



ORGANIZATION SUMMARY

VISION

The **ONE Basketball Organization** ensures that every person in the world who desires to interact with a basketball to have the opportunity and capacity to participate with the sport online or offline at both an individual level and at a group level.

MISSION

We aspire to individual excellence by utilizing the core tenants of the sport of basketball, which encourages development and growth in every aspect of life.

WHO WE ARE

The **ONE Basketball Organization** consists of athletes and business professionals, male and female, from around the world. Our professional athlete network ranges from Olympic athletes, coaches, along with current and former professional players from a plethora of sports. Our network of advisors covers finance, corporate strategy, design, organizational leadership, and also faith based leaders.

CORE VALUES

INCLUSION. We aim to instill the highest level of inclusion into the sport of basketball regardless of economic status, physical capacity, location, or gender.

SPORTSMANSHIP. We conduct ourselves in a respectful and sportsmanlike manner amongst our peers in any and all conditions on the court and off the court.

EXCELLENCE. We encourage excellence in every aspect of life, we work diligently, and we work intelligently.

TEAMWORK. We value groups working together to reach a common goal that could not have been accomplished alone by one person.

At the **ONE Basketball Organization** we have two words that we focus on:

Participation and Inclusion.

One of the goals of **ONE Basketball Organization** is to restructure the collective way that we all view basketball on a global scale. Basketball players around the world consist of many size and shapes, with all sorts of physical capacities, from drastically different backgrounds, and play for many different reasons.

Regardless of how we look, where we play, and with whom - we all play for the love of the game. Interacting with the simple activity of throwing a round object into a cylinder has become a metaphor for so many facets of our lives. Whether we do this by ourselves, with our friends, or on a team - we obtain skillsets and life lessons every time we touch a basketball.

The **ONE Basketball Organization** recognizes these traits and propagates them at every opportunity. We believe that interacting with basketball directly provides specific benefits to each and every player regardless of location, background, or age. We call them the:

7 LAWS OF BASKETBALL BENEFITS

1. HEALTH. First and foremost, this a way to stay fit and healthy. Human beings are an active species and in recent centuries due to technological advances humans have been progressively less active and our bodies have taken a toll over generations. Playing sports gives an opportunity to correct this inefficiency, which gives way to the capacity to live a long healthy life.

2. GROWTH. Basketball gives each and every person the opportunity to grow at a particular skill every day. We use sports as a tool to challenge ourselves in every aspect, which directly translates to day-to-day life.

3. MEASURE. Basketball is a sport with a multitude of measurements. We measure each facet of basketball skills at every opportunity. This helps us to set and obtain goals on a daily basis.

4. ESCAPE. Basketball, along with many other sports, is a way to escape from difficult environments. Often times we use the transformative power of sports as an excuse to escape a physical situation, a lifestyle, and even an escape from an emotional environment.

5. COMPETITION. Engaging in sports permits people, young and old, to learn the lessons of competing in the real world. Competition need not be negative or unhealthy but rather it can be utilized as a constructive tool to help young people problem solve, deal with conflict resolution, and teach one how to succeed.

6. COMMUNITY. Each and every person on Earth strives to be part of a community and to be accepted. By engaging in basketball, along with many other sports, we are allowed to express ourselves to our social environments in an authentic way. This creates a space of inclusion and growth in local communities.

7. FRIENDSHIP. Many individuals get introduced to sports at different times in their lives: many get introduced to sports at an early age whether by their parents signing them up for a season or simply the local kids who gather to have fun during an afternoon, some find a new sport as a teenager as they begin to grow into their body, and some get introduced to a sport as an adult. Regardless of when, how, or why, we all encounter new friends along the way. We will grow together, compete and challenge one another, and create long lasting friendships that spawned from the sports in which we love.