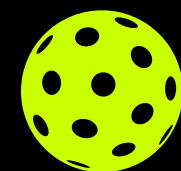
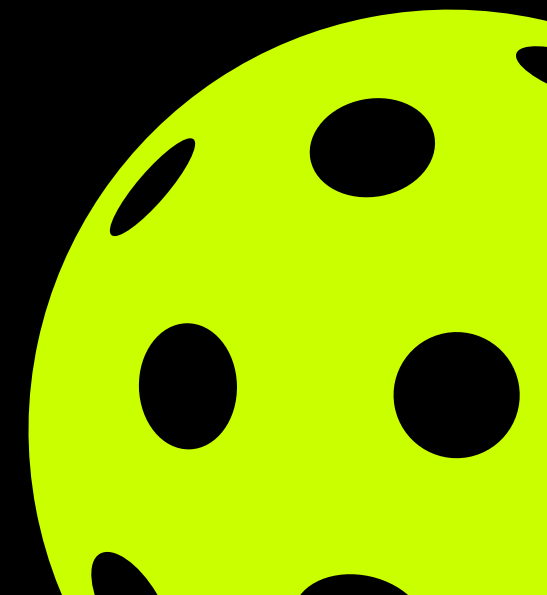


# PICKLEBALL PATHWAYS



PLAY. CONNECT. GROW.


