



2024



# ANNUAL REPORT

Building a healthy, vibrant community starts here.



# TABLE OF CONTENTS

<b>3</b>	ABOUT US	<b>15</b>	SENIOR PROGRAMS & SERVICES	<b>27</b>	COMMUNITY DRIVE
<b>4</b>	VISION & MISSION	<b>16</b>	PLAY FOREVER SENIORS TRIPS	<b>28</b>	REGENT PARK BASKETBALL
<b>5</b>	PROGRAM IMPACTS	<b>17</b>	EY RIPPLES	<b>29</b>	EMPLOYMENT PROGRAMS
<b>6</b>	KEY PARTNERS	<b>18</b>	SENECA COLLEGE CO-OP		
<b>7</b>	ELECTED OFFICIALS	<b>19</b>	SUN LIFE x RAPTORS PROGRAM		
<b>8</b>	BELL INBOUND ASSIST	<b>20</b>	WINTER CLASSIC TOURNAMENT		
<b>9</b>	PLAY FOREVER VICTORIA, BC	<b>21</b>	NOCTA SHOE GIVEAWAY		
<b>10</b>	PLAY FOREVER STORIES	<b>22</b>	JAYS CARE		
<b>11</b>	PROGRAMS AND SERVICES	<b>23</b>	YOUTH BASKETBALL LEAGUES		
<b>12</b>	CAMP WESTON	<b>24</b>	PARKS AND REC REVITALIZATION		
<b>13</b>	THRIVE YOUTH PROGRAM	<b>25</b>	K-12 PROGRAMS		
<b>14</b>	PSG WONDER WEEKEND	<b>26</b>	TUTORING		



# ABOUT US



## *INTRODUCTION*

Play Forever is a charity and non-profit organization providing structured and accessible recreation, education, and health services to youth and seniors in the Greater Toronto Area & Greater Victoria Area. Play Forever serves youth ages 6-29, and seniors with weekly programs. Primarily focused on helping youth and seniors from underserved communities and low-income families.

- ✓ FUN
- ✓ RESPECT
- ✓ EMPOWERMENT
- ✓ DIVERSITY AND INCLUSION
- ✓ COMMUNITY PARTNERSHIPS



# OUR VISION AND MISSION

We strive to create a supportable environment where all youth and seniors can build their confidence, develop new skills, and foster positive relationships with peers and mentors. Through our programs, we aim to **empower youth and seniors to overcome barriers and become active members of their community.**



At Play Forever, we envision a future where all youth and seniors in Canada have **access to inclusive, safe recreational, educational and mental health services**, regardless of their background or socioeconomic status.



# PROGRAM IMPACTS

## SERVING THE COMMUNITY

In the year 2024, Play Forever served the greater Toronto community through various programs and initiatives, making a tangible difference in the lives of youth and seniors. Our commitment to accessibility, education, and health services has led to the efforts outlined below.



### EDUCATION

8+

Weekly programs  
offered

500+

Senior  
participants

90%

Of participants  
improved performance



### EMPLOYMENT

70+

Youth employed

4

Job training  
programs

45+

Employment  
successes



### RECREATION

7500+

Hours of free  
play provided

20+

Programs  
& services offered

1000+

Youth participants  
served

\*education, employment and recreation all saw tremendous growth since our previous year servicing the community.



# KEY PARTNERS

Our partners have enabled incredible possibilities for Toronto communities. Youth and families from diverse, underserved areas have completed our Community Programs, empowering children now and for years to come.



# ELECTED OFFICIALS



**LEAH TAYLOR ROY**

*Member of Parliament*

*"Visiting Play Forever and seeing how the summer programs have helped them with their important work was inspiring."*



**TOM MUENCH**

*Former Counsellor of Richmond Hill*

*"Play Forever represents the true Canadian value of helping others who, in some cases, are unable to help themselves."*



**DAVID WEST**

*Mayor of Richmond Hill*

*"Play Forever is a critical organization in our community, offering programming that is important to our residents and society at large."*



**MICHAEL PARSA**

*Member of Provincial Parliament*

*"Play Forever has gone above and beyond to ensure the well-being of the local community and to ensure the betterment of the City of Richmond Hill."*



**CARMINE PERELLI**

*Former Deputy Mayor of Richmond Hill*

*"An educational youth initiative that encourages community development, health and wellness and also provides an after school program."*



# TORONTO RAPTORS X BELL INBOUND ASSIST

## 2024 AWARD WINNERS



In 2024, Play Forever was named the grand prize winner of the Bell Inbound Assist program, receiving a \$100,000 grant to support our work with youth through basketball.

