

Hoops + Health Impact Report



Inspiring youth healthy living
through basketball in Asia

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Introduction

In a bid to combat the rise in physical inactivity and sedentary behavior amongst Asia's youth, Sun Life and Beyond Sport are shining a spotlight on the importance of sport, activity and community in fostering health and wellbeing.

The 2022 Active Healthy Kids Global Alliance report, sponsored by Sun Life, revealed a stark reality: fewer than 20% of children aged 6-17 are achieving at least an average of 60 minutes per day of moderate to vigorous physical activity across the week in several Asian countries such as Indonesia, the Philippines and Vietnam.¹

Sun Life and Beyond Sport, a global foundation, partnered to launch the Hoops + Health program in September 2023, an extension of Sun Life's global commitment to promoting health and wellbeing.

Hoops + Health encourages young people across six Asian locations to be more physically active and live healthier lives, particularly marginalized youth that face additional barriers to health.

This report sheds light on the promising strides made by the Hoops + Health program, marking a step towards nurturing a healthier, more active generation in Asia, with the first edition laying the groundwork for ongoing progress and vitality among the youth.



David Broom,
Chief Client and Distribution
Officer, Sun Life Asia



Fred Turner
Executive Director at
Beyond Sport

¹Active Healthy Kids Global Alliance Report, 2022

Hoops + Health

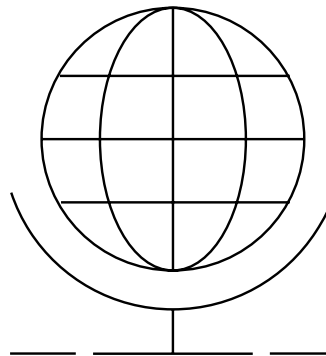
Program run from September 2023 to August 2024

14,000+

Lives impacted

100%

Of young participants now have a greater awareness of the importance of physical health and wellbeing.

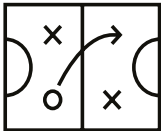


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Locations across Asia

Hong Kong
Indonesia
Malaysia
Philippines
Singapore
Vietnam

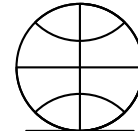
Promoting youth healthy living through basketball across three key pillars:



Improving access to physical activity with renovated basketball courts providing safe spaces to play in underprivileged areas.



Engaging local communities, coaches and Sun Life employees by organizing court opening events, volunteering build days and educational workshops.

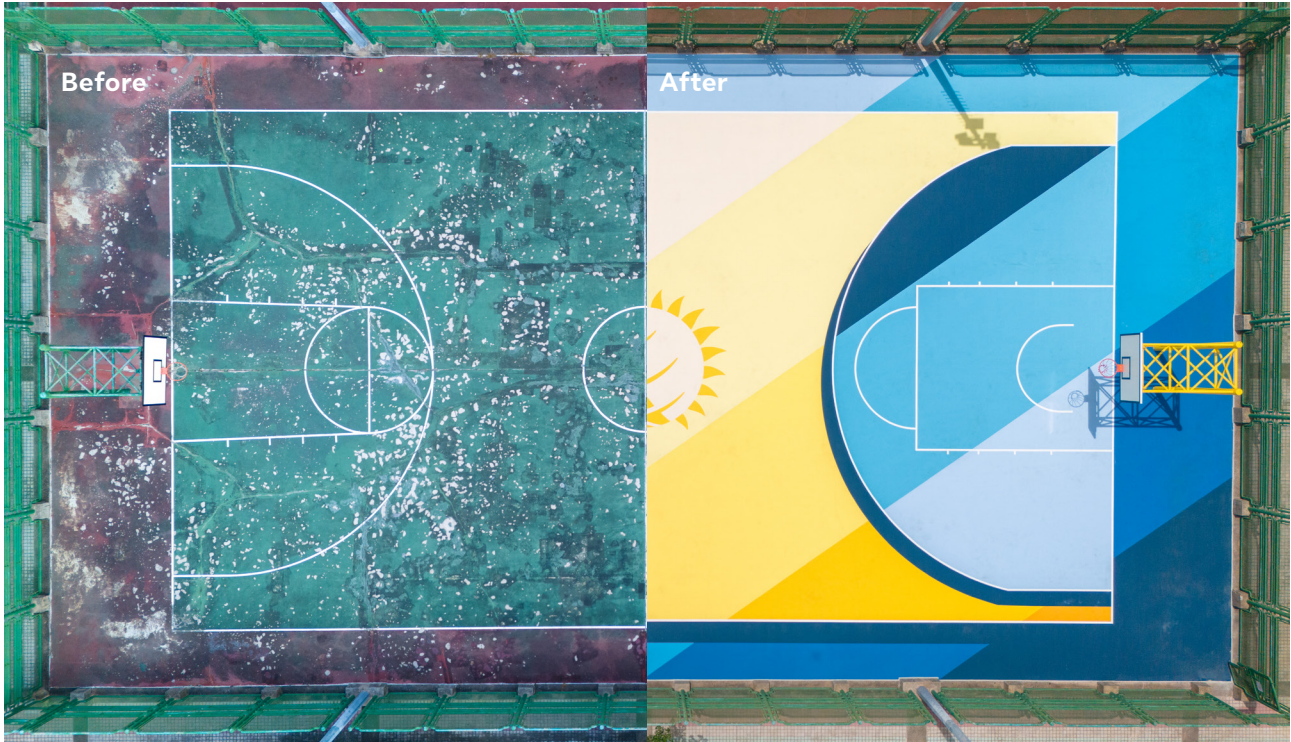


Inspiring young people to be more active through free-to-access basketball sessions.

Timeline

August 2023	FIBA World Cup takes place in Asia.
September 2023	Sun Life and Beyond Sport partner to launch Hoops + Health.
November 2023	Court refurbishment work begins.
February - May 2024	Celebration events and coaching workshops.
August 2024	Free youth basketball sessions conclude.

Hong Kong



Revitalizing an iconic rooftop basketball court

At the heart of Fanling, the Wah Sum Shopping Center rooftop has undergone an outstanding transformation. Thanks to a joint effort with People's Place, the Hoops + Health program revitalized the basketball court, enhancing safety with a fresh, resin surface and infusing it with energy through a vibrant design. The space now serves as a community cornerstone, where locals unite for basketball and active living.

300

Community members now accessing a safer, more welcoming space to be active.

Engaging the local community

In addition, Sun Life and Beyond Sport have supported People's Place to increase engagement with the court, through improved signage within the shopping center and additional outreach and promotion to local community groups.

15

Coaches and volunteers upskilled to use basketball as a tool to educate young people about health and wellbeing.

Free basketball sessions for local youth

Nestled amidst public housing, the refurbished court acts as a beacon for families benefitting from government housing support. To amplify the reach of Hoops + Health, we partnered with InspiringHK Sports Foundation, a local nonprofit, to offer complimentary youth basketball sessions. Over eight weeks, coaches from InspiringHK have conducted bi-weekly sessions, not only honing basketball skills but also imparting valuable lessons in physical health and wellbeing.

766

Young people supported to lead healthier lives through Hoops + Health in Hong Kong.

Indonesia

A refreshed sports hub

In the bustling community of Tanah Baru in Depok, Indonesia, a refurbished multi-sports space now shines brighter than ever, thanks to the support of the Hoops + Health program. The upgrades include a sleek, tiled playing area, brand new basketball hoops, and freshly painted surrounding structures, all encircled by a sturdy new netted fence.

Community Volunteer Build Day

Sun Life Indonesia employees and Tanah Baru community members joined hands on May 29, 2024. In a display of unity and dedication, they laid the final tiles, added a fresh coat of paint, and planted greenery that promises to offer cooling shade for years to come.

Sustainable management of the space

The Tanah Baru court has now become a source of communal pride, offering a free and vibrant space for local youth and families to engage in a variety of sports activities. From basketball and volleyball to fitness and futsal, the court is alive with the energy of community organizations and sports clubs. The local residents' committee have been supported to implement a range of new processes to improve the management of the court, including dedicated roles within their committee and the establishment of a court booking system to raise funds for annual maintenance that will ensure the court is sustained long into the future.



451

Young people supported to lead healthier lives through Hoops + Health in Indonesia.

600

Individuals from the local community now accessing a safer, more welcoming space to be active.

93%

of Sun Life Indonesia employees agree that the Community Volunteer Day positively impacted their feelings of job satisfaction.

Malaysia

A safer free-to-use community hub

In Malaysia, the Hoops + Health initiative breathed new life into Kuala Ampang's community court. The refurbishment included a court makeover with a splash of color, enhanced lighting for evening play, and refreshed benches for spectators. Collaborating with the local Residents' Association, the court has transformed into a safer, more attractive place of activity for all ages.

Planning for the future

Following the refurbishment work, Beyond Sport has further supported the Residents' Association to develop their plans to maintain the court and generate income to fund its upkeep. Plans for the future include allowing two community sports clubs to book the court per week, allowing monthly events to raise maintenance funds and employing dedicated staff to oversee cleaning at the court.

