



UNITED

Scarborough
INITIATIVE



Vision Blueprint - S1

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Outline

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United Scarborough Initiative

Welcome to the **United Scarborough Initiative**, a dynamic program designed to uplift and empower our community through a range of targeted outreach initiatives. Our mission is simple yet powerful: *to provide inclusive, affordable, and life-changing opportunities for individuals across all stages of life.*

We proudly offer a variety of curated programs:

- **Afterschool Programs:** tailored to support junior high, high school, and young adult students, helping them excel academically, socially, and emotionally.
- **Late-Night Sports Sessions:** held three times a week to provide a safe, constructive space for youth, keeping them off the streets while promoting teamwork, discipline, and personal growth.
- **Life Spark:** a program dedicated to stimulating and engaging Toronto's seniors, fostering social connections and vitality.

Our facility is more than just a building—it's a beacon of hope and a hub of transformation. Together, we are shaping a stronger, more vibrant Scarborough. Join us in making a lasting impact.



Our Mission

At **United Scarborough Initiative**, our mission is to empower individuals across all demographics by providing programs that foster personal growth, resilience, and community engagement. We believe that *every person has untapped potential*, and through our targeted outreach, we aim to create pathways for success both in life and in their communities.

Through our youth crime prevention programs, we offer *safe spaces* and *mentorship* to steer young people away from negative influences. Our focus on *nurturing talents and skills* helps participants discover their strengths, whether on the court, in the classroom, or beyond. We *prioritize physical health, encouraging active lifestyles through sports and fitness, while promoting healthy minds through mindfulness and mental health support*. Finally, our life skills development initiatives equip individuals with essential tools like financial literacy, leadership, and conflict resolution, preparing them for life's challenges.



Our Team



Iyan Kulendran
Chairperson
Director of Youth Success & Mentorship



Earl James
Vice-Chair
Leadership & Mentorship Strategist



Sasha Vella
CFO
Community & Growth Coordinator



Cam Greenidge
Director of Community
Youth Advocate & Action Leader



Kiara Aarons
Program Director
*Women's Advocacy & Empowerment
Coordinator*



Our Core Pillars

These are the 5 pillars of the *United Scarborough Initiative*.



Youth Crime
Prevention

Nurturing
Talents & Skill

Physical
Health

Healthy
Minds

Life Skills
Development

Youth Crime Prevention

In Toronto, youth firearm arrests have increased by 75% this year, highlighting the urgent need for intervention programs. *United Scarborough Initiative* aims to address this through structured activities like late-night basketball and mentorship. Studies show that engaging youth in supportive environments can significantly reduce their likelihood of involvement in crime.



Nurturing Skills & Talents



We believe every individual possesses unique talents waiting to be unlocked. Through our after-school programs, we offer opportunities for artistic, athletic, and academic growth. By fostering these skills, participants not only gain self-confidence but also create pathways toward future success

Physical Health

Physical activity is vital, especially as over 30% of Canadian children are considered overweight. Our programs, including basketball and fitness initiatives, encourage a healthy lifestyle, reducing risks associated with sedentary habits and promoting long-term well-being.



