

FIBA FOUNDATION

**BASKETBALL
FOR GOOD**

Basketball For Good Impact Report 2024

Supported by:

molten
For the real game



FOREWORD

Building healthy and resilient communities through basketball.



Hamane Niang
FIBA Foundation President



Andreas Zagklis
FIBA Secretary General

The growth of basketball soars to new levels, with 610 million people playing regularly and 3.3 billion fans worldwide.

This creates an enviably strong platform for the game to use its position to bring a positive influence to lives and communities across the world.

At the FIBA Foundation, we are at the forefront of using basketball as a tool of development and social impact and are proud to share the detail of our purpose, activities, and impact.

This report will focus on our Basketball For Good pillar and shares the 2024 progress and impact of our three core programs – Youth Leadership, Mini Basketball, and Community Impact. Over the past year we have been dedicated to developing new projects and broadening our reach. We have delivered more support than ever before, with a 40% increase in investment.

We are particularly proud to have made great strides towards the objectives set out in our 2023-27 Basketball For Good Strategy.

Our commitment to 'Propose a Project' has stepped up yet again, with an increase to 58 supported projects. Our ambition to drive enhanced social impact at FIBA events was also met by new initiatives to capitalize on

the interest generated by the FIBA Basketball World Cup 2023. We were delighted to be able to refurbish two community courts in the Philippines, and the opening of a new FIBA office in Indonesia has provided a platform for the rollout of Basketball For Good programming in the region.

FIBA's wider strategic commitment to Women in Basketball was also brought to life through the extension of the 'Her World, Her Rules' project, with a record-breaking 85 National Federations receiving funding to promote participation in girls' basketball.

The ongoing expansion of our scope and reach is a joy to be a part of, and we thank our partners, National Federations, Youth Leaders, community projects and colleagues. Without your support none of this would be possible.

No matter where you are on the planet, basketball has the potential to connect, empower and transform lives.

Our ambition to bring this vision to life is unwavering and we invite you to join us and play your part. Together we can drive change across the globe for generations to come.

OUR 2024 HIGHLIGHTS

276K+

YOUNG PEOPLE
POSITIVELY IMPACTED

122

COUNTRIES
REACHED ACROSS
5 CONTINENTS

255

BASKETBALL FOR GOOD
CHANGE-MAKERS
EMPOWERED

CONNECTING COMMUNITIES

680+

EVENTS AND FESTIVALS DELIVERED
BY THE FIBA FOUNDATION AND WIDER
BASKETBALL FOR GOOD FAMILY

DRIVING CHANGE

145

COMMUNITY PROJECTS
SUPPORTED

6,500

MOLTEN BASKETBALLS AND

8,000

ITEMS OF PEAK APPAREL DISTRIBUTED

molten
For the real game

PEAK



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**WHO
WE ARE**

BASKETBALL FOR GOOD

Launched in 2016 our Basketball For Good pillar empowers, educates and inspires youth by implementing projects around the world that are aligned with our values and purpose.



OUR PURPOSE

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



WHAT WE DO

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

OUR THREE PROGRAMS



YOUTH LEADERSHIP

Giving young people the skills and opportunities to create a brighter future.

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.



MINI BASKETBALL

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.



COMMUNITY IMPACT

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

Our Community Impact programs build capacity and sustainability by providing funding, education, equipment, mentoring and training.



OUR IMPACT

THE CHANGE WE SEEK TO MAKE



EMPOWER

National Federations, Youth Leaders and local partners contribute towards the UN Sustainable Development Goals through Basketball For Good programs

EQUIP

The capacity and sustainability of the Basketball for Good community and programs are strengthened through funding, education, equipment, and mentoring



CONNECT

A sustainable, active and connected Basketball For Good movement is developed globally

TRANSFORM

Communities are transformed and their citizens are healthier and more empowered as a result of their involvement



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



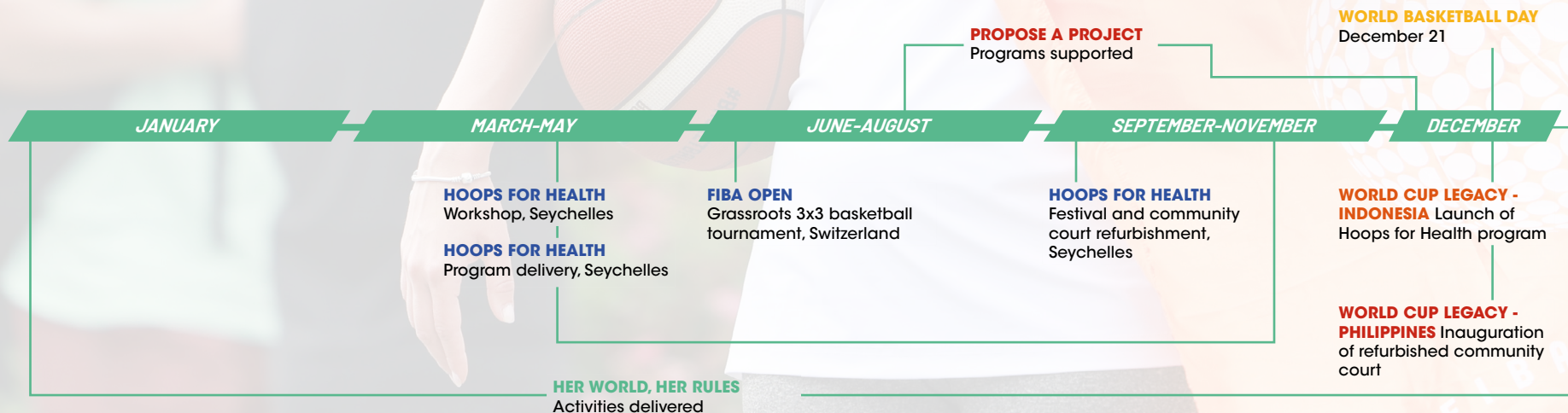
See here for the Theory of Change that underpins Basketball For Good.