BY TOGETHERNESS PROJECT





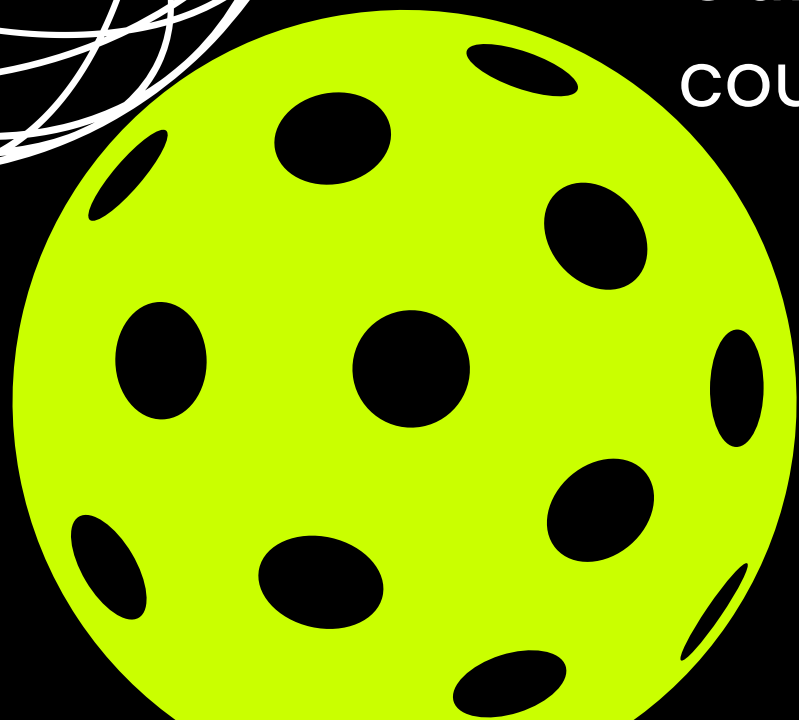
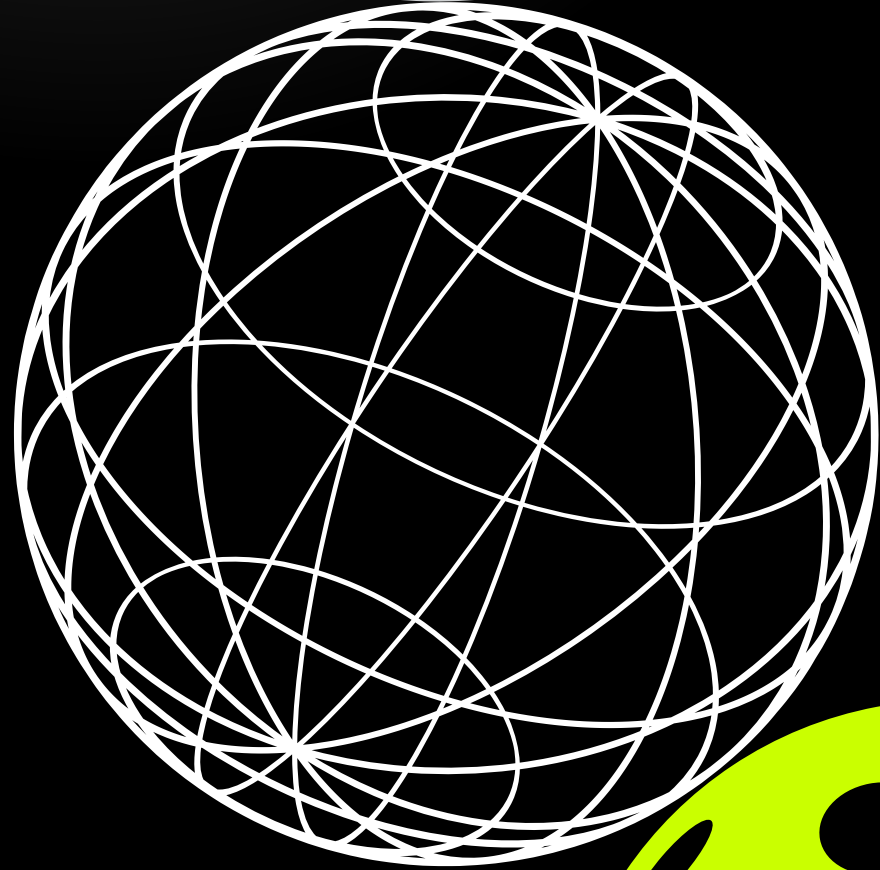
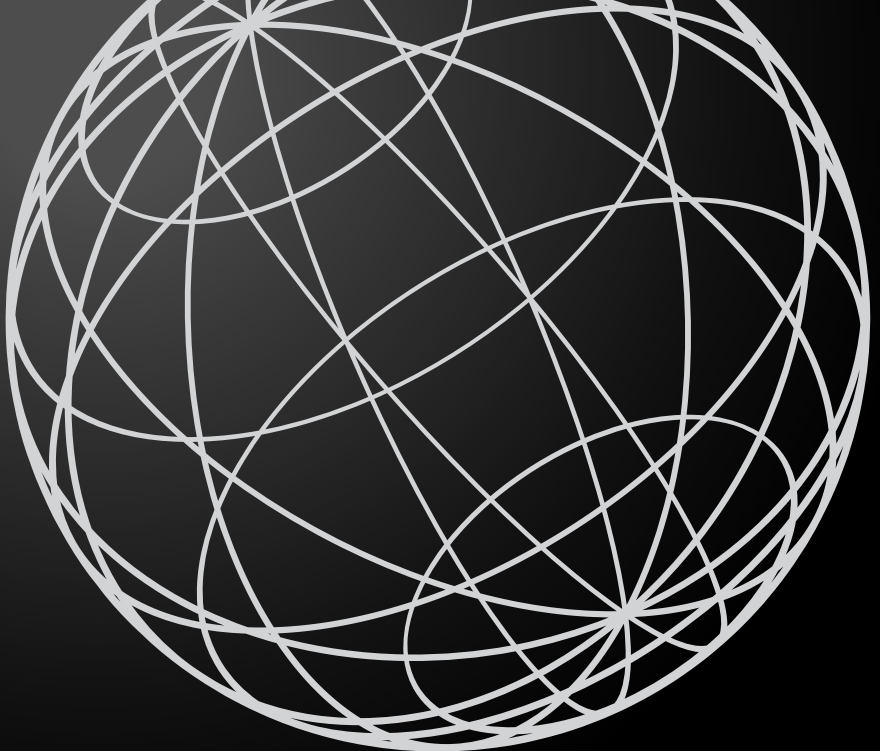
**BOOST**



Microsoft   
for Startups  
Founders Hub







# MISSION

**Pickleball Pathways** is a community-driven initiative serving high school and college students in Birmingham neighborhoods. By combining active recreation, digital mental fitness tools like Eva AI, and mentorship, we create safe, inclusive spaces that promote youth empowerment, resilience, leadership development, and stronger community connections.


