFELONG CITIZENS OF BASKETBALL AND IMPACT MANY LIVES THANKS TO ITS VALUES ON AND OFF THE COURT.

MINI BASKETBALL

The Mini Basketball movement experienced remarkable growth in 2023, continuing to expand in popularity around the world and creating new and future citizens of basketball.



EUROPEAN MINI BASKETBALL CONVENTION

Location: Alcobendas, Spain
Date: June 9-12
Number of Mini BB delegates: 31
Number of participating children: 1,040

The [European Mini Basketball Convention](#) saw 31 participants awarded their FIBA Europe Mini Basketball Coaching Course certificate in the culmination of a two-year program, with theoretical and practical sessions delivered virtually and in person. To bring the Convention to a close a 'Day of Mini Basketball' was hosted by the Basketball Federation of Madrid, bringing together 1,040 young people to experience the joy of physical activity, while learning about social issues relevant to their communities.



AFRICAN MINI BASKETBALL CONVENTION

Location: Dar es Salaam, Tanzania
Date: November 23-25
Number of Mini BB delegates: 16
Number of participating children: 250

The [African Mini Basketball Convention](#) equipped delegates from 16 countries with the tools to further develop Mini Basketball in their countries. In addition, 50 local coaches took part in a workshop mixing practical and theoretical sessions to learn how to better engage with young people. Together the delegates and coaches delivered a memorable three days of basketball to 250 children.



AMERICAS' MINI BASKETBALL CONVENTION

Location: León, Mexico
Date: November 1-5
Number of Mini BB delegates: 18
Number of participating children: 3,500

The [Americas' Mini Basketball Convention](#) program included theoretical and practical sessions, plus interactive workshops, and ended with delegates developing their Mini Basketball plan for 2024.

Throughout the weekend, 3,500 children from across Mexico also participated in a Mini Basketball festival, contributing to the continuing work to promote well-being and healthy lifestyles. Coaches of teams participating in the festival, as well as parents of the players, additionally took part in a Congress where they were educated on their role in keeping children in sport and FIBA Foundation's Mini Basketball philosophy.



It was a celebration for children where they competed in a healthy and positive environment, improving the health of our youth and strengthening the prevention of childhood obesity through basketball. The Mexican National Federation will continue to be committed to promoting these events...for the benefit of the children and youth of our country.

Dr Modesto Robledo, President of COCABA and ADEMEBA.



MINI BASKETBALL

2023 IN NUMBERS

200,000+ children
given the opportunity
to play and learn

Over **100,000** coaches
and **200** volunteers
engaged in delivery

3 Mini Basketball Conventions
held, empowering and equipping
65 delegates from **62** countries to
further develop Mini Basketball in
their own communities

46% of delegates were female

Delivery of **3** Mini Basketball Festivals
gave **4,790** young people the
opportunity to play and learn

77% of convention delegates came
away with an excellent or good
understanding of Basketball for Good

The most valued elements learned from the
Mini Basketball conventions were **new coaching
methodologies**, delivering **age-appropriate drills**, and
the importance of **fun, positive and educational delivery**

85% of clubs/federations that attended the
Mini Basketball conventions have implemented
learnings from the event into their organisation

71% have used basketball to address/raise awareness about
social issues ranging from gender inequality, health and the
environment to disability, social inclusion, and respect for all

50% have implemented Basketball for Good activities in the
past year, with the Greek National Federation running more than
50 Mini Basketball events, 20 coaches clinics and 17 social actions



MINI BASKETBALL

A STORY OF IMPACT – 2 YEARS ON

YENNY PINILLA, COLOMBIA

Pinilla is a former national team star in Colombia who now coaches at many different levels. After attending a Mini Basket convention in Argentina two years ago, Pinilla made a proposal to FIBA to launch her program “Mini Basket a Domicilio” in her native country. The program now provides a safe space to play basketball, coaching and resources to more than 50 children, with a vision of impacting closer to 500 youth players by the time it reaches its full potential. Pinilla says the project is “all about educating, empowering, inspiring and supporting others,” while providing a safe environment for Colombian youth living in at-risk areas.



“Mini Basketball provides us with tools for social development and learning, promoting a culture of citizenship day-by-day. Let’s continue to impact our boys and girls with love, and we will have extraordinary citizens of the world.”