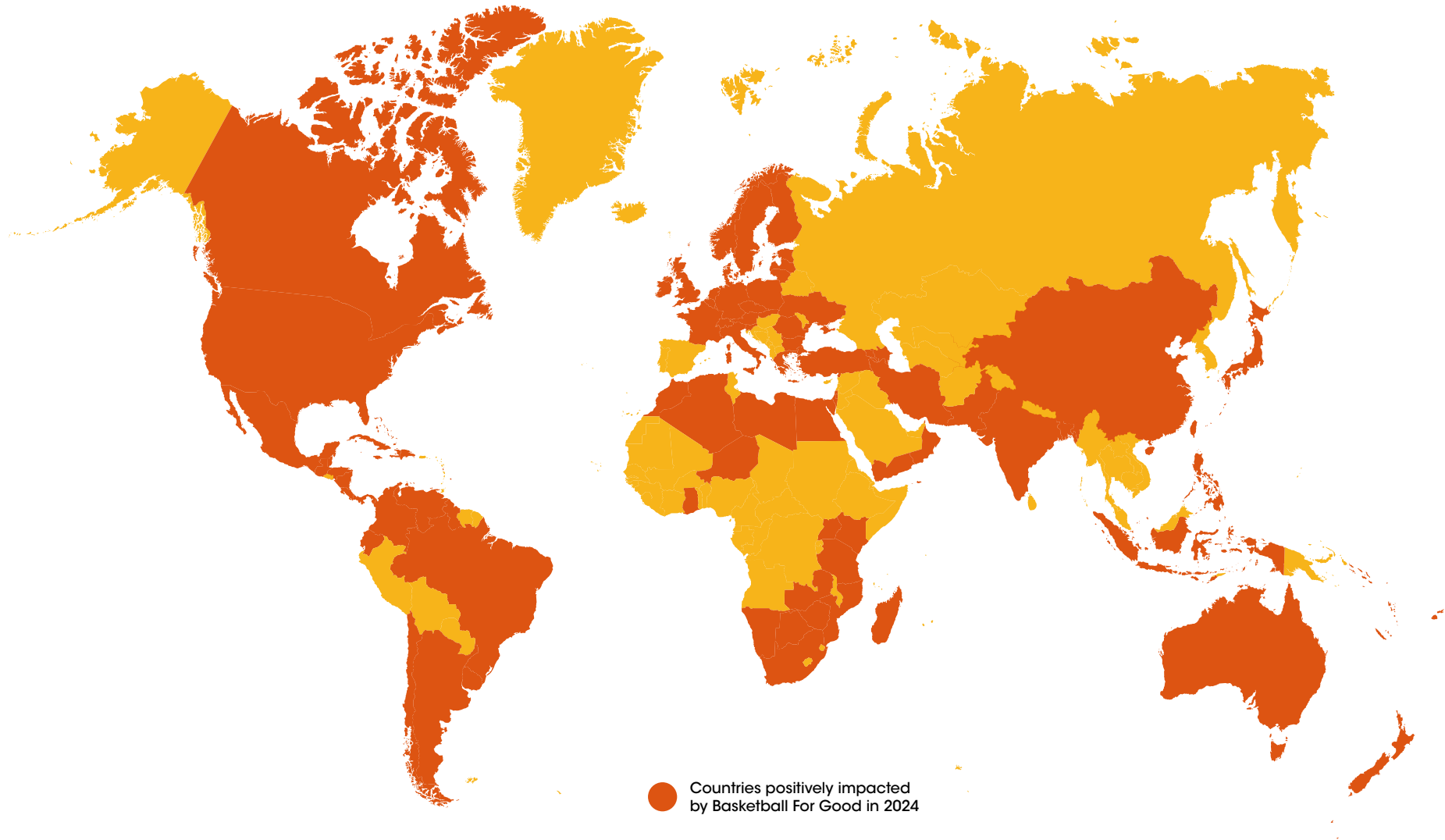
OUR IMPACT IN 2024

OUR YEAR - AT A GLANCE



OUR YEAR AT A GLANCE

The global reach of basketball is one of our greatest assets. In 2024 we were able to bring positive change to communities in **122 countries** across 5 continents, a 20% increase from 2023.



YOUTH LEADERSHIP

2024 - OUR IMPACT

31

YOUTH LEADERS FROM
23 COUNTRIES EQUIPPED TO
BECOME CHANGE-MAKERS

58%

FEMALE YOUTH LEADERS

92%

FELT MOTIVATED
AND EMPOWERED
TO **TAKE ON**
LEADERSHIP ROLES

97%

FELT MODERATELY OR
HIGHLY CONFIDENT
EDUCATING OTHERS
ABOUT SOCIAL ISSUES
THROUGH BASKETBALL

45

BASKETBALL FOR
GOOD **PROJECTS**
DELIVERED BY
YOUTH LEADERS

AN ONGOING LEGACY

155

YOUTH LEADERS FROM 80 COUNTRIES
HAVE BEEN EMPOWERED BY THE
PROGRAM SINCE ITS INCEPTION IN 2018

58%

OF OUR YOUTH LEADERSHIP ALUMNI
SURVEYED DELIVERED A BASKETBALL
FOR GOOD PROJECT IN THE LAST YEAR

See [here](#) for our Youth Leadership Impact Pathway in full.



Could you support our next generation of Youth Leaders? If you are able to provide any of the below, please reach out to the FIBA Foundation team here.

MENTORSHIP

FINANCIAL SUPPORT

EDUCATION

EQUIPMENT

YOUTH LEADERSHIP

2024 ACTIVITIES



2024 YOUTH LEADERSHIP COHORT

31 Youth Leaders from 23 countries across Asia and Europe engaged in multi-day workshops in [Singapore](#) and [Switzerland](#), with a focus on Basketball For Good project development, management and leadership skills.

Experts from [Global Sports Innovation Center](#) and [BloomUp](#) delivered sessions on specific topics such as inclusivity, project planning, and the UN SDGs.

Hands on highlights included:

- Project pitch sessions, where Youth Leaders presented their proposed Basketball For Good projects
- Delivery of a Basketball For Good clinic for local children with disabilities
- Active participation in the delivery of the FIBA Hall of Fame Class of 2024 Ceremony
- Volunteering at the FIBA Open 2024

In the months following the workshops our Youth Leaders experienced virtual mentoring sessions and received support to implement the projects they had pitched during the workshops.

Watch our Asian Youth Leaders leading a clinic for local children here



See our European post-workshop movie here



The project pitch session worked really well, it allowed everyone to share their thoughts and experiences from their respective countries. This exchange of diverse perspectives added a lot of value to the workshop.