Our goal is to help young people thrive both on and off the court and become positive contributors to their communities.



# VISION

A bold, relationship-driven program using Alabama's fastest-growing sport—pickleball—to mentor students and young adults in personal development, mental fitness, identity formation, and positive values.

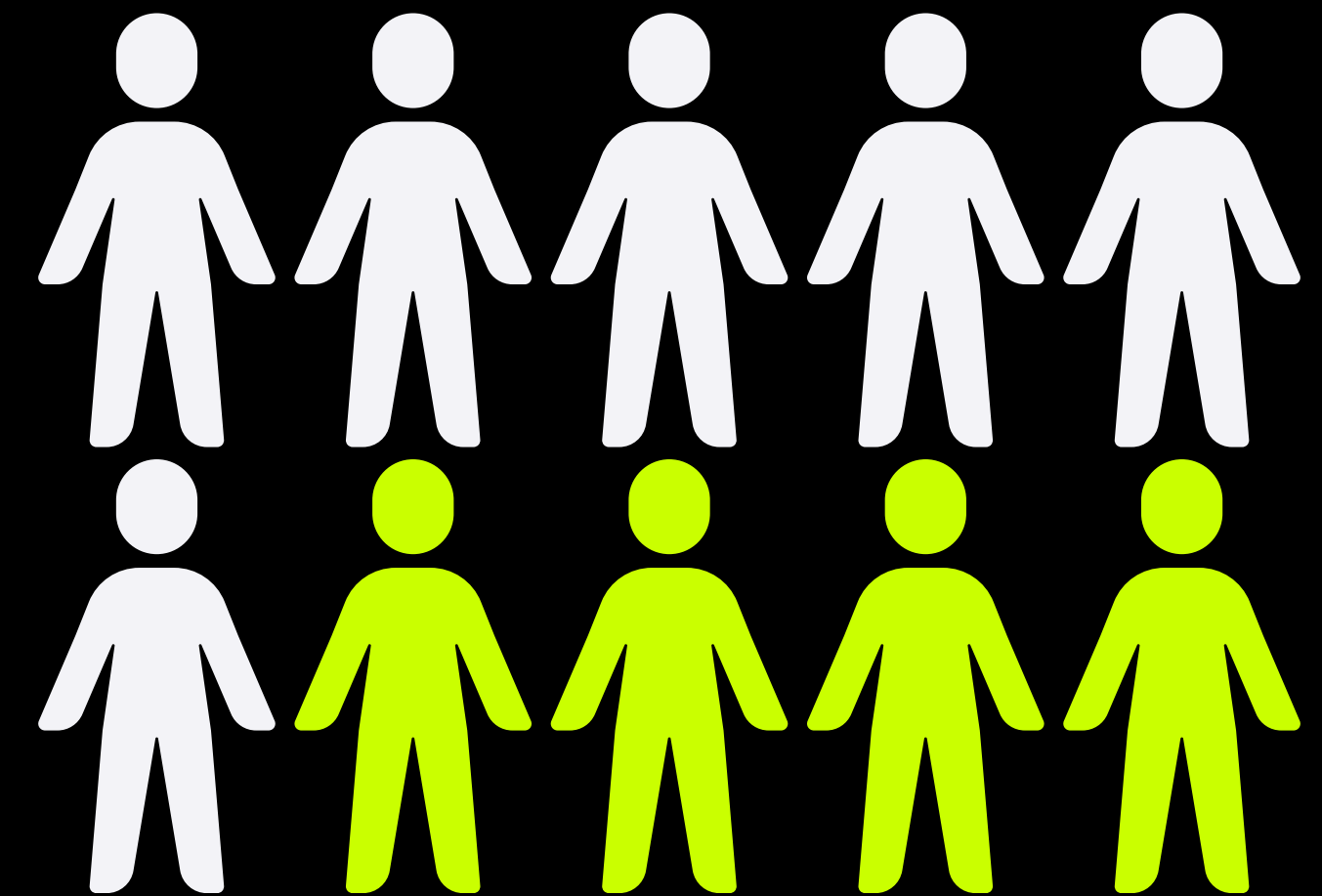
## **The Need:**

- Rising rates of youth anxiety, isolation, and identity challenges.
  - A shortage of grounded, values-based mentorship opportunities.
  - The ongoing struggle to overcome poverty and limited access to resources.
  - The critical need for free, safe recreational spaces and mental health support in underserved communities.
- 

# STATS



- 1 in 3 young adults in the U.S. reports feeling persistent loneliness and emotional distress—yet most say they have no trusted mentor to turn to. (CDC, 2023 Youth Risk Behavior Survey)
- Less than 30% of young adults who were raised in church still attend regularly by age 25. (Barna Research)
- Alabama ranks 43rd in the nation for youth mental health access—while emotional distress and suicide ideation are rising. (Mental Health America, 2024)





# SOLUTION

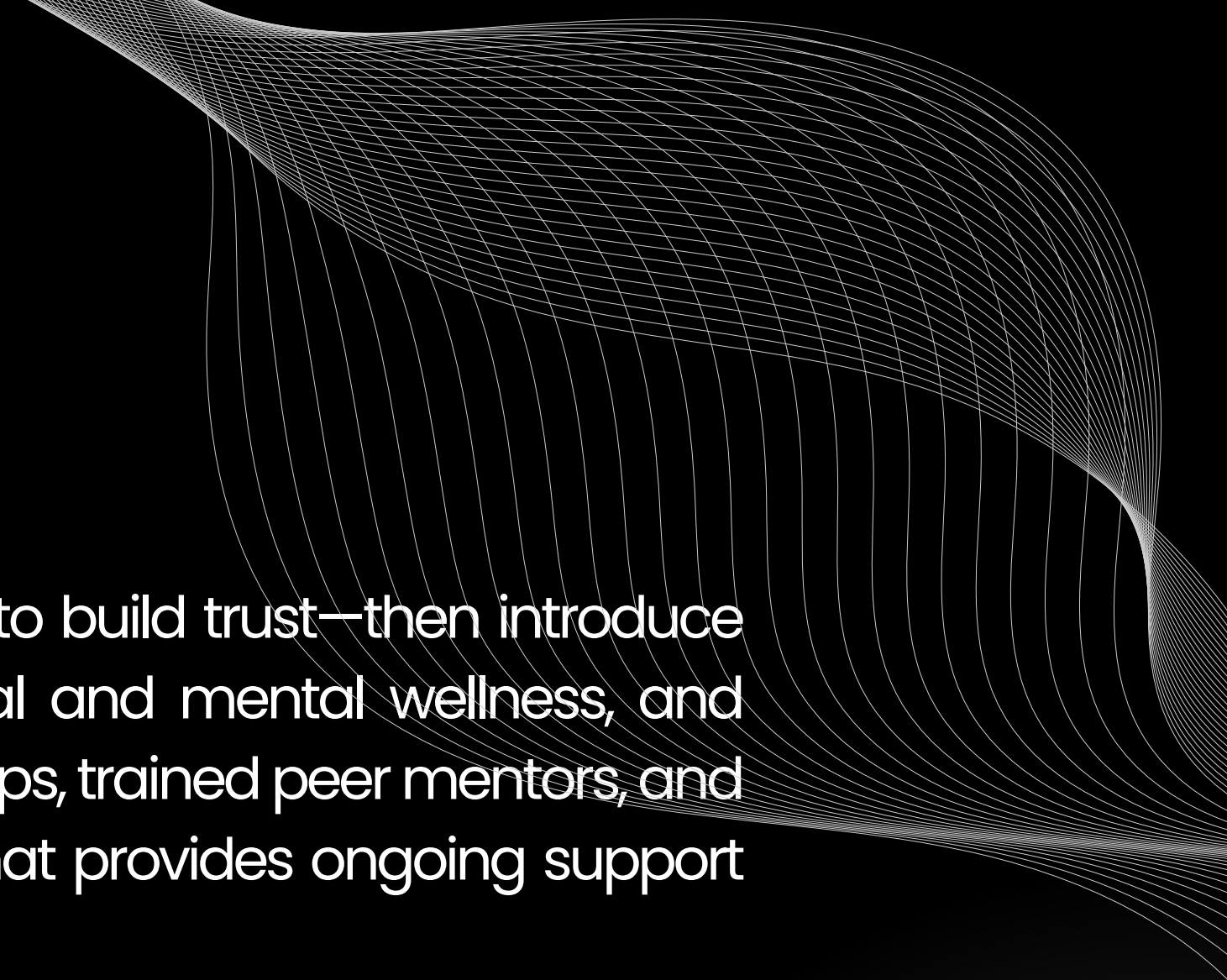
## **The Strategy:**

We use pickleball as a fun, relational bridge to build trust—then introduce meaningful conversations around emotional and mental wellness, and purpose. Our approach blends weekly meetups, trained peer mentors, and Eva AI, a digital mental fitness companion that provides ongoing support and personalized resources off the court.

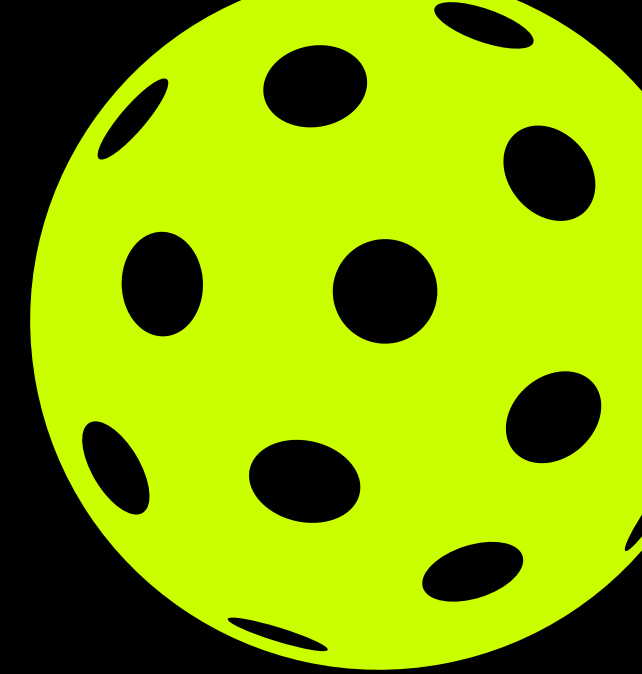
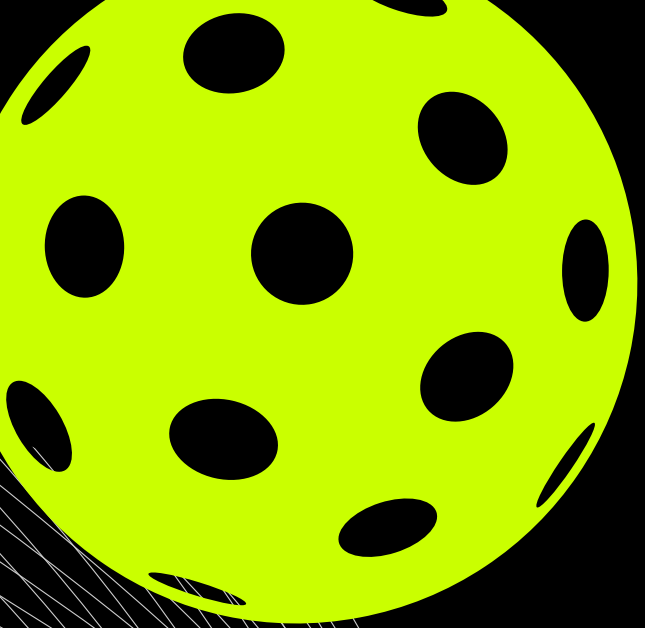
## **Outcomes:**

- Elevate mood, boost self-esteem, and foster purpose
- Increase social connections and resilience
- Provide safe spaces for play, physical activity, and trusted connection that reduce stress, improve mood, and build resilience in young people.

Together, these components create a safe, supportive environment where transformation can take place on and off the court.

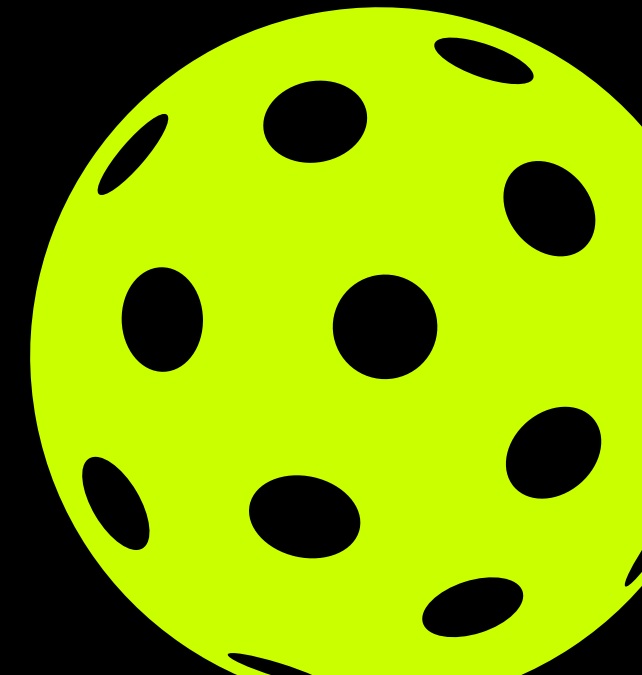






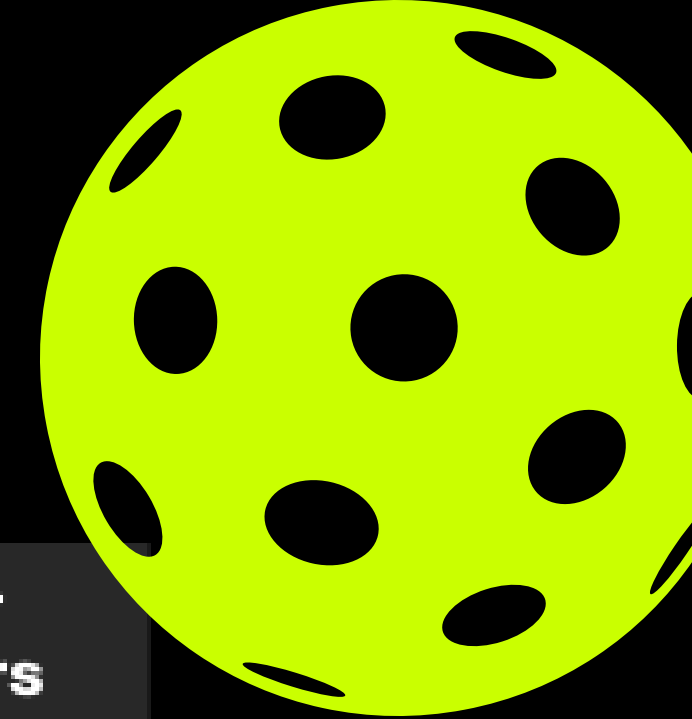
# WHY PICKLEBALL?