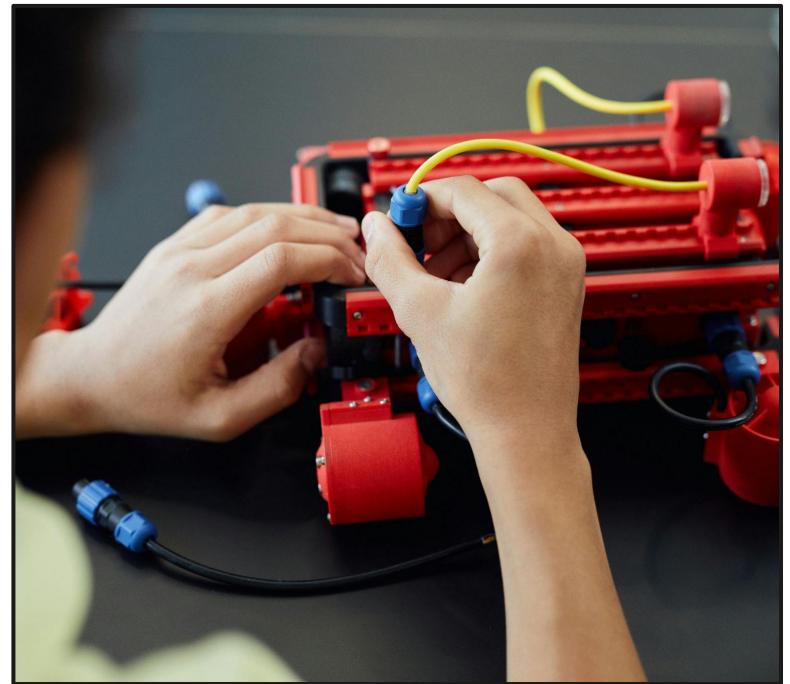
Healthy Minds



Mental health challenges affect 1 in 5 Canadians, with youth particularly vulnerable. Our initiative incorporates mindfulness and resilience training to help participants manage stress and build emotional strength, ensuring they thrive both personally and academically.

Life Skills Development

Life skills such as financial literacy, conflict resolution, and leadership are foundational for success. We equip participants with these essential tools, preparing them for real-world challenges and fostering independence. Programs like resume workshops and mentorships address key areas of growth, setting up participants for a brighter future.





The Problem



Challenges Amongst Kids & Teens

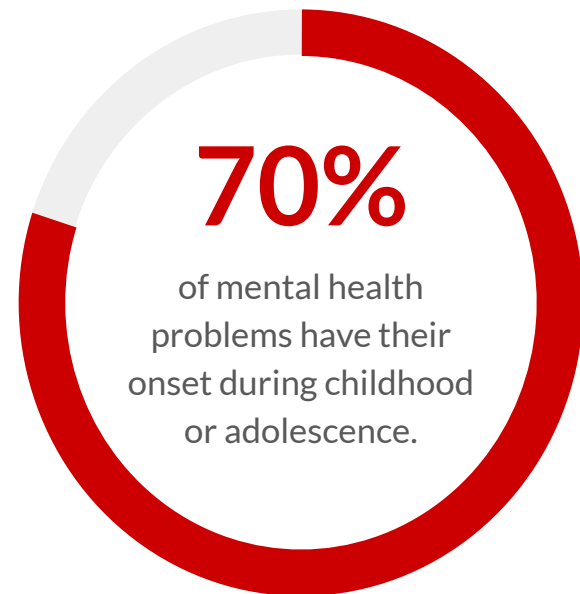
Today's kids and teens face massive mental health and developmental challenges.

We are facing a real crisis that impacts Canadian society and the health and safety of future generations.



Mental Health Crisis

Youth is a pivotal stage for mental health, as most mental illnesses manifest before the age of 18. Since 2019, conversations about self-harm have risen by 82% according to Kids Help Phone, reflecting an alarming trend. CAMH reports that up to 70% of mental health issues begin during childhood or adolescence. Additionally, suicide is the second leading cause of death among individuals aged 15-34, highlighting the urgent need for early intervention and support.

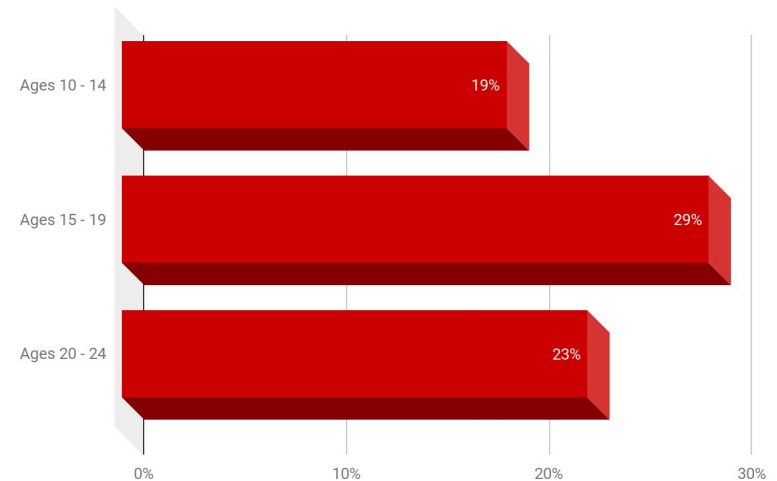




Suicide Rate Loss of Purpose

After accidents, suicide is the second leading cause of death for people aged 15-24. In fact, Canada's youth suicide rate is the third highest in the industrialized world. In 2016, suicide accounted for 19% of deaths among youth aged 10 to 14, 29% among youth aged 15 to 19, and 23% among young adults aged 20-24

2016 Suicide Percentage Among Youth





Youth Involved In Crime

In 2016, the issue of youth crime was significant in Toronto, with a reported 7,412 incidents involving young offenders. This highlights a substantial challenge for law enforcement and community safety in the city.

Ontario had the highest number of youth gangs and gang members in the country. Specifically, there were 216 identified youth gangs in Ontario, comprising a total of 3,320 youth gang members. This data shows the social issues related to youth crime, such as gang affiliation, which is often associated with various forms of criminal behavior including drug trafficking, violence, and property crimes.

7,412

Incidents of youth crime
in Toronto.

Ontario has the highest number of youth gangs and youth gang members in absolute

terms, with **216** youth gangs and

3,320 youth gang members.



Low Community Programs

In a 5x5km square radius from the gym, There are over 20 schools and only 5 community centres (including YMCA which is paid activities). With a rough average of 900 kids per school, that brings us to about 3600 kids per community centre. Out of all the 5 community centers, only Malvern Recreation Center offers free drop-in programs for youth. The rest are paid programs that Kids may not necessarily afford.



Our Solution

A group of five people, three women and two men, are posing on the concrete steps of a brick building. They are all wearing dark-colored sweatshirts with the 'UNITED Scarborough' logo. One man is sitting on the ground in front of the steps, while the others are standing or sitting on the steps. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

Our Programs

With strategic planning and in pursuit of our mission, USI has formulated the following programs:

- Weekly After School Programs
- Day Camps
- Movie Nights
- House Leagues
- Mentorship
- Community BBQ's
- Senior Care Programs



After School Programs

Problem: Many young people in Scarborough lack safe, structured environments after school, a time when they are more vulnerable to negative influences.

Solution: USI provides after-school programs that combine academic support, recreational activities, and life skills development. These programs not only improve academic outcomes but also offer a positive, engaging atmosphere, reducing youth involvement in high-risk behaviors.^[OBJ] ^[OBJ]



Day Camps

Problem: For families with limited resources, school breaks can lead to gaps in supervision and missed opportunities for enrichment.

Solution: USI's day camps provide affordable, high-quality programming designed to stimulate growth and exploration. From team sports to creative workshops, these camps help youth build confidence, resilience, and essential social skills.



Scarborough **Showtime** Nights

Problem: There are few affordable, community-oriented entertainment options that foster connection.

Solution: For example, USI's movie nights create a safe and inclusive environment for families to gather, relax, and enjoy films together. These events foster stronger community bonds and offer a fun way to unwind and socialize.



House Leagues

Problem: Youth often face barriers to participating in organized sports, which are critical for their physical and social development.

Solution: USI's house leagues make organized sports accessible to all. Participants build teamwork, discipline, and leadership skills while maintaining an active lifestyle. These leagues create a sense of belonging and pride, both on and off the court.



Mentorship

Problem: Without positive role models, many young people struggle to navigate life's challenges and reach their full potential.

Solution: Our mentorship program pairs youth with experienced mentors who provide guidance in academics, career development, and personal growth. Mentorship has been shown to enhance self-esteem and increase the likelihood of success in education and employment



Community Outreach

BBQs, Events, Scarborough Shooting Stars Games, etc.

Problem: Scarborough's diverse community often lacks opportunities to come together and celebrate shared values.

Solution: USI organizes community-focused events such as BBQs, festivals, and trips to Scarborough Shooting Stars games. These gatherings foster a sense of belonging and provide platforms for resource sharing, cultural celebration, and networking. By strengthening communal ties, we aim to build a more unified Scarborough.



Senior Care Programs: LifeSpark

Problem: Many seniors face isolation and struggle to stay connected with an ever-changing society, leading to physical and mental health challenges.

Solution: LifeSpark is dedicated to enriching the lives of seniors through activity-based programs, nutritious meals, and educational workshops. By promoting social engagement and lifelong learning, LifeSpark ensures seniors remain active, connected, and fulfilled.



Community Network

We are proud to partner with the following organizations



Sponsorship Options



Operation Cost

At USI, we are dedicated to turning dreams into reality and helping our athletes achieve their goals. Financial support is crucial in enabling us to provide the resources and opportunities necessary for our athletes to thrive. We are committed to helping young students find a safe place to grow, develop, and receive positive reinforcement through sports and community engagement. Below is our projected annual budget, outlining the various areas where your contributions can make a significant impact.

EXPENSE ITEM <i>In the scenario of 120 kids</i>	EXPENSE COST (Annual)	EXPENSE NOTES
Programming	\$16,640	<i>Based on two programs, 6 hours a day, 3 days a week.</i>
Marketing	\$12,000	<i>Based on \$1000/m budget</i>
Staffing	\$131,040	<i>Based on 7 staff at \$20/hour for 18 hours a week each.</i>
Facility Rental	\$112,320	<i>Includes LifeSpark. After School Programing and Engagements</i>
Digital Platform Expenses	\$5915.48	<i>Application Server Resources</i>
General Expenses	\$4000	<i>Tshirts, Trophies, Basketballs, Tournaments, Training Equipment</i>
TOTAL ANNUAL EXPENSES	\$281,915.48	

Fundraising Goal

Together Let's Raise

\$250,000

United Scarborough Initiative - a registered Canadian Charity - is on a mission to raise \$250,000 over the next year to expand our impact and deepen our commitment to the Scarborough community. This funding will allow us to enhance our youth development programs, broaden access to our affordable day camps, strengthen our mentorship and senior care initiatives, and host inclusive community events that bring people together. With your support, we can create safe, positive spaces for youth to thrive, provide vital resources for families, and ensure our seniors remain active and engaged. Together, we can empower individuals, foster resilience, and build a stronger, united Scarborough.

Partner With Us!

To reach our goal of raising \$250,000 within one year, we are inviting our community and supporters to join us in transforming the future of Scarborough through impactful giving. By investing in United Scarborough Initiative, you are contributing directly to programs that uplift youth, strengthen families, and empower seniors, fostering a connected and thriving community.





We offer several pledge options to accommodate every level of support. Whether you choose to make a one-time contribution, a monthly pledge, or sponsor a specific program, your generosity will play a vital role in sustaining our initiatives.



For those looking to make a substantial impact, our Visionary Partners tier starts at \$10,000, allowing you to become a key sponsor of our flagship programs like the after-school mentorship or LifeSpark senior care. Our Community Champions can pledge \$5,000, directly supporting our house leagues and community outreach events. Even smaller contributions—\$100, \$250, or \$500—go a long way in providing sports equipment, educational resources, and nutritious meals for our day camps.



Sponsorship Tiers



**Visionary
Partners**

\$10,000



**Community
Champions**

\$5,000



**Pledge
Partners**

**See
Pledge Chart**
(See next page)



Pledge Tiers

For those who prefer to give through weekly or monthly contributions, our Pledging Guide is an excellent tool to help you visualize the impact of your donation over the next year. With detailed tiers that show how even small, consistent pledges add up to significant support, the guide illustrates the tangible outcomes your generosity will achieve—from funding sports equipment for our youth programs to sponsoring a senior’s participation in our LifeSpark activities. Whether you choose to give \$10 a week or \$100 a month, this guide helps you see how your ongoing support creates meaningful change, empowering our community every step of the way.

WEEKLY PLEDGE	52-WEEKS 1 YEAR
\$10	\$1,560
\$20	\$3,120
\$30	\$4,680
\$50	\$7,800
\$75	\$11,700
\$100	\$15,600
\$150	\$23,400
\$200	\$31,200
\$250	\$39,000
\$300	\$46,800
\$400	\$62,400
\$450	\$70,200
\$500	\$78,000

Questions?



→ Reach us via email info@scarboroughinitiative.com or phone:

