



Cleveland Project
Creating Opportunity
Through Basketball

THANK YOU FOR ANOTHER GREAT YEAR OF THE CLEVELAND PROJECT

What an amazing year of basketball last season! Because it was such an exciting one, we wanted to share with you some of our highlights.

Check out the impact that you are making in Northern Ireland. All of this is made possible because of you, our amazing supporters, thank you and here's to another great year!



What we got up to

Core Mission-Coaching

We support **more than 6,500 kids** currently enrolled in our schools program. That's a lot of kids! Our team of coaches are some of the best in Northern Ireland and are facilitating the skill development of these young players.

University Scholarships

Last year we sponsored **Ryan Berger** and **Danny Lavelle** to attend Queen's University Belfast and participate in our coaching programme, play Varsity and Club basketball for Phoenix. **U20 All Ireland Plate Winners!** Ryan was Head Coach and Danny played on the squad.

Basketballs

Last year we shipped over hundreds of basketballs to distribute amongst young players. With the help of the legendary ball handler and College Coach **Rus Bradburd**, we created the **Belfast Dozen**, a ball handling programme for our kids to practice with their basketballs!

Phoenix Basketball Club

Phoenix are one of the biggest Clubs in N.I. Through club sponsorship we are able to help bring **more kids into the game** and also **raise the standard** of basketball. Last year we followed the newly formed U20 and U18 Squads (All-Ireland Winners) and Phoenix Rockets Division 1 Squad.

U13 All-Star Development Squads

This year saw the creation of The Cleveland Project U13 All-Star Squads. We selected the **best young players** in Northern Ireland for an **elite performance pathway coaching programme**, held tournaments against the best clubs in Ireland and travelled to **play in Spain!**

Coaching-Summer Camps

We had two months of jam packed Hard2Guard summer camps led by our team of **State side Cleveland Coaches**. Additionally, we held an invitational with **Baldwin University** where they played our Northern Ireland and Irish Select Squads to showcase the standard of basketball to young players.

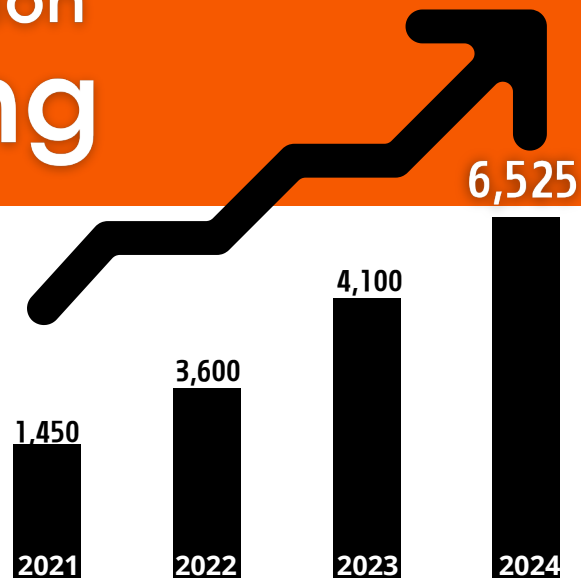




Our Core Mission Coaching

6,525 school kids playing basketball this year! That's the most kids we have ever coached (so far).

Our community of young players is growing as fast as their basketball skills are developing. As one of the few cross-community sports in Northern Ireland we are honoured to bring these school kids together at the end of term in a fun, exciting and inclusive tournament day!



ST PAT'S ARMAGH ZERO TO HERO IN 3 YEARS!

Just 3 years ago St Pat's Armagh signed up to The Cleveland Project's Coaching Program. St Pat's has a strong history of basketball dating back to the '70's and we were delighted when they reintegrated basketball for their current students.

Last year St Pat's **won the Bronze Medal in the All-Ireland A Division!** That's incredible progress in three years!



Danny Lavelle

Undergraduate Degree in
Finance Management

Ryan Berger

Postgraduate Master's Degree in
Business Administration



University Scholarships

In the 2023/2024 Academic year The Cleveland Project sponsored Danny Lavelle and Ryan Berger to attend Queen's University, Belfast. This **enhances the young Cleveland players' employment prospects and career development while they simultaneously participate in our program as coaches, leaders and mentors**, raising the standard and prominence of basketball in Northern Ireland.

Ryan was Head Coach of the newly formed U20 Phoenix Wolves National League Squad and Danny a squad player. The team **won the All- Ireland National League Plate** in their first year.

Ryan has recently moved back to Cleveland following completion of his one year Master's Degree. Danny remains in Belfast to complete his Undergrad Degree along with our newest 2024/2025 Cleveland Project Scholar, Patrick Daugherty.



ONE YOUNG WORLD CONFERENCE MEETING ENES KANTER FREEDOM

Ryan and Danny got to opportunity to meet former NBA Star Enes Kanter Freedom at the One Young World Conference held at Queen's University. They scored buckets over him... and got to ask him questions about his experience.

Attending Queen's University has given our Scholars the ability to make world-wide and life-long connections, friendships and experiences.



Basketballs

Last year we **shipped around 300 basketballs to Northern Ireland**. It's one of our goals at The Cleveland Project to put as many basketballs as possible in the hands of kids in N.I.

We aim to increase this number so that we can increase the development and opportunities of our youth by providing the fundamentals - one basketball.

For kids in Northern Ireland, access to basketball courts and basketball resources are more limited than they are in the States.

When we can put a basketball in the hand of another kid we **give them the power to develop their skills at any time** of the day... in the backyard, on the block or on the walk to school.



THE CLEVELAND PROJECT'S 'BELFAST DOZEN'

OUR BALL SKILLS PROGRAM CREATED BY RUS BRADBURD, THE LEGENDARY BALL HANDLER, US COLLEGE COACH AND AUTHOR

In collaboration with The Cleveland Project, Rus Bradburd created a 12-Step Ball Skills Program for our kids to learn, practice and master! Our basketball initiative aims to give the kids in our program the resources to thrive. The video is on Youtube for them!

[Check it out here](#)



Phoenix Basketball Club Sponsorship

We work in collaboration with Phoenix Basketball Club, Lisburn. Phoenix is one of the biggest Clubs in Northern Ireland and is a direct participation pathway for our kids who pick the game up in our Schools Program.

In addition to youth teams competing across Northern Ireland, Phoenix competes across Ireland in the National League and National Cup Division 1 at U18, U20 and Senior Ages. **This provides a further pathway outside of local level for kids and adults.**

The Women's Squad is the Phoenix Rockets, who won the National League Cup in 2023. The **U18 Boys Squad won the National League Cup in 2024 in their first year.**

Jim Martin is a notorious Phoenix and Cleveland Project Coach. He led the U18 Boys to Victory and received Basketball Ireland's award for **Irish Underage Coach of the Year**. We're honored to have such reputable coaches on The Cleveland Project Team.



FIRST YEAR IN THE COMPETITION... BRINGS HOME THE PLATE

The newly formed U20 Phoenix Wolves squad provided Project Scholar Danny Lavelle the opportunity to play nationally and Scholar Ryan Berger to lead them as Head Coach.

In their first year they **won the U20 All-Ireland Plate!** The Club is growing and the results are quickly showing!



U13 All-Star Development Squads

This year saw the formation of The Cleveland Project U13 All-Star Squads.

This initiative is designed to **develop the best players outside of the club and school season** which wraps up in the spring-time and **provide them additional expert coaching in an 'elite squad' setting with other talented selected players.**

Following trials, we selected 40 players of girls and boys who worked hard in our 8 week training program with coaches Fergus Donnelly, Jim Martin, Ryan Berger, Rebecca Barker and Anna Brennan.

We held our own tournament in Lisburn against strong teams from Dublin, we were invited to the Clutch Academy Tournament in the South of Ireland and to a Charity Tournament in Spain!



ALL STARS PLAY IN SPANISH CHARITY TOURNAMENT

Our All-Star Squads flew to Spain to play in the 'Mucho a Mucho' Charity Tournament for Children's Cancer, held by Molina Basketball Club in Molina De Segura, Spain.

Our young players were able to experience first-hand where basketball and hard work can take you... across the pond and around the world!



Summer Camps

If you got this far then you know how passionate we are about giving kids more opportunities to play basketball and with the highest standards of coaching!

We partnered up with the Hard2Guard Summer Camps held by Phoenix Basketball Club to **provide 3 full weeks of camps led by some of the best Cleveland Coaches in the game.**

Our accomplished American Coaches include Eric Flannery, Danny Gallagher, Pete Carroll, Rus Bradburd, Pete Moran, Pat Moran and Brian Ansberry.

We had a fantastic and busy month of Summer basketball and we're grateful for all of our coaches who are a real inspiration and role models for our young players.



BALDWIN WALLACE UNIVERSITY VS PROJECT SELECT SQUADS

We invited Baldwin Wallace University to play against Cleveland Project Northern Irish and Irish select squads during one of our Summer Camp weeks.

These games **displayed the standard of high level basketball, College and National Level, to our young players and Northern Irish community.** Our U13 All-Stars lined up both evenings and all the games were a great watch!



THANK YOU!

From the bottom of our hearts, we want to thank you.

The amazing work being put into The Cleveland Project from our coaches, organisers, supporters, players, parents and everyone in between **is a massive team effort, just like the game.**

We're excited for The Cleveland Project's future and all the basketball to come. Our community is growing fast and the impact we are all making together shows in the opportunities created for these talented young kids. We are beyond grateful for all of your support!

Stay tuned for more updates and news on what's going on!

Visit our website  www.clevelandproject.com

or find us on...



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THROUGH
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