Hoops + Health Impact Report 2025

Inspiring youth healthy living through basketball in Asia

Sun Life | BEYOND SPORT

Table of Contents

Introduction 03
Hoops + Health 04
Growing Impact 05

Markets
Hong Kong 06
Indonesia 07
Malaysia 08
The Philippines 09
Singapore 10
Vietnam 11
Conclusion 12

Introduction

In our continued efforts to combat rising physical inactivity and associated negative health outcomes amongst Asia's youth, Sun Life joined forces with global sport for social change foundation Beyond Sport in 2023 to champion their shared belief in the power of sport as a tool to foster health and wellbeing.

Following research released in 2022[1] by the Active Healthy Kids Global Alliance that found a worrying lack of physical activity amongst children aged 6-17 across Asia, Sun Life and Beyond Sport launched Hoops + Health, designed to inspire healthy living amongst young people and communities. The need for this initiative has never been greater, with a 2024 report from the World Health Organization[2] showing that levels of physical inactivity are highest in the Asia region.

After setting a solid foundation in 2024[3], with more than 14,000 lives impacted, the Hoops + Health program is now completing its second year. The initiative uses the power of basketball to support young people to lead healthier lives across six Asian markets, combining free to access basketball sessions with facility and equipment refurbishment and education for coaches. With particular focus on young people from marginalized communities who face greater barriers to being active, Hoops + Health is proving its ability to contribute to improved health outcomes for more communities across the region. This report showcases the impact of Hoops + Health during the second year of the program and celebrates the commitment from Sun Life and Beyond Sport towards nurturing a healthier, more active generation in Asia long into the future.

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[1] *https://www.activehealthykids.org/4-0/*
[2] *https://www.who.int/news/item/26-06-2024-nearly-1.8-billion-adults-at-risk-of-disease-from-not-doing-enough-physical-activity*
[3] *https://www.sunlife.com/en/newsroom/news-releases/announcement/sun-life-and-beyond-sportrsquos-ldquohoops+healthrdquo-program-helps-more-than-14000-kids-and-communities-across-asia-get-active-to-prevent-diabetes/123896/*

Hoops + Health

From September 2023 to August 2025

6

Markets

48,000+

People reached/impacted

87%

Of young people engaged learned new strategies to improve their health

Hong Kong
Indonesia
Malaysia
Philippines
Singapore
Vietnam

Hoops + Health promotes youth healthy living through basketball across three key pillars:

Improving access to physical activity by renovating community basketball courts and donating basketball equipment.

Engaging local communities, coaches and Sun Life employees through digital coaching resources and videos, educational workshops and community basketball events.

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

Timeline

Sun Life sponsors the Active Healthy Kids Global Alliance reports.
June 2022

August 2023
The FIBA Basketball World Cup takes place in Asia.

Sun Life and Beyond Sport partner to launch Hoops + Health.
September 2023

August 2024
The first year of the Hoops + Health program is completed.

Hoops + Health program continues and scales to complete its second year.
August 2025

Growing Impact

Communities Reached | **Duration of Support** | **Depth of Impact**

As Hoops + Health has increased in scale and duration of support throughout 2025, the impact on young people, coaches and communities has also grown.

Communities

14 additional communities reached through Hoops + Health program activities (Y1 to Y2).

9% increase in the number of individuals benefitting from refurbished courts each month (Y1 to Y2).

Coaches

+115% increase in the number of coaches upskilled through digital workshops and video resources (Y1 to Y2).

94% of coaches believe the knowledge and skills gained through the Hoops + Health workshop will have a positive impact on the young people they support (Y2).

Young People

2 x the number of weekly, free to access basketball sessions for young people (Y1 to Y2).

87% young people have more opportunity to be physically active as a result of the Hoops + Health sessions (Y2).

Hong Kong

Creating sustained opportunities for play

Regular access to physical activity is essential for youth health and wellbeing, particularly for young people growing up in low-income, often crowded areas of Hong Kong. Partnering with two non-profit organisations, InspiringHK Sports Foundation and Po Leung Kuk, Hoops + Health has funded a program of free-to-access, weekly basketball sessions for marginalized youth across a six-month period. In addition, a wider relationship between Sun Life Hong Kong and the Basketball Association of Hong Kong, China, has enabled more youth sessions to be delivered. The 4 session locations are wide-ranging, from Fanling in the New Territories through to Kowloon City and Hong Kong Island locations in the south.

Engaging the local community

Surrounded by public housing, the rooftop basketball court above the Wah Sum Shopping Center in Fanling offers a much-needed public space for community members to meet and enjoy a range of physical activities. Since the court's refurbishment during the first year of Hoops + Health in 2024, with a fresh resin surface, new hoops and an engaging design, we have continued to work with court owners People's Place to support the visibility and usage of the space. Improved signage within the shopping center, greater outreach to local schools and community groups and free hire for non-profits has resulted in a significant increase in footfall. More local residents and young people are now able to benefit from this essential community space.

Celebrating the power of basketball

In June 2025, we brought together youth and community members to celebrate the power of basketball to improve health and wellbeing through the Hoops + Health Community Basketball Festival. The Sun Life 3x3 Basketball Challenge offered our youth participants the chance to showcase their skills, whilst wellbeing activities and table games drew local families to the event. An appearance from Cheng Kam Hing, Hong Kong Division 1 basketball player, added extra excitement to the day.

80

young people engaged in weekly, free-to-access basketball sessions.

780

community members enjoying a safer, more welcoming space to be active every month.

89%

of young people believe that participating in Hoops + Health has taught them new strategies to improve their health and wellbeing.

3,500+

lives reached through Hoops + Health in Hong Kong since 2023.

Indonesia

Deepening community engagement

Building on the 2024 refurbishment of the multi-sports court in Tanah Baru, Depok, this year Hoops + Health was able to support further development and maintenance of the space. This basketball court, also used for futsal and fitness activities, continues to offer a fresh and safe environment for physical activity within the community. In addition, new Hoops + Health digital resources and an online workshop engaged 61 coaches from across Jakarta, supporting them to use basketball activities to promote health and wellbeing amongst their participants.

Facilitating access to basketball

In recognition of Sun Life Indonesia's 30th anniversary, through Hoops + Health we were able to provide donations of basketball equipment to 30 schools across Jakarta and the surrounding area. The basketballs, bibs, nets and cones provided will enable school teachers to offer higher quality basketball opportunities for their students, helping them to lead more active lives. Funding from Hoops + Health in 2025 has also facilitated free-to-access, weekly basketball sessions for 105 youth across 3 communities in Jakarta.

Showcasing Hoops + Health to Jakarta residents

The Hoops + Health 3x3 Basketball Tournament, held at Gandaria City Mall in May, highlighted Sun Life and Beyond Sport's support of youth basketball. Young people from community groups and schools supported through Hoops + Health came together to showcase their skills and battle it out to be crowned Hoops + Health champions. Alongside the competition, across the weekend 3x3 coaching clinics offered a chance for other youth to get on court and be active with guidance from expert coaches. With more than 26,000 visitors to the mall during the event, the weekend was a perfect celebration of Sun Life's commitment to health and wellbeing across Indonesia.

60

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

3,000

students benefiting from revitalized school basketball equipment.

100%

of young people believe they have more opportunity to be physically active as a result of Hoops + Health than they did before.

8,500+

lives reached through Hoops + Health in Indonesia since 2023.

Malaysia

Upskilling local coaches

A great coach can be the difference between a child developing a lifelong love for physical activity or giving up on their participation. Through Hoops + Health, we also recognise the importance of coaches and teachers in educating young people about health and wellbeing. During 2025, we delivered an online workshop to bring together 24 Malaysian basketball coaches, supplemented by a digital toolkit and video resources. This session and accompanying resources upskilled coaches to understand their role in promoting health and wellbeing, offering them ideas for practical basketball activities that teach about nutrition, hydration and mental wellbeing.

Supporting youth to be active

The second year of Hoops + Health has seen the expansion of free-to-access youth basketball sessions to three communities across Kuala Lumpur. In partnership with local delivery partners Jungle Cats, Nicol David Organisation and USJ20 Basketball Club, more than 175 young people from low-income communities have been given the opportunity to be active through basketball each week. Sessions not only build basketball skills, but also incorporate education on nutrition, hydration and mental wellbeing to foster healthier lifestyles amongst participants.

Celebrating the impact of Hoops + Health

In July 2025, the Hoops + Health Community Basketball Festival brought together youth, coaches and local residents at the revitalized Sun Life court in Kuala Ampang, Kuala Lumpur. More than 110 youth aged 6-17 joined together to participate in a high-energy skills session, followed by a thrilling 3x3 tournament to showcase their basketball abilities. The event, complete with a traditional Qigong performance from local residents, was an excellent celebration of the impact that Hoops + Health is having on the community as well as young people from other neighborhoods across Kuala Lumpur.

24

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

1,280

youth accessing free, weekly basketball sessions.

1,105

youth each year will be supported by coaches trained through Hoops + Health.

1,900

lives reached through Hoops + Health in Malaysia since 2023.

Philippines

Supporting basketball in schools

In light of Sun Life Philippines celebrating their 130th anniversary during 2025, Hoops + Health was able to support a large-scale activation across Manila. Over the course of two months, 130 schools in low-income communities across the city received donated basketball equipment to support their students to be active. Alongside high-quality basketballs, bibs, nets and cones, school teachers also received access to our Hoops + Health Coach Toolkit, a digital resource that helps teachers and coaches to use basketball to raise awareness of health and wellbeing amongst young people.

Strengthening community relationships

Leveraging Sun Life Philippines' longstanding relationship, the 2025 Hoops + Health program provided a further opportunity to engage members of the Legacy of Light village community located in Calauan, Laguna province. Building on the refurbishment work completed in 2024, we were able to fund extra maintenance and upgrades for their covered basketball court facility. Improved toilet and seating facilities, along with repairs to the roof and court markings, will support the use of the space as a vital community asset for years to come.

Sustaining youth basketball activities

Alongside the additional court renovations, we continued our successful partnership with local basketball club, Tigers Basketball. With funding from Hoops + Health, they have been able to offer a further eight months of weekly basketball sessions for young people from the Legacy of Light village community. Completely free for participants, the sessions offer an invaluable opportunity for the young players to come together, be active, learn about healthy lifestyles and develop their basketball skills in a safe environment every weekend.

130

schools in receipt of high quality basketball equipment, supporting more than 13,000 young people to be active.

400

community members benefiting from a safe, more welcoming space to be active every month.

19,000+

lives reached through Hoops + Health in the Philippines since 2023.

Singapore

Championing female empowerment through basketball

Our successful partnership with Heart of Basketball, a community basketball club in Singapore, continued apace during 2025. Over the course of ten months, young girls have been provided with free-to-access basketball sessions at local community courts every week, empowering them to be active and develop their skills in a safe and supportive environment.

Broadening reach

Growing the reach of Hoops + Health resulted in the formation of new partnerships with two nonprofit organizations, Life Community Services Society and Youth Guidance Outreach Services. Both renowned for engaging some of the most marginalized young people in Singapore, funding and coach education from the Hoops + Health program enabled them to expand their offering to include weekly basketball sessions. Each session offered an opportunity for their participants to develop new skills, deepen relationships with their peers and learn more about how they lead a healthier lifestyle.

Celebrating youth success

To wrap up a second successful year of Hoops + Health, in June we delivered a youth basketball festival at the Neesoon Community Centre covered court. Young participants from two of our community partners came together for an evening of friendly basketball matches to celebrate all that they had achieved during the year. Supported by volunteers from Sun Life Singapore, the event offered a fantastic opportunity for the youth to enjoy 3x3 basketball and extra activities whilst showcasing the impact of the Hoops + Health program.

101

young people accessing weekly, free-to-access basketball sessions

14

coaches upskilled through Hoops + Health online workshops, engaging more than 1,077 young people per year.

1,200

lives reached through Hoops + Health in Singapore since 2023.

Vietnam

Leveraging the professional game

Building on the success of Sun Life Vietnam's partnership with professional basketball team, Saigon Heat, Hoops + Health was able to support a continuation of their popular "High Hoops" initiative. Through this program, Saigon Heat coaches and players delivered a series of large-scale, basketball clinic events, reaching children across five Vietnamese cities. In Hai Phong, Da Nang, Hanoi, Ho Chi Minh City and Vinh, these exciting festivals enabled participants to learn new basketball skills, understand more about health and wellbeing and importantly be inspired by some of their heroes within the game.

Supporting regular participation

Building on the success of the High Hoops clinic events, funding from Hoops + Health facilitated additional community classes across each of the five cities. Young people enjoyed free-to-access basketball activities across a two month period, with a particular focus on engaging youth who otherwise lack the opportunity to play the sport. Alongside basketball games and skill-building activities, Saigon Heat coaches also delivered workshop sessions on topics such as nutrition, hydration and mental wellbeing. By utilising resources from the Hoops + Health coach toolkit, they were able to help participants to become more aware of healthy lifestyle choices.

Empowering coaches to improve health

In Vietnam, 18 coaches benefited from an online Hoops + Health workshop. The session focused on highlighting the vital role that coaches play in influencing health outcomes for the young people they support and gave ideas and examples of basketball activities that also incorporate health and wellbeing education for children of all ages. The Saigon Heat coaching team played a crucial role in the creation of a series of video resources to demonstrate the practical application of each activity. These videos, available in 4 languages, will support hundreds of basketball coaches across the region to incorporate health education into their sessions.

5

city locations reached by Hoops + Health clinic events and youth sessions in Vietnam.

190

young people accessing weekly, free-to-access basketball sessions.

620

Sun Life Vietnam employees engaged through Hoops + Health funded activities.

14,000+

lives reached through Hoops + Health in Vietnam since 2023.

Conclusion

During 2025 the Hoops + Health program has reinforced Sun Life and Beyond Sport's shared belief in the powerful influence of basketball to contribute to health and wellbeing outcomes across Asian communities. Over the course of another year of impact, results show continued positive outcomes for the young people, community members and coaches reached by the initiative.

Mission

Promote youth health and wellbeing in underprivileged and underrepresented communities in Asia.

Belief

Basketball can be a catalyst for social change.

Actions

Improving access to physical activity with renovated courts and donated basketball equipment.

Engaging local communities, coaches and Sun Life employees through festival events, digital coaching resources and educational workshops.

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

Results

5,005 community members have access to **5** renovated sports spaces and **175** schools and community groups benefitting from donated equipment.

173 coaches upskilled to use basketball as a tool to promote youth health and wellbeing and **673** Sun Life employees and community members engaged through festival events.

709 young people engaged through free to access basketball sessions across **10** months and **17,824** youth empowered through coaches trained.

Impact

48,327 lives impacted through Hoops + Health since its launch in 2023.

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