



# BALLIN' FOR PEACE - THE NEW SOCIAL WORKERS, INC.

Case Statement for Grant Funding

**Case Statement 2022**



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## Executive Summary

Ballin' For Peace – The New Social Workers, Inc. is a vital and unique 501c3 nonprofit organization incorporated in 1986 with a mission to provide at-risk youth with an alternative to gangs and violence by promoting involvement in extracurricular activities. Our services are targeted toward youth and young adults between the ages of 10 and 25 and offered in Los Angeles County and the surrounding areas.

## Mission Statement

Ballin' For Peace provides positive programs and services to at-risk youth. Our mission is to provide at-risk youth with an alternative to gangs and violence by promoting involvement in extracurricular activities. We are committed to providing positive outreach programs, such as basketball entertainment, workshops, educational information, health care services, and community events. We aim to make communities safer, focusing on age groups 10 to 25, all cultures, and ethnicities.

## Vision Statement

Our vision is to use recreation, entertainment, and knowledge to positively impact the lives of individuals from all walks of life, with a primary focus on at-risk youth.

We are committed to showing our participants the value of embracing diversity, developing empathy for others, and improving their own life outcomes. One of our goals is to remove or override negative messages that glorify violence and crime by creating fun activities for families. We hope to inspire and enrich lives while strengthening the community. Community-based events broaden relationships and in return create safer, healthier neighborhoods.

## Core Values

Our organization operates based on the following core values:

- Honesty
- Courtesy
- Sportsmanship
- Responsibility
- Accountability
- Integrity
- Caring
- Respect
- Inclusiveness
- Perseverance

## Diversity and Inclusion Statement

At Ballin' for Peace, a diverse, inclusive, and equitable workplace is one where all employees and volunteers, whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, education or disability, feels valued and respected. We are committed to a nondiscriminatory approach and provide equal opportunity for employment and advancement in all of our departments, programs, and worksites. We respect and value diverse life experiences and heritages and ensure that all voices are valued and heard.

We're committed to modeling diversity and inclusion for the entire arts industry of the nonprofit sector, and to maintaining an inclusive environment with equitable treatment for all.

## Funding Ask

Ballin' For Peace is looking to raise \$1,000,000 over the course of the next year for general operating, as well as program expansion. \$1,000,000 would allow for us to host events and fully expand operations across the United States.

## Organizational Background

The New Social Workers was formed as a 501c3 organization in 1986, and was revamped in 2007 with an updated mission statement and given the nickname "Ballin' for Peace".

The Board of Directors is comprised of passionate and knowledgeable individuals who donate their time, skills, and resources to provide stable governance to the organization. The board ensures organizational success, establishes public trust, and guarantees the fulfillment of our mission. With extensive experience, our Board Members are invaluable team players to our organization and the backbone of all that we do. They include:

- Ryan Hicks – Director
- Kenn Hicks - Founder

## Community Served

Our community served is the Los Angeles County and surrounding areas. Los Angeles, California is the largest city in California and the second largest city in the United States<sup>1</sup>.

Los Angeles, California, is home to 3,898,747 people, 20.7% (807,040) under 18 years old. The area's population is 8.9% Black or African American, 11.6% Asian, 48.5% Hispanic or Latino, and 28.5% White. The median household income is \$62,142, slightly lower than the \$62,843 national average.<sup>2</sup>

18.0% of Los Angeles, California residents live below the poverty line, higher than the 11.4% national average.

Ballin' For Peace - The New Social Workers has also held events in Las Vegas, Philadelphia, and Arizona. As the organization grows, it seeks to expand operations to Atlanta and New York City.

## Problem Statement

Far too many youth and young adults find themselves without options and are attracted to the lure of gang violence.

Violence is the leading cause of death in the United States and leaves lasting health ramifications.<sup>3</sup> A recent study found that targets and perpetrators of violence suffer "increased incidences of depression, anxiety, post-traumatic stress disorder, and suicide; increased risk of cardiovascular disease; and premature mortality."<sup>4</sup>

1. <https://worldpopulationreview.com/us-cities/los-angeles-ca-population>

2. <https://www.census.gov/quickfacts/fact/table/US/PST045219>

3. <https://ajph.aphapublications.org/action/cookieAbsent>

4. <https://www.healthaffairs.org/doi/abs/10.1377/hlthaff.2019.00480>

Unfortunately, many California youth are at-risk of entering the cycle of violence. As of 2019 (the most recent data compiled), 6% of Californian youth aged 16-19 do not attend high school and are not employed.<sup>5</sup> Further, 16% of Californian youth do not graduate high school on time.<sup>6</sup> These are key indicators that point to potentially risky behavior.

The CDC's Youth Risk Behavior Surveillance System (YRBSS) surveys youth across the country about potentially harmful behavior. The data reveals concerning insights into the state of California youth:<sup>7</sup>

- **5.8%** carried a gun for reasons other than hunting or sport shooting at least once during the 12 months before the survey
- **2.7%** carried a weapon to school at least once during the 30 days before the survey
- **12.3%** were threatened or injured with a weapon on school property at least once during the 12 months before the survey
- **11.0%** did not go to school because they felt unsafe at school or on the way to or from school at least once during the 30 days before the survey
- **19.2%** experienced sexual violence at least once during the 12 months before the survey
- **21.4%** currently drink alcohol
- **29.9%** used marijuana at least once in their lifetime
- **31.5%** were offered, sold, or given an illegal drug on school property during the 12 months before the survey

Risky behaviors are indicators of systemic issues that drive youth and young adults to make unhealthy choices. However, research indicates that "recreation can be used meaningfully in a multiapproach toolkit to address youth gang involvement and violence; and that programs that possess the identified critical components are more likely to have positive impacts on the targeted youth."<sup>8</sup>

Ballin' for Peace -The New Social Workers' special events typically focus on athletics and sports, which directly correlate with a positive impact on two crucial factors: mental and physical health issues; both of which have become increasingly prevalent in recent years. In light of the COVID-19 Pandemic, mental and physical health concerns have become exacerbated. Ballin' for Peace - The New Social Workers events are conducive to positively impacting overall mental health by facilitating opportunities for a productive outlet to stress and anxiety, cultivating increased self-confidence, and fostering the ability to make wise

5. <https://datacenter.kidscount.org/data/tables/7261-teens-ages-16-to-19-not-attending-school-and-not-working?loc=6&loct=2#detailed/2/6/false/1729,37,871,870,573,869,36,868,867,133/any/14311,14312>

6. <https://datacenter.kidscount.org/data/tables/9536-high-school-students-not-graduating-on-time?loc=6&loct=2#detailed/2/6/false/1696,1648,1603,1539,1381,1246/any/18709>

7. <https://www.cdc.gov/healthyyouth/data/yrebs/results.htm>

8. [https://www.researchgate.net/publication/332129859\\_The\\_Roles\\_of\\_Recreation\\_in\\_the\\_Prevention\\_Intervention\\_and\\_Rehabilitation\\_Programs\\_Addressing\\_Youth\\_Gang\\_Involvement\\_and\\_Violence](https://www.researchgate.net/publication/332129859_The_Roles_of_Recreation_in_the_Prevention_Intervention_and_Rehabilitation_Programs_Addressing_Youth_Gang_Involvement_and_Violence)

choices. The COVID 19 Pandemic has also resulted in many individuals resorting to unhealthy overeating in an effort to cope with stress, anxiety, and inactivity. Evidence-based studies show that sports and group activities not only provide children with a healthy cardio-vascular physical workout, but can also help prevent childhood obesity from occurring.

## Program Activities

Our programs have been a great success and have received favorable reviews from news stations (CNN, ABC, and NBC), national magazines (Sports Illustrated, and SLAM), local newspapers, politicians, the Los Angeles Police Department, and Super Stars (a Shaq & D.L Hughley post on social media reached over 9 million views). In 2015 members of the Ballin' for Peace organization received a "Hero Among Us" award and Citation from the City Council of Philadelphia during a Philadelphia 76ers home game, Martin Luther King Weekend. In 2009 members of the organization also received a Certificate of Appreciation from Mayor Villaraigosa at Staples Center during a Los Angeles Clippers Game, for their exemplary work in Southern California. In 2016 Philadelphia Mayor Jim Kenney attended the Nicetown Give Back Festival and supported the Ballin' for Peace movement. Additionally, Ballin' For Peace - The New Social Workers has established corporate recognition and event support from ESPN, iHeartRadio, KDAY, Power 99, SLAM Magazine, and Sony.

The primary programming focus of Ballin' For Peace - The New Social Workers is special events, celebrity basketball games, and concerts. These events showcase the organization's outreach activities and feature current and former NBA players, streetball legends, influential community members, actors, musicians, and more. The games and showcases are exceptionally entertaining and draw large crowds. During these events, the organization provides information on crime prevention and intervention, free backpack giveaways, food distribution, computer giveaways, connections to colleges, scholarships, and healthcare services (blood drives and health screening information). All events are open to the public and promoted with the help of local radio stations.

Additionally, Ballin' For Peace - The New Social Workers uses these events to connect people with different job resources in the local area. The California Employment Development Department (EDD) and organizations that offer employment services sign up people for job training.

Ballin' For Peace - The New Social Workers organization regularly plan nationwide special events. Three events are scheduled in the Spring of 2023: March 18th at the Crypto.com Arena with the Los Angeles Clippers, April 5th with the Atlanta Hawks at the State Farm Arena in Atlanta, and April 9th with the Miami Heat at the FTX Arena in Miami. Events have also been held in Las Vegas, Philadelphia, and Arizona. As the organization grows, it seeks to expand operations to Atlanta and New York City.

Ballin' For Peace - The New Social Workers also offers workshops and lectures on domestic violence prevention, safety, and teen dating violence. The 52-week program is aimed at people arrested for domestic violence.

## Goals & Outcomes

We have several main goals and projected outcomes for the next one-three years (2022-2024):

- By partnering with Sony and iHeartRadio, the organization seeks to offer internships and tours of Grammy University and ESPN beginning in 2023. This program will show at-risk youth what a career in media and entertainment looks like while providing better options than gang participation.
- **Expand Board of Directors:** The Board of Directors is comprised of passionate and knowledgeable individuals who donate their time, skills, and resources to provide stable governance to the organization. The Board ensures organizational success, establishes public trust, and guarantees the fulfillment of our mission. With extensive experience, Board members are invaluable team players to our organization and the backbone of all that we do. The Ballin' For Peace - The New Social Workers organization seeks to expand and recruit new members.
- **Build a team of paid employees and volunteers:** These individuals will meet with clients, identify what services are needed, and directly address those needs. Within three years, the organization seeks to hire a part-time Administrative Assistant and, within five years, hire a full-time Executive Director and Program Director. A diverse, inclusive, and equitable workplace is one where all employees and volunteers, whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, education or disability, feels valued and respected. We are committed to a nondiscriminatory approach and provide equal opportunity for employment and advancement in all of our departments, programs, and worksites. We respect and value diverse life experiences and heritages and ensure that all voices are valued and heard.
- **Expand Outside of the state of California:** As the organization grows, Ballin' For Peace - The New Social Workers seeks to expand services outside of Los Angeles, California, across the country, and worldwide. Successfully increasing services, clients, and donations will enable the Board of Directors to consider further expanding Ballin' For Peace - The New Social Workers outside the state. In doing so, the Board of Directors will evaluate the compliance requirements for operating a nonprofit organization in multiple locations.
- By the end of 2023, we would like to have raised over \$1 million in funds.
- Purchase a building for operations in Los Angeles County, California. This would allow for us to house our new team, as well as internally plan goals and events. When we expand to other states, our headquarters would remain in the Las Angeles County area. and outcomes.
- During the summer of 2022, the organization was instrumental in facilitating a successful joint venture with L.A. County Department of Parks and Recreation's "Parks After Dark" Program. An array of youth sports activities including basketball, tennis, football, and yoga clinics were offered free of charge to youth from a multitude of diverse backgrounds throughout Los Angeles County. This collaborative effort was further enhanced by the participation of outside youth organizations and professional sports teams such as the L.A. Clippers, Los Angeles Lakers, and the L.A. Sparks, as well as by sponsorships to provide products and services such as back-to-school giveaways (i.e. backpacks, school supplies, and tshirts).



## Methodology

To meet the goals and objectives set forth by our Board of Directors, our organization will continue to successfully operate existing programs, as well as expand efforts and focus on grant writing. Our committed and knowledgeable board, as well as our extensive survey data, ensures that our organization remains committed and up to date with providing appropriate services to our community served.

## Evaluation

The success of Ballin' for Peace is evaluated through data collection and testimonies by previous and current clientele. We provide surveys for our audience and the participants at the close of each performance that we present.

With our 52-week course, we will present an optional survey at the end of each course, as well as small quizzes. Attendance will also be measure to gauge interest.

## COVID-19 Impact

Due to the COVID-19 Pandemic, Ballin' for Peace was temporarily unable to host both national and international events, resulting in drastic cuts in funding.

Additionally, the COVID-19 Pandemic has seen severe spikes in poor mental health, physical health, and other risk factors associated with potentially harmful behavior.

We are back to operations as usual.

## Sustainability

Ballin' for Peace has been operating thus far through board and volunteer funding, as well as support from corporate sponsors. We regularly have 100 volunteers to help with daily operations. In order to continue to be able to meet increased demand, we are actively seeking larger grant funding. Additionally, we are diversifying our marketing efforts in an attempt to attract future clients, donors, and volunteers. In order to sustain previous donors, we are marketing our services and successes using email, newsletters, press releases, print media, social media, a website, and word-of-mouth advertising.