Sridhaar Mani, 2024 Youth Leader, India



YOUTH LEADERSHIP

2024 ACTIVITIES



ALUMNI COMMUNITY

- 6 Youth Leader alumni who submitted a Propose a Project application in 2024 joined a mentoring program to receive additional support for the successful implementation, evaluation and communication of their projects. See project spotlights on [Petal Brown](#) (Saint Lucia) and [Layana da Souza](#) (Brazil).
- 11 Youth Leader alumni joined sessions on Design Thinking as part of YMCA's change agent training.
- Youth Leader alumni Kirsten Maddison (Marshall Islands) and Daphne Rakobe (Botswana) were elected Secretary General of their respective National Basketball Federations.
- Youth Leader alumni Lawrence Adjei (Ghana) and Ali Kpeto (Togo) were invited to attend the 2024 African Mini Basketball Convention.
- Youth Leader alumni Patricia Ayebare (Uganda) spoke on behalf of FIBA Foundation at the YMCA Accelerator Summit in Kenya. Read more [here](#).
- Youth Leader alumni Sizwe Blose (South Africa) joined a World Basketball Day [webinar](#). Organized and hosted by Founder of Next Big Pivot and Basketball For Good Advisory Committee member Mie Kajikawa, the event celebrated and explored the power of basketball to transcend borders, connect people worldwide, and inspire positive societal change.



YOUTH LEADERSHIP

COMMUNITY IN ACTION

ASIA

Doha, Qatar
Abdulrahim Abuissa



Abdulrahim's project, the Hoops For All Initiative powered by AI Sports Qatar, conducted an eight day basketball camp for 135+ participants aged 7-14. The camp brought together children from 18 nations, including 50 Gazan refugees, promoting social integration and unity. Through interactive lectures with experts, icebreakers between Gaza evacuees and local youth and daily prize-giving, everyone had a chance to succeed.



AMERICAS

Gros-Islet and Castries, Saint Lucia
Petal Brown



Through the Net Blazers Basketball Club, Petal launched the Bringing Buckets Home Basketball Program, offering young boys and girls a positive alternative to crime and gang involvement. By providing mentorship, structure, and a sense of belonging through basketball, her program has helped reduce violence and create a safe environment for 150 boys and girls. FIBA Foundation's Propose a Project platform has further supported Petal's program to ensure her program inspires confidence, discipline and leadership on and off the court.



OCEANIA

Majuro, Marshall Islands
Kirsten Maddison



Kirsten, the new Secretary General of the Marshall Islands Basketball Federations, led a month-long clinic for boys and girls aged 8-16 years in Majuro Atol. The clinic aimed to develop their sport skills and teach them about relevant local issues (gender inequality and poor health) so that they can become better citizens to their island home. Activities included drills to improve fundamental basketball skills, the integration of messaging teaching children how to practice a healthy and active lifestyle, and a 3x3 tournament.



EUROPE

Skopje, North Macedonia
Monika Gjorgjievska



During the FIBA U18 and U16 EuroBasket Division B competitions, mental health workshops were successfully conducted for national teams. Led by Monika as part of the 'Where is Your Mind?!' project, and a professional sports psychologist, two representatives from each participating country were invited to sessions focusing on men's mental health. 76 male players took part, and based on positive feedback the ambition is to expand these workshops for commissioners and referees and hold monthly sessions to ensure year-round continuity.



YOUTH LEADERSHIP

PERSONAL SPOTLIGHT

ALI KWAMI KPETO - GHANA

Ali grew up in Kpando, in Ghana's Volta Region. In 2019, he returned to his former school and noticed that children no longer had the same access and exposure to basketball that he enjoyed growing up. This realization sparked a dream for change.

Ali did not allow the lack of facilities and resources hold him back, instead, it motivated him even more. His love for basketball and culture sparked the birth of what Ghana today proudly knows as the [Mawuvi Basketball Fellowship \(MBF\)](#).

Ali initially successfully applied for the FIBA Foundation's Propose a Project program and then became a Youth Leader in 2023. The support and learning provided has allowed him to build MBF into a youth empowerment organization that leverages the power of basketball to develop the next generation of leaders, athletes, and change-makers in Ghana. Focusing on four areas; basketball, environmental advocacy, skills training, and volunteering programs, it has a mission to help young people discover their potential, build their skills, and connect with opportunities that can change their lives.

In 2024 MBF built the Mawuvi African Culture and Arts (MACA) Village, which acts as center for knowledge sharing, cultural exchange, and community engagement. The base also doubles as accommodation for volunteers – with two Canadian university students arriving in 2024 to assist with the running of programs, as well as bringing much needed income for the local community.

The project has now positively impacted 350 young lives, with significant improvements seen in academic performance (achieved through weekly literacy lessons), increased community engagement and enhanced leadership qualities.



MBF IS LOOKING FOR MORE VOLUNTEERS IN THE FUTURE – COULD THIS BE YOU? If you are interested, please contact alikpeto@mawuvi.africa



As a student intern at MBF, I am grateful to say that the chance to do my field placement here is providing me with an opportunity that has already begun to change my life...Seeing the way Ali runs such a multifaceted program with so few resources has inspired me with the hope of one day starting my own grassroots organization that works in partnership with local visionaries...I will return to Canada and finish my degree with knowledge and experience that is irreplaceable.

Paige Deedman, Trent in Ghana Student, Trent University



MINI BASKETBALL

2024 - OUR IMPACT

86

EDUCATORS EMPOWERED AND EQUIPPED
TO FURTHER DEVELOP MINI BASKETBALL
IN THEIR OWN COMMUNITIES
+32% FROM 2023

45%

FEMALE EDUCATORS

EDUCATORS DRAWN FROM

47 COUNTRIES

See [here](#) for our Mini Basketball
Impact Pathway in full.



Join our mission to positively impact children through
play-based education. Find out more on how you
could partner with Mini Basketball [here](#).



“

As coaches, we must reduce the idle time with the kids and teach them the game of basketball step by step. Apart from the skills, they learn how to interact with one another and respect for other cultures.

Lawrencia Abdje, Youth Leader alumni and Mini Basketball educator from Ghana

”

MINI BASKETBALL

2024 - OUR IMPACT

Our 2024 Mini Basketball program delivered learning and support through Conventions and ongoing mentoring for the global network of educators.

CONVENTIONS

86 educators from 47 countries across Europe and Africa attended Conventions delivered in Madagascar and Denmark.

Across multi-day events educators took part in sessions focused on the delivery of play-based learning to promote good health and well-being, and the sharing of best practice to build better local and global collaboration.

Alongside theoretical sessions, attendees in Madagascar had the opportunity to apply their learnings in activities involving over 400 children. In Denmark the Convention featured a visit to the Children's Basketball Foundation's 'Copenhagen 3x3 Summer Festival', where educators gained an inspiring insight into the Foundation's work.