COMMUNITY IMPACT

The Community Impact program sees tailored initiatives being implemented in individual countries, addressing social issues relevant to those communities.



HOOPS FOR HEALTH

Using basketball as a vehicle to raise awareness around combatting non-communicable diseases in the Seychelles.



PROPOSE A PROJECT

Providing financial, equipment, and/or mentoring support to grassroots projects using basketball as a tool for positive change in their community.



FIBA OPEN

Engaging the European basketball community, and demonstrating Basketball For Good in action through a festival at the FIBA headquarters.

OUR IMPACT PATHWAY

SHORT TERM

Youth Leaders/educators understand Basketball For Good, their role in delivery and the social issue the program is addressing.

Beneficiaries and local communities develop basketball skills, have increased awareness of Basketball For Good and social issues, and have access to educational or development opportunities.

MEDIUM TERM

Youth Leaders/educators are empowered to use Basketball For Good to tackle issues in their own communities.

Beneficiaries and local communities build social-emotional skills and friendships. They have increased knowledge and skills on the importance of basketball and social values and put into practice what they have learned as part of community programs.

LONG TERM

Youth Leaders/educators continue to run Basketball For Good activities and work with local stakeholders.

More people are involved in basketball for good activities in their local communities.

Programs address community social or environmental priorities and there is an improvement in overall well-being.

IMPACT

Basketball For Good is an efficient and impactful tool contributing to the UN SDGs.

Communities are transformed and their citizens are healthier.



Speaking for all PE teachers, I would like to thank the FIBA Foundation for coming to our country and teaching us about Basketball For Good to improve the health and wellbeing of our students and all Seychellois youth.

Clothilde Marie, PE teacher, Anse Aux Pins Primary School



SEYCHELLES HOOPS FOR HEALTH



SUPPORTED BY **بنك السلام**
Al Salam Bank

2023 saw the successful delivery of the second of three years of the Hoops for Health program in the Seychelles.

Hoops for Health is an innovative project to train school PE teachers in using basketball as a vehicle to raise awareness around combatting non-communicable diseases (NCDs) which account for 79% of all deaths in the Seychelles.

After being initially focused on participants from the capital Mahé in 2022, in 2023 the Community Impact project expanded to also target beneficiaries from two other islands - Praslin and La Digue.

“

I am really impressed with the level of participation...As we have a big problem of obesity here in the Seychelles, we need to have more similar initiatives to get kids into sports. If this program gets a permanent place in the school's curriculum it will open up the doors for so many opportunities.

George Madeleine, Head of Health Promotion, Seychelles Ministry of Health

”

THE 2023 PROGRAM

THREE DAY WORKSHOP

Delivery of workshops teaching the Hoops for Health playbook, combining fun basketball drills with health and nutrition education.

- **64%** of PE teachers and 10 Youth Leaders took part in the workshops
- **42%** of participants were female



IN SCHOOL PROGRAM

PE teachers delivered the Hoops for Health playbook within their own communities supported by the Youth Leaders.

- **56%** of primary and secondary schools involved
- **60+** school visits by Youth Leaders
- Average of **24** students per Hoops for Health session, with **50%** of all participants female

BASKETBALL FOR GOOD FESTIVAL

Held on Mahé to celebrate the successful conclusion of the 2023 program.

- **41%** of participants were female
- Festival featured a 3x3 competition, a quiz on NCD prevention, and a speech by the Ministry of Health to embed learnings



SEYCHELLES HOOPS FOR HEALTH

2023 IN NUMBERS

YOUTH LEADERS

Prior to the workshop only **23%** of Youth Leaders had previous experience in delivering basketball programs within their community

100% understood their role in delivery by the end of the workshop, an increase of **70%**

100% left with a good or excellent knowledge of NCDs and healthy lifestyles, compared to **15%** pre-program

There was an **85%** increase in the number of Youth Leaders who felt confident in educating others about NCDs

TEACHERS

100% left feeling prepared to deliver a Basketball for Good activity, with **93%** confident in educating others regarding NCDs

78% of teachers were highly confident to work with Youth Leaders

88% of teachers have made changes to their own lifestyle as a result of their involvement in the program

45% of teachers have engaged in activities or groups related to health due to the program



The FIBA Foundation really understands the needs of each specific community and are able to come up with a tailor-made solution.

Al Salam Bank



STUDENTS

The program reached across the Seychelles, with **47.1%** of all students participating

100% had fun playing basketball, and **92%** plan on continuing to play post program

55% of students have changed a habit/behavior related to health due to their involvement in Hoops for Health

During the festival quiz **100%** of teams correctly identified factors for NCD prevention

PROPOSE A PROJECT

2023 was a record breaking year for Propose a Project, FIBA Foundation's fastest growing initiative.

The program is designed to continuously enlarge the Basketball For Good family by assisting projects using basketball as a tool for positive change in their respective communities and to address the United Nations Sustainable Development Goals (SDGs).

Grassroots organizations as well as National Federations and Youth Leaders are invited to apply for support, with successful organizations receiving a mixture of funding, equipment, and/or mentoring support.

Projects can apply under 5 categories based on the SDGs:

3 GOOD HEALTH
AND WELL-BEING



10 REDUCED
INEQUALITIES



4 QUALITY
EDUCATION



16 PEACE AND JUSTICE
STRONG INSTITUTIONS



13 CLIMATE
ACTION



2023 IN NUMBERS

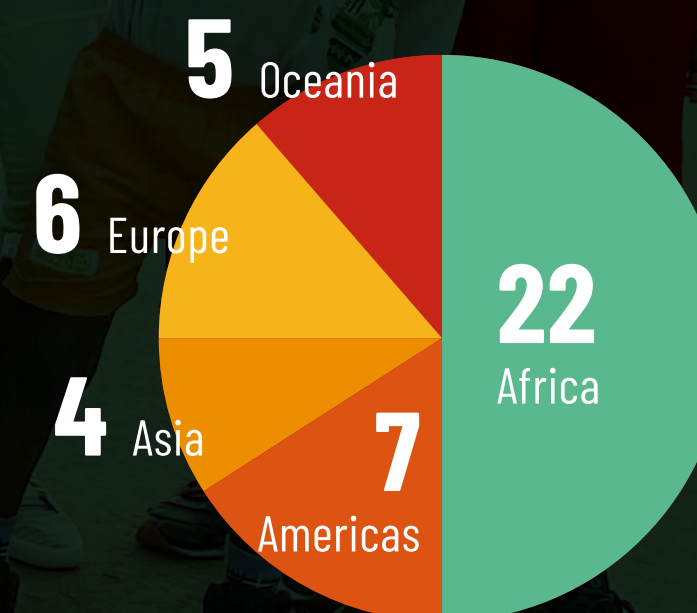
10,000+ beneficiaries positively impacted

42 projects supported across **35** different countries.

Applications increased by **89%** compared to 2022, with an **82%** increase in the number of projects supported

Support included grant funding, leadership development, and provision of over **2,500** Molten basketballs

SUPPORT PROVIDED IN ALL 5 CONTINENTAL REGIONS:



It is an honor for Molten to be part of the Basketball For Good Family. The great work displayed by the FIBA Foundation is making an impact on thousands of lives, and we are really delighted to contribute.

Mr Kiyofumi Tamiaki, Molten CEO



PROPOSE A PROJECT

PROJECT SPOTLIGHT



HEALTH & WELL-BEING Mudando o Placar, Brazil

Support provided:

- Grant funding
- Invited to join Americas Youth Leadership program
- 100 Molten basketballs

Mudando o Placar works to improve the quality of life of children ages 6-17 in Rohinca, the biggest favela in Rio de Janeiro. The support of Propose a Project has enabled the provision of free basketball, educational and cultural activities to 120 children, allowing them to develop an active life style, socialize with others, and cope with their emotions. The project's founder Layana de Souza was also given the opportunity to join the Youth Leadership Program where she was excited to learn from peers and develop additional skills. Read more [here](#).



EQUALITY & INCLUSION RB Zwickau e.V, Germany

Support provided:

- Grant funding
- 60 Molten basketballs

RB Zwickau e.V is a wheelchair basketball club dedicated to the inclusion of people with disabilities. With the support of Propose a Project they were able to bring wheelchair basketball initiation sessions to over 1000 children in local schools, increasing awareness of disability sport, and driving an increase in attendance at club home games. Read more [here](#).