The program—launched by **Bell Canada** and the **Toronto Raptors**—highlights organizations across Canada using sport to engage youth. Play Forever was one of three finalists, then selected by public vote to receive the **top prize of \$100,000.**



This recognition reflects our commitment to using basketball as a tool for inclusion, community building, and youth development. The funding has helped us expand programming and increase access to safe play spaces.

# PLAY FOREVER: VICTORIA, BC

In 2025, we proudly launched our first-ever programming in British Columbia—bringing the Play Forever spirit to the Greater Victoria Area. This west coast expansion marks a major milestone in our mission to support youth through community, consistency, and sport.

From early-morning Breakfast Hoops to after-school 3v3 basketball leagues, we're creating safe, energizing spaces for young people to show up, play hard, and build lasting connections. By meeting youth where they are, we're fostering belonging and building healthy routines that go far beyond the court.

This is just the beginning.



**CLINT HAMILTON**

A longtime community leader and former university athletics director, Clint is leading the charge as Play Forever expands into British Columbia. With deep roots in Victoria and a passion for youth development, he's laying the foundation for impactful, inclusive programming on the west coast.



# PLAY FOREVER **STORIES**



## NABIL JAMA

*Program Manager*

"I never pictured it would be like this, I thought I would be working a 9-5 day job that would be boring - but I'm honestly living my dream"

► [Watch Nabil Jama's Spotlight](#)



## DREAM BIG

*Youth After-School League*

"There's a lot of shootings and this keeps us off the street, that keeps us busy man. I really want the program to keep going for a long period of time"

► [Watch Dream's Spotlight](#)



## DIGITAL LITERACY

*EY x Play Forever*

"We want to learn...and unless somebody teaches us, it's not going to happen"

► [Watch Digital Literacy Spotlight](#)



# PROGRAMS AND SERVICES



Play Forever offers a range of programs and services aimed at fulfilling the needs of youth, families and communities. These are collectively designed to **boost academic performance, promote physical health and experiential learning, integrate communities, and provide a safe and structured environment** to learn and grow.



# CAMP WESTON: DREAM COMMUNITY FOUNDATION



**Dream Community Foundation (DCF)** is committed to creating opportunities that lead to an inclusive and connected community, where everyone feels a sense of belonging.

In collaboration with **Play Forever**, DCF established **Camp Weston**, a 7-week summer camp that provides local youth with a genuine camp experience. Campers enjoyed weekly field trips and nonstop activities - creating unforgettable summer memories.



# YORK REGION X PLAY FOREVER

## THRIVE YOUTH: PROVIDING FREE ORGANIZED BASKETBALL TO YORK REGION'S YOUTH



In partnership with York Region, our THRIVE Youth Basketball Program brings free, organized basketball to local youth—breaking down barriers to access and creating new opportunities for growth through sport.

Open to players of all skill levels, THRIVE offers weekly practices, skills development, and structured games in a supportive, team-first environment. More than just basketball, it's a place where young people build confidence, stay active, and connect with mentors who care.

Together, we're making play possible—and helping York Region's youth thrive on and off the court.





# PSG WONDER WEEKEND



**PSG Wonder Weekend** was a high-energy, multi-day experience designed to celebrate creativity, community, and youth leadership.

From workshops and wellness sessions to sports, arts, and storytelling, the weekend gave young people a platform to dream big, build skills, and connect with **mentors**.

A weekend of wonder—with impact that lasts far beyond.

► **WONDER WEEKEND RECAP**



# SENIOR PROGRAMS AND SERVICES

In partnership with **ESDC** and the **New Horizons for Seniors Program**, Play Forever provided free trips for seniors across the GTA. In order to prevent isolation among older adults, the program provides various opportunities to travel and explore new places. Furthermore, the trips enable the youth to gain valuable volunteer experience through their involvement in community activities alongside the seniors. Overall, our aim is to help **promote mental and physical health**, and to **encourage socialization and community engagement**.



Play Forever's senior tech and health program is designed to help seniors virtually and in person. The program aims to address seniors' isolation through the use of the internet and apps, while providing digital health and entertainment options. Additionally, the program includes **education on social media** and **cybersecurity**, as well as assistance with **hardware** and **software applications**.