Celebrating the court re-opening together

The court's reopening on May 23, 2024, was a festive affair, with Sun Life employees and Kuala Ampang's youth inaugurating the court with a friendly basketball match. The event, complete with traditional Lion Dance festivities, celebrated the Hoops + Health program's impact and Sun Life's dedication to promoting health and wellbeing.



1,295

Young people supported to lead healthier lives through Hoops + Health in Malaysia.

350

Individuals from the local community now accessing a safer, more welcoming space to be active every month.

80%

of Sun Life Malaysia employees feel a greater sense of pride in the philanthropic work that Sun Life carries out.



Philippines



A long-lasting community support

Leveraging Sun Life Philippines' existing relationship with the Legacy of Light Village community in Calauan, Laguna province, Sun Life and Beyond Sport supported the transformation of the basketball court in the village, a hub for sports and cultural activities. Through Hoops + Health, the court underwent significant refurbishment work including surface repairs, installation of a new, durable tiled court covering, painting and the construction of a new fence around the site to provide a safe place to play.

3,490

Young people supported to lead healthier lives through Hoops + Health in the Philippines.

More than a basketball court

Managed by the local Residents' Association, Beyond Sport has also guided the community in revenue-generating strategies to sustain the court. This includes charging a booking fee for local community groups to use the space, such as schools and sports clubs. Neighboring communities are also being invited to rent the space to widen its impact and raise funds for additional work in the future, such as installing electricity to extend the hours the court can be used.

400

Individuals from the local community now accessing a safer, more welcoming space to be active every month.

Inspiring healthy lifestyles through basketball

Basketball is a passion in this community, but young people often face financial barriers to participating. Hoops + Health has stepped in, offering 12 weeks of complimentary basketball sessions, breaking down barriers and fostering camaraderie. Local club coaches, elevated through a Hoops + Health Coach Education workshop, are now equipped to use basketball as a catalyst for healthier lifestyles among the youth.

100%

of Sun Life Philippines employees engaged in the Hoops + Health launch event have a better understanding of Sun Life's philanthropic work.



Singapore

Empowering girls through basketball

In Singapore, the Hoops + Health program is making strides with the Heart of Basketball youth group, championing greater access to the sport for girls. Over three months, the program provided free basketball sessions twice weekly at local community courts, specifically aimed at empowering female participation.

273

Young people empowered to lead healthier lives through Hoops + Health in Singapore.

Education workshop for coaches

Sessions provide a welcoming environment to encourage more girls to get active and grow in confidence through basketball. Coaches at Heart of Basketball, equipped with insights from the Hoops + Health Coach Education Workshop, delivered engaging activities that emphasized the importance of physical and mental wellbeing.

11

Coaches and volunteers upskilled through in-person workshops and digital resources, focused on empowering them to use basketball as a tool to educate young people about health and wellbeing.

Celebrating success with 3x3 tournament

To highlight the progress and achievements of the participants in the Hoops + Health youth sessions, a 3x3 Girls Tournament was held on May 31, 2024 at the Kampong Ubi Community Centre, Singapore. This event celebrated the journey of the young athletes and showcased the unifying power of basketball in promoting a healthy lifestyle for girls, with Sun Life employees joining to support and witness the vibrant showcase of talent.

91%

Believe that the knowledge and skills gained through the Hoops + Health Program will have a positive impact on the young people they work with in the future.



Vietnam

From grassroots to professional level

Building on the success of Sun Life Vietnam's High Hoop Basketball Program, Hoops + Health in Vietnam sought to strengthen the bond with the professional basketball team, Saigon Heat. In a collaborative effort, Sun Life and Beyond Sport joined forces with the team to rejuvenate a community court in Ho Chi Minh City's Saigon Heat sports facility.

Transforming an indoor community space

Over the course of a three month period, the court saw a transformation with the installation of a new, resilient tiled surface and the addition of fresh basketball hoops. This revitalized facility now serves as a hub for community engagement, offering regular community activities to encourage local youth to embrace sport. Among these initiatives is a special series of basketball session for girls, a testament to Hoops + Health's commitment to inclusivity.

Marking the opening of the refurbished court

The refurbishment culminated in a vibrant celebration event, where Sun Life Vietnam employees and the Saigon Heat community gathered to inaugurate the court. The event featured an opening display from youth basketball players and a unique court-opening moment showcasing the power of basketball in fostering healthier communities across Vietnam.



3,010

Young people supported to lead healthier lives through Hoops + Health in Vietnam.

2,900+

Individuals from the local community now accessing a safer, more welcoming space to be active.

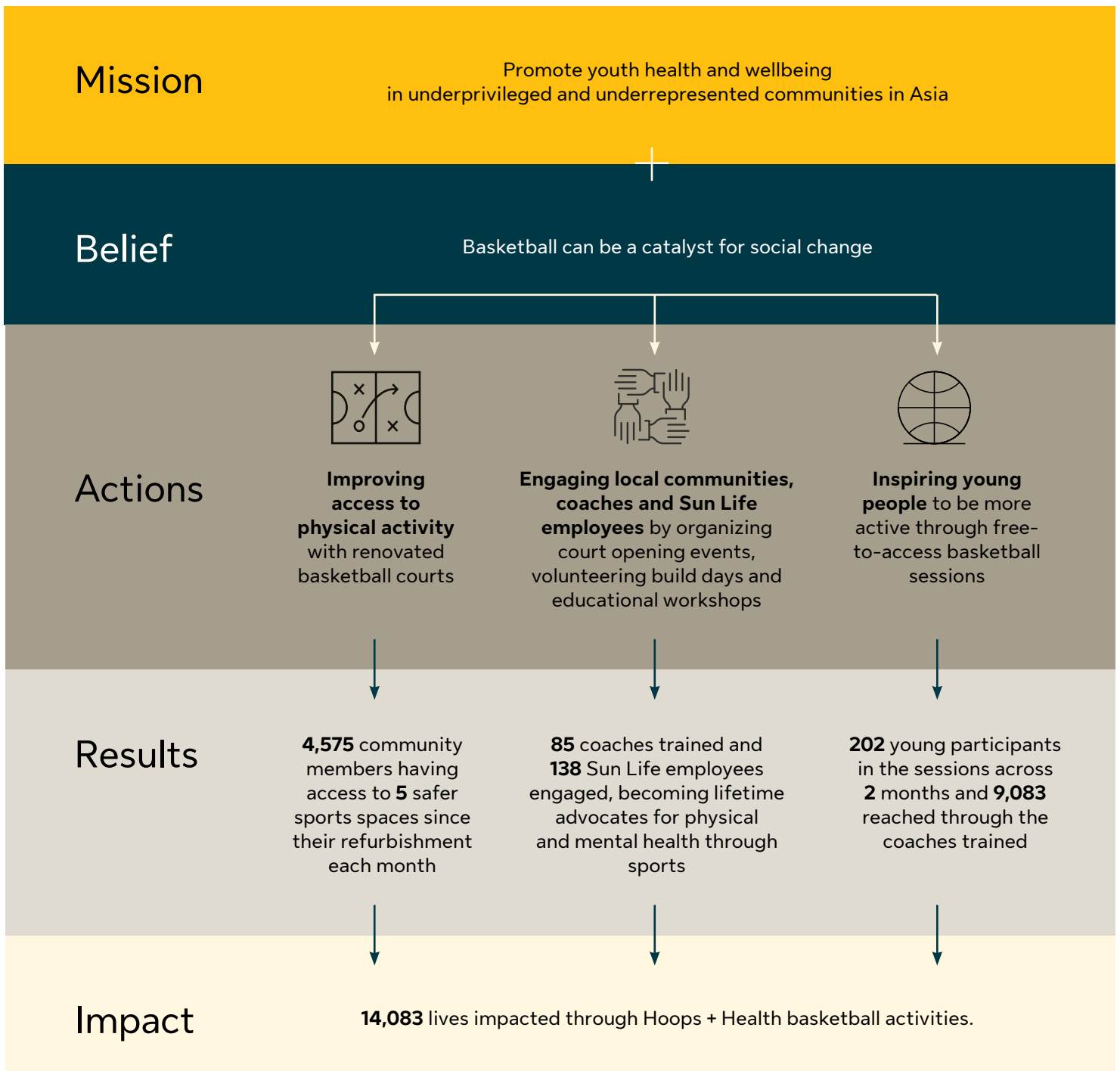
40+

Sun Life Vietnam employees engaged through the Hoops + Health Court Launch event.



Conclusion

The Hoops + Health program is founded upon Sun Life and Beyond Sport's shared belief in the power of sport, particularly basketball, to promote health and wellbeing in communities who lack access to physical activity. The delivery of Hoops + Health in each country was designed to align to the overall program logic model, setting out the desired impact for the program.



HOOPS + HEALTH

Founded by:



Sun Life



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