PROPOSE A PROJECT

PROJECT SPOTLIGHT



CULTURE & EDUCATION

Mambo Basketball, Tanzania



Support provided:

- Grant funding
- 70 Molten basketballs
- Invited to participate in 2023 African Mini Basketball Convention

A lack of locally manufactured and affordable hoops was restricting access to basketball and its benefits across Tanzania. Mambo Basketball's innovative program 'We Plant Hoops and You Play' aims to tackle this by making hoops locally and distributing them across schools and communities. With the support of Propose a Project they worked to reach 1,000 young people, driving participation and building a basketball culture. Read more [here](#).

PEACE & CONFLICT RESOLUTION

Phönix - Training for Life, Austria



Support provided:

- Grant funding
- 100 Molten basketballs

Phönix - Training for Life supports people in prison by using sport as a means of rehabilitation and reintegration. With the support of Propose a Project, 15 participants received professional coaching and mentoring, fostering personal development, teamwork, and discipline. Specialized training and resources were additionally provided for staff involved in the program. Read more [here](#).

CLIMATE & ENVIRONMENT

Mawuvi Basketball Fellowship (MBF), Ghana



Support provided:

- 120 Molten basketballs
- Invited to join African Youth Leadership program

MBF is dedicated to empowering youth through basketball, skills training, and advocacy for environmental sustainability. By supplying equipment Propose a Project was able to help sustain their core basketball activities, allowing them to engage young people in their Clean Neighborhood Campaign. Over 100 young people were educated on recycling and took part in weekly clean ups, touching the entire community and spreading a message of proper waste management to a further 5000 people. Read more [here](#).

FIBA OPEN

Every year FIBA HQ in Mies, Switzerland opens its doors for a festival of 3x3 basketball, providing a fun environment for the local community and teams across Europe to play, spectate, and increase their knowledge of basketball's potential to positively impact society. All while raising vital funds for Basketball For Good projects.

Inclusivity was central to the event as participants of all ages, capacities and origins converged to share the courts and an unforgettable experience. Visitors could take part in the festive atmosphere, watching the great camaraderie on the courts, discovering the Patrick Baumann House of Basketball which was celebrating its 10th anniversary, and taking part in various activities.

Watch the after movie [here](#).



Wheelchair basketball often happens a bit behind closed doors.

Supported by:



COMMUNITY
IMPACT

2023 IN NUMBERS

550

games played

4,000+

visitors

254

teams

145

volunteers

18 team categories, including wheelchair basketball

8 Special Olympics teams from **7** countries

All ages engaged, from **3** to **40+** years



FIBA Open was a great way to bring people together through basketball and celebrate the sport on a global scale.... I also appreciated the emphasis on promoting diversity and inclusion in the sport, and the efforts to create opportunities for players who may not have had access to traditional basketball programs.

Ajla Gozhdar, Youth Leader, Albania





WHAT
COMES
NEXT?

LOOKING FORWARD

After our most impactful year yet our ambition is to go even further in 2024. We will enhance our programs, increase the number of beneficiaries, and equip even more young people and communities with the opportunity, knowledge, and confidence to embrace the power of basketball.

OUR 2024 OBJECTIVES

YOUTH LEADERSHIP

- Continue to grow the Youth Leader network **across all 5 continents**
- Increased provision of mentoring to keep Youth Leaders connected and supported and further embed impact in communities
- Increased support of Youth Leaders and their Basketball For Good programs through Propose a Project

YOUTH LEADERSHIP

MINI BASKETBALL

- Convene the basketball community and continue to build the Mini Basketball movement **across all 5 continents**
- Provision of tailor made mentoring and support for each region, working with the respective National Federations
- Increased support around onsite implementation, to amplify impact of in person education provided in 2023

MINI BASKETBALL

COMMUNITY IMPACT

- Community Impact delivered through our **3 ongoing projects**, with ambitious plans for growth and impact at the local level
- Double the investment into Propose a Project, and double the impact
- In the last year of the Hoops for Health program, a legacy will be achieved through the renovation of a community basketball court in Mahé, and further engagement of national organizations to ensure momentum beyond 2024

COMMUNITY IMPACT



JOIN OUR MISSION

JOIN OUR MISSION

In basketball we have a powerful tool to promote education, health and well-being, and to fight injustice and inequality in communities across the world. But we can only achieve our goals for 2024 and beyond with the support of those who share our belief in the transformative power of our beautiful game.

BECOME A PARTNER

As a corporate partner, or technical supplier, you can help us expand our reach even further and positively impact young people throughout the world. And our robust measurement, evaluation and reporting means that you can proudly share the impact of your support with the wider world.

We can work together to create a [bespoke partnership](#) – focusing on a particular project, theme or region that is dear to your heart, or contributing across the full spectrum of projects.

By supporting our mission our Partners:

- Contribute to the UN Sustainable Development Goals, in particular Good Health and well-being, Quality Education, Gender Equality and Reduced Inequalities
- Align with a global game, which has deep reach into communities across every continent
- Gain presence and visibility during corporate international basketball events
- Are thanked and profiled across the FIBA Foundation branding and communications
- Gain access to the Basketball for Good Inner Circle, with opportunities to visit projects, attend our Gala Dinner, and FIBA events such as the World Cup and the Hall of Fame

DONATE

We welcome one off and monthly donations, as well as equipment that we can distribute to our Basketball for Good programs. Find out how you can support [here](#).

- 🏀 **US\$ 50** will provide basic equipment and kit for one child at a Basketball For Good project
- 🏀 **US\$ 500** will provide 100 Molten basketballs to one supported Basketball For Good project
- 🏀 **US\$ 2,000** will enable the implementation of a 1-day Basketball For Good Festival by a successful Propose a Project applicant
- 🏀 **US\$ 10,000** will enable the shipment of a 3x3 basketball court to one Basketball For Good project
- 🏀 **US\$ 50,000** will enable the refurbishment of a local community basketball court
- 🏀 **US\$ 100,000** will enable the full implementation of a 2-year Basketball For Good project



SIGN UP
to our newsletter



OUR INVESTMENT

BASKETBALL FOR GOOD - 2023

Total Investment US\$328,114

US\$100,565

31%

US\$152,197

46%

US\$75,352

23%





APPENDIX

OUR GOVERNANCE

FIBA FOUNDATION BOARD

The FIBA Foundation is a Swiss Foundation subject to Swiss law in the Canton of Vaud. It is administrated by the FIBA Foundation Board which gathers at least once a year. They determine the strategy of the foundation and approve the management report.

BOARD MEMBERS

Hamane Niang (MLI) – President

Manuel V. Pangilinan (PHI) - Vice-President

Andreas Zagklis (GRE) – Secretary

Ingo Weiss (GER) – Treasurer

Sheikh Saud Ali Al-Thani (QAT) – Member

Horacio Muratore (ARG) – Member

H.H. Shaikh Isa Ali bin Khalifa Al Khalifa (BRN) – Member

Evangelos Liolios (GRE) – Member

Mohammed Al-Meghaiseeb (QAT) – Member

Kiyofumi Tamiaki (JPN) – Member

Jingnan Xu (CHN) – Member

Jane Maywald (GBR) – Member

Michelle Timms (AUS) – Member

Predrag Stojakovic (SRB) – Member

Jennifer Williams (USA) – Member

Ulf Mehrens (GER) - IWBF Representative

BASKETBALL FOR GOOD ADVISORY COMMITTEE

The Basketball For Good Advisory Committee advises the FIBA Foundation on how to select, monitor and evaluate the Basketball for Good projects. They play a key role in the Propose a Project selection process to increase the global reach and impact of the Basketball For Good movement.

ADVISORY COMMITTEE MEMBERS

H.H. Shaikh Isa Ali Khalifa Al-Khalifa - Chairman

Michele Timms - Member

David Hollander - Member

Mie Kajikawa - Member

Miroslaw Krogulec - Member

Elzine Mushambi - Member

Ioane Naivalurua - Member

Layana de Souza - Member



Thank you

Contact us at foundation@fiba.basketball

Educate - Empower - Inspire - Support



Supported by:

