THEORY OF CHANGE

INPUT

PEOPLE
- 3X3 Leaders
- Employees & Experts
- Players & Participants
- Partners & Stakeholders
- Spectators
- Digital Community

FUNDING
- Public and private funding

OUR VALUES
- We THRIVE with our community
- It EMBRACES everyone
- The key is mutual TRUST in one another
- Combined with DEDICATION
- We create PERSPECTIVE
- So everyone can be a LEADER

ACTIVITIES

COMMUNITY ENGAGEMENT ACTIVITIES
- 3X3 Leader Courses
- 3X3 Unites Academy
- Inspiration sessions
- Events
- Activations
- Urban facility development
- International projects

OUR APPROACH
- TOOL: 3x3 Basketball
- BUILDING BLOCKS: Participation
- BUILDING BLOCKS: Role Modeling
- BUILDING BLOCKS: Community Building

SHORT-TERM OUTCOMES

INDIVIDUAL YOUTH
- PHYSICAL & MENTAL WELLBEING: Share fun and positive experiences
- PHYSICAL & MENTAL WELLBEING: Feel safe on and off the court
- PHYSICAL & MENTAL WELLBEING: Become more physical active
- SOCIAL DEVELOPMENT: Increase a sense of belonging
- SOCIAL DEVELOPMENT: Experience increased positive social interactions
- SOCIAL DEVELOPMENT: Develop (supportive) relationships
- PERSONAL & EMOTIONAL DEVELOPMENT: Develop life skills
- PERSONAL & EMOTIONAL DEVELOPMENT: Increase self-confidence and self-esteem
- PERSONAL & EMOTIONAL DEVELOPMENT: Act as a positive role model on and off the court
- PERSONAL & EMOTIONAL DEVELOPMENT: Better access to employement opportunities
- PERSONAL & EMOTIONAL DEVELOPMENT: Develop personal talents

COMMUNITY
- EMPOWERED COMMUNITIES: Increased safe and attractive infrastructure/ urban facilities for youth to connect and move
- EMPOWERED COMMUNITIES: Successful stakeholder collaboration to drive community development
- EMPOWERED COMMUNITIES: Increased community participation and engagement

LONG-TERM OUTCOMES

CONNECTS TO PLAY
HEALTH & WELLBEING: 3X3 Unites connects with youth to play

UNITE & EMPOWER
SOCIAL CAPITAL: 3X3 Unites grows social capital uniting and empowering on and off the courts

CREATE & LEAD PERSPECTIVE
EDUCATION & EMPLOYABILITY: 3X3 Unites creates and leads perspective by empowered role models

WE WIN TOGETHER
COLLABORATION: 3X3 Unites builds committed communities to drive system change and social impact

IMPACT AMBITION

FROM THE STREETS TO THE TOP
Together we play, unite and empower youth to create perspective on and off the court