



ROSS INITIATIVE IN SPORTS FOR EQUALITY

Using the unifying power of sports to improve race relations and drive social progress

BUILDING BRIDGES THROUGH BASKETBALL

Chicago - Summer 2017

ABOUT RISE

Founded in 2015 by Miami Dolphins owner Stephen M. Ross, the Ross Initiative in Sports for Equality (RISE) is a nonprofit organization dedicated to harnessing the unifying power of sports to improve race relations and drive social progress. Led by an unprecedented alliance of professional sports leagues, organizations, athletes, educators, media networks and sports professionals, we use sports to promote understanding, respect and equality.

RISE achieves its mission by providing:

- Leadership programming for student-athletes, coaches and administrators at every level to equip them with the knowledge and skills to stand up against racism and advance the conversation around race relations.
- Opportunities for athletes to amplify their voices and become advocates for equality and social change.
- Events for fans in conjunction with college and pro sports games and awareness campaigns encouraging the public to join with professional athletes and community leaders in taking a pledge to stand against racism.



Tip-off event for Building Bridges Through Basketball in Chicago



Saturday Morning Hoops in New Orleans

THE CHICAGO PROGRAM

Building Bridges Through Basketball is a 10-week (June through August 2017) summer enrichment program that brings local youth and law enforcement together in Chicago. The program engages 70 teens in 2.5-hour sessions on Thursday afternoons featuring a combination of on-court basketball programming and hands-on learning developed by RISE focused on leadership, conflict resolution, identity and diversity.

The Chicago program is an expansion of a similar six-week (January and February 2017) program piloted by the NBA and RISE in New Orleans called Saturday Morning Hoops.

PARTNERS

Partners with RISE in the Chicago program are the NBA, Under Armour and Union League Boys & Girls Club, with officers from the Chicago Police Department participating.

In New Orleans, partners with RISE were the NBA, New Orleans Pelicans, New Orleans Recreation Development Commission (NORDC) and Up2Us Sports, with members of the New Orleans Police Department participating.

RESULTS

Pre- and post-tests are administered to measure program impact on attitudes, level of understanding and satisfaction.

The results at the conclusion of the New Orleans program:

- 89 percent of the student-athletes said they felt trusted and appreciated by the police.
- Participants said they improved their level of understanding most significantly in the areas of leadership, trust, implicit bias and ethnicity.
- 96 percent said they enjoyed the program, while 100 percent said they would attend the program again.