## HIGHLIGHTS

In 2024, Play Forever provided free trips for our lovely seniors to the Aga Khan Museum in August, The Antique Market in November and the Distillery Winter Village in December



# PLAY FOREVER SENIOR TRIPS



From the beauty of High Park's cherry blossoms to the wonder of the Niagara Falls and the richness of local museums and galleries, our senior trips program brings connection, joy, and exploration to older adults across the GTA.

These monthly outings offer more than a change of scenery—they're a chance to build friendships, stay active, and create lasting memories in community. With transportation, meals, and activities covered, seniors can simply show up and enjoy the day—no stress, just good company and great experiences.

Because fun shouldn't have an age limit.



# EY X PLAY FOREVER: RIPPLES PROGRAM FOR SENIOR & YOUTH ENTREPRENEURSHIP



In 2024, Play Forever partnered with EY to launch The Ripples Program—an intergenerational entrepreneurship initiative connecting youth and seniors through business education, mentorship, and collaboration.

Workshops led by EY professionals focus on financial literacy, business basics, and community-building. Seniors share experience, youth bring fresh energy, and together they co-create ideas that ripple beyond the room—building confidence, connection, and opportunity across generations.

# CRESCENT VILLAGE SENECA COLLEGE CO-OP



Through our partnership with Seneca College, students join Play Forever in Crescent Village for hands-on experience in Youth Afterschool Programming.

The co-op program gives students real-world skills while supporting vibrant, community-led programming in one of York Region's most resilient neighbourhoods.



# SUN LIFE RAPTORS PROGRAM: HEALTHIER COMMUNITIES, ONE HOOP AT A TIME



Generously supported by the partnership between **Sun Life** and **the Toronto Raptors**, the **Ready to Rebound Program** helps youth develop the foundational skill of resilience. This initiative focuses on instilling the skill of bouncing back from adversity. The program recognizes the power of basketball as a tool for **personal growth**. Through dribbles, passes, and shots, participants learn not just the game, but the essential life lessons of perseverance and determination.





# WINTER CLASSIC BASKETBALL TOURNAMENT



Our **Winter Classic** is the **first annual** youth basketball tournament supported by **Jumpstart** and **York Region** that brings energy, excitement, and community to the court during the winter break.

Hosted at Keswick High, this year's tournament welcomed teams from across the area for a day of friendly competition, skill-building, and connection. The stakes were high and the vibes even higher—with the winning team earning an unforgettable experience at a Toronto Raptors game.

More than just basketball, the Winter Classic is about celebration, community pride, and giving youth something to look forward to every season.



# JAYS CARE: STAYING ACTIVE, PLAYING BALL

Girls At Bat is a beginner-level baseball program aimed at **breaking down the common barriers that prevent girls from participating in sports**. These obstacles may include overly competitive environments, feelings of inadequacy or limited access to opportunities, all of which can negatively impact a girl's confidence. The program's goal is to eliminate these obstacles by **creating safe and inclusive spaces that prioritize the leadership and perspectives of girls**. Through Girls At Bat, girls can learn and play sports within a supportive community that encourages resilience and growth.

## HIGHLIGHTS

Play Forever was honoured to be selected as a Jays Care community partner to run free and accessible youth baseball camps during the summer. We were able to successfully provide the Girls at Bat program as one of these camps!



# PLAY FOREVER X BRANDS FOR CANADA:

NOCTA SHOE  
GIVEAWAY

BRANDS  
FOR  
CANADA



In partnership with Brands for Canada, Play Forever provided youth in Toronto's West End with **brand-new NOCTA shoes**—removing barriers and uplifting young people with both style and support.

This initiative wasn't just about sneakers—it was about dignity, confidence, and showing youth they're seen and valued. By teaming up with community-minded partners, we're making sure kids not only show up, but show up with pride. A small gesture. A big impact. A moment they'll never forget.



# PARKS & RECREATION REVITALIZATION: *RESTORING COMMUNITY SPACES*

Parks and recreation revitalization provided by Play Forever teaches youth about the importance of their **environment**, **sustainability** and how to take care of their **community** while promoting healthy lifestyles.

Our summer co-op student from Laurentian University Indigenous Social Work placement program, created a workshop for the 3 Sisters Garden Bed.



**NATALIE COX**

Play Forever, in collaboration with Natalie Cox and Crescent Village, hosts gardening workshops like Introduction to Gardening, Flower and Veggie Gardening 101, Medicinal Gardening, and Growing with Seniors and Kids. These workshops promote community engagement, sustainability, and vibrant green spaces, thanks to the support of our partners, helping Play Forever **empower youth** and families.

# K-12 PROGRAMS: *CONNECTING COMMUNITY AND SCHOOL*



Our school-based programs and After School Club comprehensively support students from various school boards in the **York, Peel, and Toronto regions**.

Activities such as tutoring, volunteering, community initiatives, and employment opportunities aim to enhance students' **academic, personal, and social development**.

These programs create a supportive environment that fosters growth, builds community, and **empowers students to succeed**.

The After School Club offers academic support and homework assistance from trained volunteers, helping students achieve academic **success and confidence**.



## **HIGHLIGHTS**

In 2023, our Thrive for Youth Mentorship Program aimed to reach over 120 participants across various dimensions, including personal development, mental health awareness, employment preparation, and sports engagement, through tailored peer to peer mentorship.



# TUTORING: *EMPOWERING THE YOUTH TO SUCCEED*

The Play Forever tutoring program offers free online and in person tutoring sessions for students aged **6-18**. Our program offers **personalized, one-on-one and small group instruction** designed to help students improve their academic performance. These sessions may focus on the student's needed subject area, such as math or language, but may also provide general academic support.

In order to best accommodate the students, our tutors offer **subject lessons, test preparation, homework help, study skills training**, and other resources to help students succeed. Our goal with the tutoring program is to help youth **develop the skills and confidence** needed to succeed academically and reach their full potential.



*"Thank you for enrolling my children in your **Play Forever Tutoring** Program. The tutors have been doing a **fantastic** job with them, and it has been an absolute **pleasure** working with the Play Forever team!"*

**- Ganga T, Parent**



# GIVING BACK COMMUNITY

## DRIVE: *CARING HANDS, BRIGHTER TOMORROWS*

### Play Forever's Book Club Program

Play Forever's book club and drive program, in partnership with *First Book Canada*, provides a wide range of books for children. This program promotes literacy, community involvement, and supports children in underserved communities.

### Play Forever's Food Drive

Supported by the *York Region Food Network*, the Play Forever food drive collects non-perishable items for families experiencing food insecurity. Donations go to local food banks, pantries, and organizations serving those in need.

### Play Forever's Winter Clothing Drive

In collaboration with *Brands for Canada*, Play Forever's winter toy and clothing drive collects items for children and youth in marginalized communities. Donations are distributed to families in need within the community.



Introducing Play Forever's impactful **community drives**, aimed at promoting **literacy**, addressing **food insecurity**, and providing **essential items** for **families in need**. Supported by generous donors and volunteers, these initiatives embody our commitment to building a stronger, more connected community.

# TORONTO COMMUNITY HOUSING: *INNER CITY BASKETBALL PROGRAMMING*



In partnership with Toronto Community Housing, Play Forever delivers **free, high-impact basketball programming** in many of the city's most vibrant and resilient communities.

The program provides local youth with weekly access to organized basketball, skill development, and mentorship in a safe, consistent space.

Whether it's running drills or playing full-court games, participants build confidence, teamwork, and a sense of belonging on and off the court.

It's about creating structure, building trust, and investing in the next generation—one session at a time.



# BACK TO SCHOOL HAIRCUTS

Play Forever provided the youth with back to school haircuts in the summer across the Greater Toronto Area. Getting a haircut before going back to school is beneficial to the youths' confidence and self-esteem, as well as promoting good hygiene habits that are essential for their overall health and well-being. Overall, our goal is to help children feel more **prepared, confident and supported as they start the new school year.**



## HIGHLIGHTS

The back to school haircuts were held at Crescent Village's Play Forever basketball court. Special thanks to one of Play Forever's first entrepreneurs, **Ali - CPX Cuts**, for making sure the youth stay fresh before the school year!



# EMPLOYMENT PROGRAMS

Play Forever has established multiple partnerships to create employment programs for the youth. These partnerships encompass a range of organizations, including **YMCA**, **yes.to**, **Canada Summer Jobs**, and **VPI Working Solutions**. By working closely with these partners, we have successfully recruited and hired over 65 youths aged between 15 and 29 over the past year through various employment programs. These opportunities comprise full-time, part-time, and casual work arrangements.





**THANK YOU  
FOR FOLLOWING  
OUR JOURNEY!**



@playforever.ca



**GET INVOLVED**

**CONTACT US**

(647)-280-2531

[www.playforever.ca](http://www.playforever.ca)

[Info@playforever.ca](mailto:Info@playforever.ca)