Relive our Conventions here:



Denmark



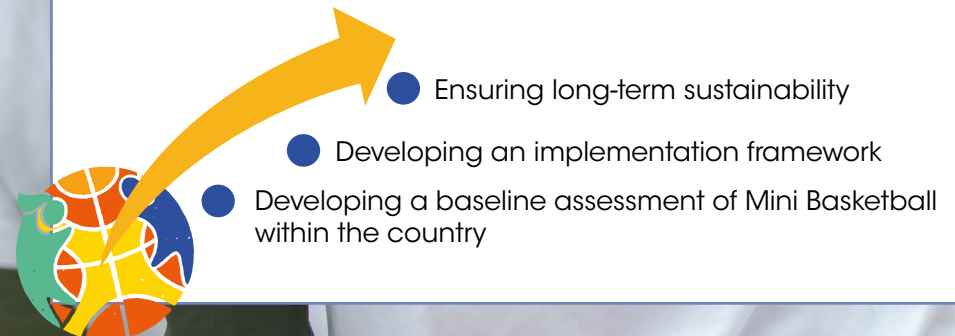
Madagascar

MENTORING

In 2024, a mentoring program for Mini Basketball educators from 19 South American countries was launched to act as a follow up to the Convention held in Mexico in 2023.

The program was designed to provide additional support and further increase the strength of the Mini Basketball movement in their respective communities.

Mentoring was provided with the following 3 step objective:



MINI BASKETBALL

COMMUNITY IN ACTION

In Chile, Mini Basketball has been taken to new heights by the creation of a National Mini Basketball Day on December 8th.

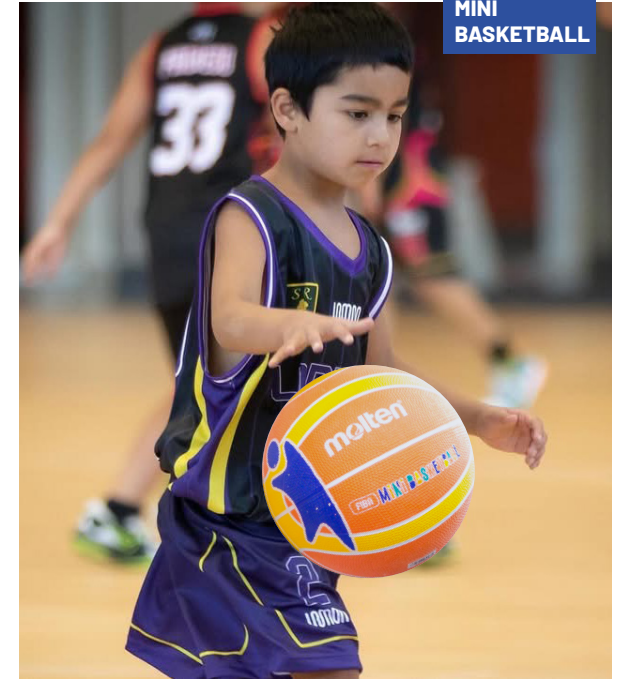
The annual nationwide celebration, supported by FIBA Foundation's Propose a Project platform, was created in 2022 and attracted 3,000 children in its first year. In 2024 this rose to over 6,000 children in 29 locations across 16 different regions.

Through games, drills, challenges, and dancing the events helped to spark a love for basketball and provided an opportunity to promote healthy lifestyles and the Basketball For Good values linked to the UN SDGs.



Everyone felt connected no matter where they played. It was a bonding experience using basketball as a powerful tool to teach values.

Francia Huerta, coach and leading member of Chile Mini Basqueta



MINI BASKETBALL

PERSONAL SPOTLIGHT - KENYA

The story of Enouce Ndeche is the perfect illustration of the way in which the FIBA Foundation provides ongoing support for individuals across multiple programs.

Enouce successfully applied for Propose a Project in 2022 and 2023 through his local organization Vijana Amani Pamoja and was subsequently invited to the 2023 African Mini Basketball Convention to enhance his learnings and apply them in his community.

In 2024 Enouce used his insights to secure Propose a Project funding and equipment, and deliver a project called Hoop for Life. Focused on UN SDG 3: Good Health and Wellbeing it used basketball-based activities to deliver health messaging designed to change the behavior of Kenyan youth and reduce HIV infection.

KEY OUTCOMES

- **10** coaches trained as community change agents, delivering HIV messaging through basketball
- **1,000** children (including those with intellectual disabilities) have an increased awareness of HIV prevention through delivery of sessions in schools and community centers
- 3x3 basketball court established as a base for delivery of life-skills training through basketball
- HIV Community Forum delivered, increasing knowledge of HIV prevention, testing and antiretrovirals



The Mini Basketball Convention gave me and my fellow coaches, professionals, and other like-minded organizations the chance to network, learn, and exchange best practices.

Enouce Ndeche





COMMUNITY IMPACT

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

The program has seen impressive growth in 2024, with the number of projects delivered more than doubling. There has also been increased integration with wider FIBA Foundation programs and [FIBA objectives](#), along with the delivery of over 670 Basketball For Good events or festivals through the projects outlined below.



PROPOSE A PROJECT

Providing financial, equipment, and mentoring support to grassroots projects.



HOOPS FOR HEALTH - SEYCHELLES

Combating the prevalence of non-communicable diseases through education on healthy lifestyles.



WORLD BASKETBALL DAY

Delivering festivals at 5 Olympafrica Centers to create sustainable positive change.



HER WORLD HER RULES

Supporting National Federations to amplify Women in Basketball and promote girls' participation.



WORLD CUP LEGACY

Piloting a Hoops for Health project in Indonesia and refurbishing a court in the Philippines.



FIBA OPEN

Showcasing Basketball For Good through a festival at the FIBA headquarters.

The breadth and depth of our Community Impact programs gives the opportunity to tailor a partnership that perfectly fits your objectives. Become a partner here.



PROPOSE A PROJECT

Underlining FIBA Foundation's deepening commitment to Propose a Project, 2024 saw a record 58 projects supported, and a 100% increase in funding provided.

The goal of the Propose a Project platform is to support projects that use basketball as a tool for positive change and address the UN SDGs. Through an annual application process, National Federations and organizations of all sizes are encouraged to apply for support. Successful projects receive financial, equipment, and/or mentoring support, plus access to additional opportunities through the wider Basketball For Good community.

