



ROOKIE LEAGUE

JAYS CARE FOUNDATION believes in a level playing field where all Canadian children and youth have the opportunity to thrive and succeed. One way we are working to achieve this goal is through ROOKIE LEAGUE.

WHAT IS ROOKIE LEAGUE?

Rookie League is Jays Care's signature baseball for development program, specially designed to use the power of baseball and the appeal of the Toronto Blue Jays to foster lasting social change across Canada and create leaders beyond the ballpark. For some organizations, Rookie League is a baseball-for-development club that meets weekly. For others, it is a robust summer day camp. For everyone, Rookie League is designed to be a best-in-class experience that enables parents and caregivers to feel confident that their children are safe, active, surrounded by well-trained and inspiring local role models, and engaging in activities that are specifically designed to help them learn essential life skills.

We work with partner organizations to train local youth staff to initiate, facilitate and measure the impact of high quality Rookie League programs for the children in their communities. Rookie League has two distinct long-term outcomes it is working to achieve:

- 1** To enhance the life-skills and physical health of marginalized children; and,
- 2** To enhance the positive self-identity and the employment skills of marginalized youth.



Only 9% of 5 to 17 year olds get heart-pumping activity they need each day



86% of Canadians agree that children and youth generally do not get enough physical activity



Only 6% of Canadian kids take the recommended 12,000 steps per day



WHY ROOKIE LEAGUE?

From birth, children growing up in marginalized communities experience troubling opportunity gaps including low birth weights, hunger, physically and emotionally unsafe environments and sub-standard after-school programming. Rookie League is designed specifically to help children and youth gain the skills, experiences & role models needed to help overcome these opportunity gaps.

¹The 2015 ParticipACTION report card, 2015



ROOKIE LEAGUE

WHAT DOES THE PROGRAM INVOLVE?

Jays Care devotes significant time, expertise, training and coaching to the local youth staff who are the key implementers of the program.

	HIRE FROM THE COMMUNITY	INVEST IN TRAINING	SUPPORT & RESOURCES	INVEST IN COACHING	MEASURE OUR IMPACT	LONG-TERM OPPORTUNITIES
ROOKIE LEAGUE	✓	✓	✓	✓	✓	✓

WE HIRE YOUTH STAFF FROM THE COMMUNITY

Most of the front-line Rookie League implementers (coaches) who are hired to lead the program are residents of the marginalized communities they are hired to serve.

WE INVEST IN TRAINING YOUTH STAFF

All youth staff participate in 3-10 days of training to ensure that they have the skills and confidence to lead an exceptional outcome-based sport for development program. These skills include increasing vocabulary, communication skills, reasoning skills, negotiating skills, self-confidence, self-efficacy and awareness of personal resilience and community resources.

WE PROVIDE RESOURCES & SUPPORT

All staff receive developmentally appropriate and user-friendly guides, manuals and program supplies and equipment to help them plan and lead each day of the program.

WE INVEST IN ON-THE-GROUND COACHING

Each youth staff has a highly skilled sport for development coach assigned to them, tasked with creating individual coaching plans. Their job is to mentor, guide and offer on-going feedback and coaching to the youth staff.

WE MEASURE OUR IMPACT

We use a variety of tools to measure the impact of Rookie League on children. These include weekly discussions, art activities, child-friendly surveys and assessment games designed to help children and parents tell us what is working and what needs to be improved within the program. We do the same for measuring the impact on our youth staff. Weekly and monthly feedback help us work to consistently modify and improve the program to better meet each community's unique needs.

WE PROVIDE LONG-TERM OPPORTUNITIES

Using our wide network of implementing partners and organizational opportunities, we work to celebrate the successes and goals of the youth staff in ways that will support their long-term success in school and future employment.

OUR CURRENT PARTNERS

Boys and Girls Clubs of Canada

34 Sites
5200 Children
70 Youth Staff

Right To Play

25 First Nation Communities
1000 Children
25 Youth Staff

Toronto Community Housing Corporation

45 Sites
1250 Children
140 Youth Staff

YMCA

8 Sites
160 Children
15 Youth Staff

TOTAL NUMBER OF PARTICIPANTS

7610