2024 in Numbers

Application categories aligned with 5 UN SDGs



Greater Impact than ever before

241  **+67%**
from 2023
**PROJECT APPLICATIONS FROM
89 COUNTRIES**

3,300  **+32%**
from 2023
**MOLTEN BASKETBALLS
DISTRIBUTED**

58  **+38%**
from 2023
**PROJECTS
SUPPORTED**

64,000+
**PEOPLE POSITIVELY IMPACTED, 51%
OF WHICH WERE FEMALE**



Molten is proud to be part of the FIBA Foundation and Basketball For Good Family. Through their projects, we are able to provide basketballs to communities in need and bring smiles to thousands of children worldwide.

Kiyofumi Tamiaki, Molten CEO



Could you sponsor Propose a Project? Support across the board or choose a region or UN SDG that aligns with your focus. If you are interested, please contact foundation@fiba.basketball.

PROPOSE A PROJECT

PROJECT SPOTLIGHT

PEACE & CONFLICT RESOLUTION

Hoops Club, Lebanon



Hoops Club delivers community-based programs that leverage sports to promote psychosocial support, youth empowerment, social cohesion, and conflict sensitivity. With the outbreak of war Hoops Club quickly devised a program of basketball delivery in shelters, reaching 1,200 children to provide a sense of stability and normalcy. As well as providing a much-needed outlet, the sessions delivered life skills such as stress management, community building, conflict resolution and resilience building. 80% of participants reported feeling a sense of joy and relief, with notable improvements in children's emotional well-being.



Seeing my kids smile and play again is something I haven't seen in weeks. It reminds us that there is still good in the world, even in times like these.

Father of Hoops Club participant



CULTURE & EDUCATION

Barbados Amateur Basketball Association



Youth Leader Nakish Joseph launched Project POOF in collaboration with the Barbados Amateur Basketball Association. Aimed at empowering young women through basketball, it focused on combating the prevalence of poor nutrition and a lack of physical activity in the community, especially amongst women. The 4-week program reached 43 women aged 12-29, with coaches and mentors guiding them through drills, team-building activities, and strategy development, emphasizing discipline, sportsmanship, and leadership. Read more [here](#).



Project POOF is more than just basketball. It's about creating opportunities for young women to grow as individuals and as a community. We want these ladies to leave the court feeling more confident, empowered, and ready to take on challenges both on and off the court.

Nakish Joseph, Youth Leader

PROPOSE A PROJECT

PROJECT SPOTLIGHT

CLIMATE & ENVIRONMENT

Wihda Sportif Batna, Algeria



Local club Wihda Sportif Bahna Hoops was supported by FIBA Foundation to create the Algeria Hoops for Green initiative, using basketball as a tool to raise environmental awareness, and foster social inclusion. At the heart of the project was a large 3x3 basketball tournament, drawing 15 teams from across Algeria and delivering awareness activities on the importance of environmental responsibility. Participants, along with 80 local children, engaged in tree-planting during the event, while a street cleaning campaign born out of the tournament has become Algeria's largest environmental movement. Read more [here](#).



EQUALITY & INCLUSION

Basketball Federation of Papua New Guinea



The Trupla Leada Program, in collaboration with Alotau Basketball Association, was conducted over one week to empower youth through basketball. 30 young referees and coaches were trained in learning-through play techniques, and over 150 young people participated in sessions on gender equality, gender based violence, cyber safety and fire prevention and safety. Collaborations with the Health, Police and Fire Departments played a crucial role in delivering the learning as part of a 3 day 3x3 basketball tournament.



HEALTH & WELLBEING


Romanian Basketball Federation



Inspired by the FIBA Open, three 2023 Romanian Youth Leaders delivered the Come, Learn and Play event, providing a week of workshops, basketball sessions, and a 3x3 basketball tournament for 200 participants. The focus was on promoting basketball as an educational and health-focused sport, engaging young people and families while reinforcing its role in fostering an active lifestyle. Since the event whole families have embraced the sport, and young people have been signposted to join local clubs. Read more [here](#).



SEYCHELLES HOOPS FOR HEALTH

Supported by  **بنك السلام**
Al Salam Bank

In 2024 the Seychelles' flagship Hoops for Health project successfully completed its third year.

Hoops for Health is an innovative project to train physical education school teachers in using basketball as a vehicle to raise awareness around combating non-communicable diseases (NCDs) which account for 79% of all deaths in the Seychelles.¹

This year's programming focused on all primary and secondary schools from the three main islands of Mahé, Praslin, and La Digue.



The Hoops For Health program has delivered incredible results over the last three years. This project is a testament to the FIBA Foundation's expertise, and we would be delighted to further collaborate with them on other initiatives.

Al Salam Bank



Watch here to find out more



¹World Bank Group: Cause of death, by non-communicable diseases (% of total)- Seychelles

THE 2024 PROGRAM



THREE DAY WORKSHOP

Youth Leaders and PE teachers taught the Hoops for Health playbook, combining fun basketball drills with health and wellbeing education.



IN SCHOOL PROGRAM

PE teachers delivered the Hoops for Health playbook within their schools, supported by the Youth Leaders.



BASKETBALL FOR GOOD FESTIVAL

3x3 tournament and community festival held on Mahé to celebrate the project with all participating schools.



SEYCHELLES HOOPS FOR HEALTH

2024 – OUR IMPACT

HOOPS FOR HEALTH CURRICULUM DELIVERED
IN **60% OF ALL PRIMARY AND SECONDARY
SCHOOLS** IN THE COUNTRY

37

**YOUTH LEADERS AND PE TEACHERS
EMPOWERED** TO DELIVER HEALTH AND
NUTRITION EDUCATION THROUGH
BASKETBALL (48% FEMALE)

100%

OF YOUTH LEADERS AND
TEACHERS **INCREASED THEIR
KNOWLEDGE OF BASKETBALL
FOR GOOD**

95%

OF TEACHERS NOW **HIGHLY OR
MODERATELY CONFIDENT IN
EDUCATING OTHERS** REGARDING
NCDs WITHIN A BASKETBALL SESSION

100%

OF YOUTH LEADERS LEFT
WITH **EXCELLENT OR GOOD
KNOWLEDGE** ABOUT HEALTH
AND WELLBEING, COMPARED
TO 50% PRE-PROGRAM

1500+

YOUNG PEOPLE RECEIVED **HEALTH
AND NUTRITION EDUCATION**
THROUGH BASKETBALL

47%

OF ALL STUDENTS, YOUTH
LEADERS AND PE TEACHERS
INVOLVED WERE **FEMALE**



COMMUNITY
IMPACT

SEYCHELLES HOOPS FOR HEALTH

During the final year of this flagship Hoops For Health program, the FIBA Foundation delivered its first ever court refurbishment. Located in Roche Caiman, it leaves a lasting legacy to the key district within Seychelles' largest island of Mahé.

The court refurbishment was carried out by [Play with Purpose](#), with local artists injecting Seychellois culture, and two backstops donated by FIBA Foundation partners Mondo. The inauguration of the facility was held on the second day of the Basketball For Good Festival, with fun Mini Basketball activities provided for 120 local school children alongside educational and creative activities.

Read more [here](#), and to experience the celebrations first hand please scan the QR code.



“

With this project, we hope to encourage local youths to come to the court more often to play basketball so they can stay healthy.

Hamane Niang, FIBA Foundation President

”



2022-2024 – A TANGIBLE LEGACY



1
REFURBISHED
COMMUNITY COURT



1500
MOLTEN BASKETBALLS
DISTRIBUTED



2300
ITEMS OF PEAK
APPAREL DONATED



YOU CAN BE PART OF SOMETHING GAME-CHANGING

In the near future, the FIBA Foundation aims to complete court refurbishments in other regions, enhancing long-term basketball participation across the world and promoting the Basketball For Good movement.

By joining us in repeating such projects we can bring basketball to more people, elevate local sports programs, and create opportunities for youth to thrive.

Together we can help shape the future of basketball – one court at a time! Become a partner [here](#).

WORLD BASKETBALL DAY

DECEMBER 21, 2024

A resolution to create a World Basketball Day was adopted by the UN in 2023, thanks to the [passion and pro-activity](#) of Basketball For Good advisory committee member, Professor David Hollander.

Now enjoying its second year, World Basketball Day 2024 saw the sport come together to celebrate the positive influence which is enjoyed by millions of people and their respective communities around the globe.

In partnership with Olympic Solidarity, FIBA Foundation executed [Basketball For Good Festivals](#) at five selected Olympafrica Centers. The objective was not only to promote basketball and youth development, but to also create a positive social impact in each local community.

Five Basketball For Good Ambassadors - including FIBA Foundation Youth Leaders and Propose a Project beneficiaries - led the design and implementation of the festivals ensuring alignment with [Olympism365](#), the IOC's strategy to strengthen the role of sport as an enabler of the UN SDGs. Sustainability and legacy lay at the heart of festival planning, with monitoring and evaluation also built in to ensure ongoing improvement in future years.



The FIBA Foundation's World Basketball Day initiatives were truly remarkable. Seeing all these children wearing our equipment was heartwarming, and it reminded us how impactful basketball can be.

Jingnan Xu, PEAK Chairman



5

FESTIVALS

5

LOCATIONS

730+

YOUNG PEOPLE DISCOVERED THE JOY OF HOOPS, WHILE ALSO BECOMING EDUCATED AND EMPOWERED

**FINANCIAL
SUPPORT
PROVIDED BY**



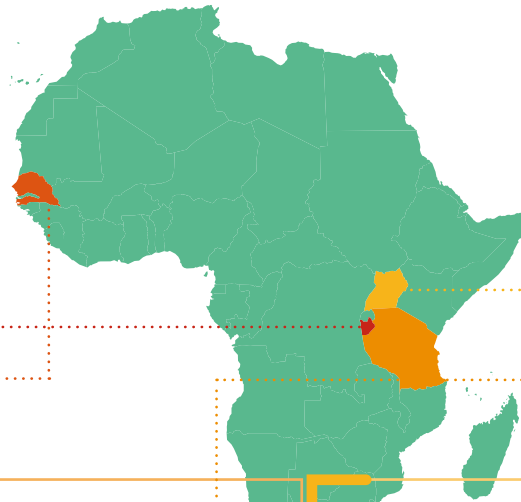
**MENTORING
SUPPORT
PROVIDED BY**



**500 MOLTEN
BASKETBALLS AND
800 PEAK JERSEYS
PROVIDED TO
OLYMPAFRICA CENTERS**

WORLD BASKETBALL DAY

Basketball For Good Festivals – In Focus



NYANZA, RWANDA

PARTICIPANTS: 150

FOCUS: Gender equality

5 GENDER
EQUALITY



CONAKRY, GUINEA

PARTICIPANTS: 60

FOCUS: Gender equality

5 GENDER
EQUALITY



KIBAHA, TANZANIA

PARTICIPANTS: 220+

FOCUS: Health and wellbeing

5 GENDER
EQUALITY



BUSIA, UGANDA

PARTICIPANTS: 185

FOCUS: Participation, safeguarding, mental and physical wellbeing

3 GOOD HEALTH
AND WELL-BEING



ZANZIBAR, TANZANIA

PARTICIPANTS: 150

FOCUS: Gender equality and life skills

3 GOOD HEALTH
AND WELL-BEING



//

One participant shared that she had never travelled outside of Conakry. Through this project, she formed new friendships, visited a place she had never been to, and experienced her first-ever boat ride – an inspiring reminder of how exposure and exploration can broaden horizons and build confidence.

Batouly Camara, Basketball For Good Coordinator, Guinea

//

HER WORLD, HER RULES

The 'Her World, Her Rules' (HWHR) project is FIBA's largest grassroots project. Launched in 2018, the program is an integral part of FIBA's Women in Basketball strategic priority and has an incredible track record of amplifying women's basketball globally and increasing girls participation.

KEY OBJECTIVES

- Increase popularity and participation of girls in basketball (focus on girls 6-15 yet to play basketball regularly).
- Attract media attention, celebrate women's basketball and promote female role models.

HOW WE DELIVER

A global project and social media campaign in partnership with National Federations:

- National Federations encouraged to submit a project plan of how they intend to activate the campaign.
- Successful applicants receive advice and funding and deliver through coaching, events, tournaments, branding, ambassadors, communications, and partnerships.
- Impact amplified by National Federation and FIBA social media and digital platforms.

To find out more, use #HerWorldHerRules or #HWHR on social media, or click [here](#).



HER WORLD, HER RULES

OUR IMPACT

2018-2024

133 National Federations have received funding

180,000+ girls involved in basketball activities

2024

Biggest global delivery on record

85 National Federations funded, including 14 newcomers

10 players engaged as ambassadors, including Emma Meesseman, Erika da Souza and Geraldine Roberts

SPOTLIGHT ON EUROPE

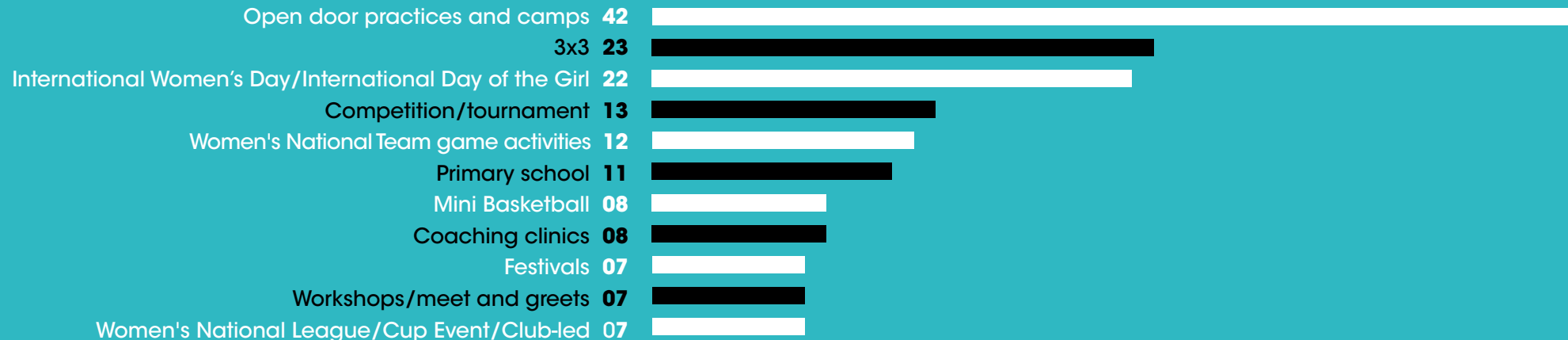
42 National Federations supported

307 delivery locations

41,000 girls given the opportunity to play basketball



EVENTS DELIVERED BY NATIONAL FEDERATIONS



FIBA WORLD CUP LEGACY - INDONESIA

Following the success of Indonesia's co-hosting of the **FIBA Basketball World Cup 2023**, FIBA opened a new office in Jakarta in September 2024 to harness the region's rapidly growing passion for the sport and bring positive social change to local communities.

HOOPS FOR HEALTH INDONESIA

After successful implementation in Papua New Guinea and the Seychelles, the FIBA Foundation Hoops for Health Playbook is now being implemented in Central Papua Province, Indonesia's Western half of the island of New Guinea, as part of FIBA's new regional focus. Indonesia faces challenges from limited access to quality education and sports programs, to barriers in health awareness, particularly in the remote regions. With this in mind the program integrates fun basketball lessons with sound health and well-being practices, with the objective of empowering the local communities while improving long term health outcomes.

OUR HOOPS FOR HEALTH GAME PLAN...



2024 - PILOT PROJECT

DATE: December 3, 2024

LOCATION: Mimika, Papua

- 18 teachers from 14 schools equipped with the knowledge and tools to implement the program.
- 570 students **with 43% female participation** took part in a Basketball Clinic, where the teachers actively engaged with students in practical, hands-on sessions to apply their newly acquired skills.



See the after video here:



LONG TERM GOAL

Contribute to human capacity building and promote healthy lifestyles across Indonesia. In alignment with the Golden Indonesia 2045 vision of a prosperous society by 2045.



It really benefits us, as PE teachers by giving various approaches through games that attract children's attention and bring enjoyment and happiness to learn through playing.

Amiruddin, PE Teacher,
MI Madani Mimika



FIBA WORLD CUP LEGACY – PHILIPPINES

On the eve of the 2023 FIBA World Cup final, the FIBA Foundation organized its inaugural Fundraising Gala Dinner with the aim of raising funds for its Basketball For Good projects. On that night, a special auction item was bought – the chance to fund the restoration of a local basketball court.

THE GAWAD KALINGA COVERED COURT – PASIG CITY

The Gawad Kalinga Covered Court, situated in Pasig City and home to approximately 2,000 families, was selected following a consultation process with FIBA and the Samahang Basketbol ng Pilipinas, which coordinated the project.

The inauguration of the court took place on December 18 and was attended by Mayor of Pasig City, Vico Sotto, and Australian Ambassador to the Philippines, HK Yu.

Watch [here](#) to find out more.



This Basketball For Good project will give the local community access to a safe space where they can practice basketball, maintain their physical health and build strong relationships and memories.

Al Panlilio, President of Samahang Basketbol ng Pilipinas



The FIBA Foundation collaborates with local partners worldwide to refurbish courts, creating safe spaces for youth to use Basketball For Good. Could your organization step up and transform childhood for a whole community? If so, please contact foundation@fiba.basketball

FIBA OPEN

From June 15 to 16, the FIBA Open took place at the Patrick Baumann House of Basketball in Mies, Switzerland - bringing people together to play, spectate, and raise awareness and funds for Basketball For Good.

The 2024 edition marked the FIBA Open's 10th anniversary, celebrating a decade of bringing people together to play, spectate, and enjoy the game. Over the years, it has grown into one of the largest and most inclusive 3x3 tournaments in the world, while also raising awareness and funds for Basketball For Good.



With thanks to our partners:



Watch the after movie here:



2024 IN NUMBERS

308
Teams

1216
Players

4000+
Visitors

175
Volunteers

15 Mini Basketball initiations led by FIBA Foundation Youth Leaders, delivering learning through play on themes including recycling, health, nutrition and values

18 team categories, including **11** Special Olympics and **4** wheelchair teams



The FIBA Open is the perfect example of how basketball can unite, uplift, and empower communities, fostering inclusion and driving positive change. It is great to see people of different ages, backgrounds, and capabilities coming together to enjoy a shared passion.

Ray Yan, Enlio Director



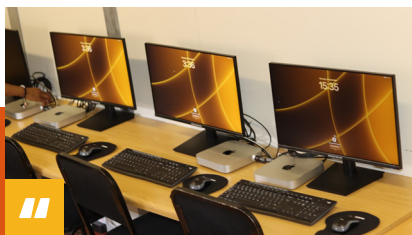
FIBA OPEN

For the first time the FIBA Open served as a platform to raise funds for a specific Basketball For Good Project, with all profits donated to The Basketball Artists School (BAS) Foundation in Namibia.

BAS is an after-school program for less-privileged children focusing on education, life skills and basketball. The partnership with FIBA Foundation goes back to 2017 and has been fruitful in creating Youth Leaders, training coaches and volunteers, providing resources and building a stronger more cohesive community.

Funds from the FIBA Open have been directed towards the creation of a new computer lab, helping BAS to empower young people with the skills they need to succeed.

WE LOOK FORWARD TO SUPPORTING A NEW BASKETBALL FOR GOOD PROJECT EVERY YEAR WITH THE FUNDS RAISED AT THE FIBA OPEN. COULD YOUR ORGANIZATION AMPLIFY OUR IMPACT THROUGH MATCH FUNDING?



The computer lab is a game-changer for our learners. Not only will they gain valuable digital literacy, but they'll also have a safe, supportive space to learn and grow. This wouldn't have been possible without the unwavering support from our partners.

Dr. Veii, Chairperson of BAS Foundation



YOUTH LEADER SPOTLIGHT: AL-TICIOUS LINKS

Namibian Youth Leader, Al-Ticious Links had the opportunity to represent BAS at the FIBA Open and attend the European Youth Leadership seminar.

My immediate goals include implementing some of the newly learned approaches from the Seminar, shaping them to fit my community. I also plan to graduate with the aim of continuing to be a pillar of representation of the power of sports in one's life.

Al-Ticious Links, BAS representative





**LOOKING
FORWARD**

OUR 2025 OBJECTIVES

We are already well underway with our work for 2025, looking to achieve more impact than ever, across even more territories.



YOUTH LEADERSHIP

- Continue to grow the Youth Leader network.
- Launch a mentoring program for increased education, engagement, and exchange opportunities.



MINI BASKETBALL

- Release the Basketball For Good playbook as a transformative coaching resource.
- Provide relevant mentoring and equipment support in every region.



COMMUNITY IMPACT

- Streamline mentoring support through the Propose a Project platform.
- Organize Basketball For Good projects at FIBA Events for enhanced social impact and legacy.

WE CAN'T REACH OUR OBJECTIVES ALONE.

Our work is made possible by the support and collaboration of incredible partners who share our vision. Could your organization be part of our team in 2025 and beyond? With additional support we can go even further and...

- **Increase support of Youth Leaders** and their Basketball For Good projects through Propose a Project.
- **Increase support of Mini Basketball programs** and festivals through Propose a Project.
- **Launch a three-year Basketball For Good program** in another country to leverage the impact of the Seychelles Hoops For Health program.

Our work is guided by the 2023-27 FIBA and Basketball For Good strategic objectives.

SIGN UP TO OUR NEWSLETTER



**JOIN
OUR
MISSION**



OUR SUPPORTERS

The support we receive from our partners is instrumental in being able to bring the Basketball For Good vision to life across the world. We extend our heartfelt thanks for your support, collaboration and friendship.

Global Partners:



Corporate Partners:

بنك السلام
Al Salam Bank



ENLIO

MONDO

Institutional Partners:



WORLD
YMCA

Program Partners:

bloomup



GSIC
Global Sports Innovation Center



COACH
KIDS

inFocus

PLAY
PURPOSE

THINK
BEYOND



JOIN US in our quest
to make our projects
sustainable and further
increase the Basketball For
Good community.



The FIBA Foundation's commitment to using basketball as a force for good resonates deeply with us at PEAK. Their projects create lasting impact by empowering youth, building communities, and spreading the joy of the game.

Jingnan Xu, PEAK Chairman

JOIN OUR MISSION

Experience the difference an investment in social impact can make.

Basketball is more than just a game, it's a force for good. It has the power to educate, uplift, and unite communities. Through Basketball For Good, we harness the sport's global reach to drive meaningful change in education, health, and social justice.

BUT WE CAN'T DO IT ALONE. TOGETHER, WE CAN MAKE AN EVEN GREATER IMPACT.

BECOME A PARTNER

Whether as a corporate sponsor, technical supplier, or strategic partner, your support helps us expand our reach and create both real and measurable change.

Why partner with us?

- **Boost brand loyalty** – Deliver on the growing expectation for brands to have social purpose, attracting consumers increasingly motivated to choose products that align with their values².
- **Be part of something bigger** – Align with the UN SDGs, advancing health, education, gender equality, and social inclusion.
- **Unlock a global audience** – Basketball is played by 610+ million people, with 3.3 billion fans. Gain international visibility through FIBA events, communications, and branding.
- **Experience the impact** – Exclusive access to the Basketball For Good Inner Circle, where you can visit projects and witness the change you support firsthand.
- **Customize your support** – Focus on a region or initiative that resonates with your organization's values.

BECOME A PARTNER



²People prefer brands with aligned corporate purpose and values, World Economic Forum



DONATE



Your generosity fuels our mission. Whether through a one-time donation, monthly giving, or providing basketball equipment, every contribution directly supports young people worldwide.

- **US\$ 50** provides basic equipment and kit for one child
- **US\$ 500** supplies 100 Molten basketballs to a community
- **US\$ 2,000** funds a Basketball For Good Festival, bringing joy and learning through sport
- **US\$ 10,000** ships a 3x3 basketball court to a local project
- **US\$ 50,000** refurbishes a community basketball court, creating a safe space for play
- **US\$ 100,000** fully supports the implementation of a 2-year Basketball For Good project, changing lives long-term

EVERY DOLLAR COUNTS.

Donate today and be part of something bigger.

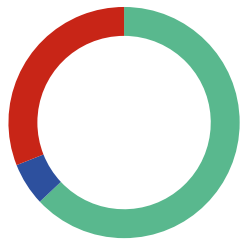


OUR INVESTMENT

BASKETBALL FOR GOOD - 2024

Total Investment US\$455,921
40% increase on 2023

US\$
142,225



US\$
26,158

US\$
287,539





APPENDIX

FIBA FOUNDATION

Building a connected and engaged global Basketball For Good and Basketball Cultural Heritage community.

The FIBA Foundation is the social and legacy arm of FIBA that addresses the role of sports and particularly basketball in society, preserving and promoting basketball's values and its Cultural Heritage.

Our Two Strategic Pillars:

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 focuses specifically on the impact of our Basketball For Good programs in 2024, using basketball as a catalyst to empower, educate and inspire youth around the world.

Let's give opportunities to those who have never had them. Let's convince those that never thought they'd do it that they can. Watch here to find out more about the work of the Foundation.



The work of the FIBA Foundation aligns with and supports the wider strategic priorities and objectives of FIBA. Find out more [here](#).

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. Sheikh Issa Ali bin 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



FIBA FOUNDATION
**BASKETBALL
FOR GOOD**

Thank You

Contact us at foundation@fiba.basketball

Supported by: **molten**
For the real game