It's America's fastest-growing sport. It's social, performance-driven, and emotional — perfect for making an impact.

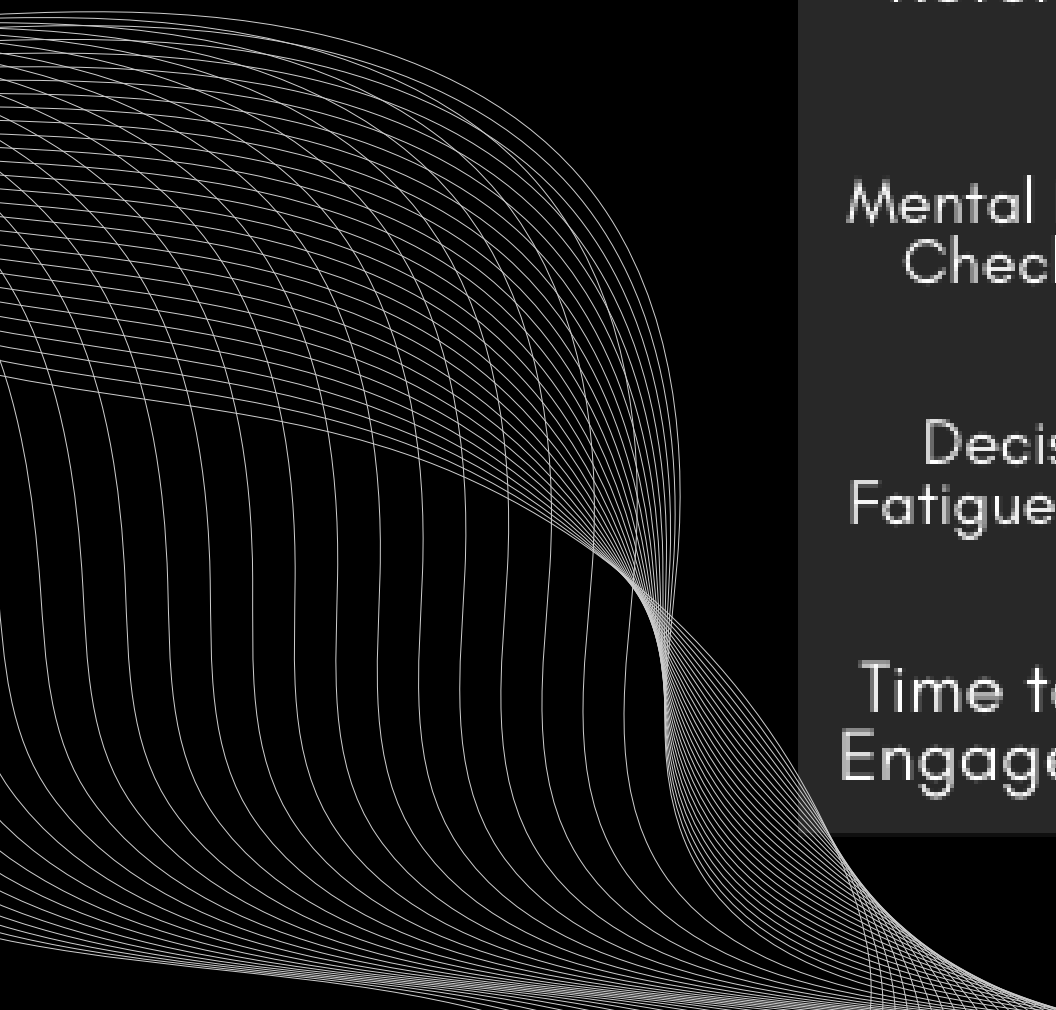


# Pilot Metrics:

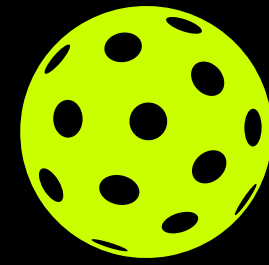
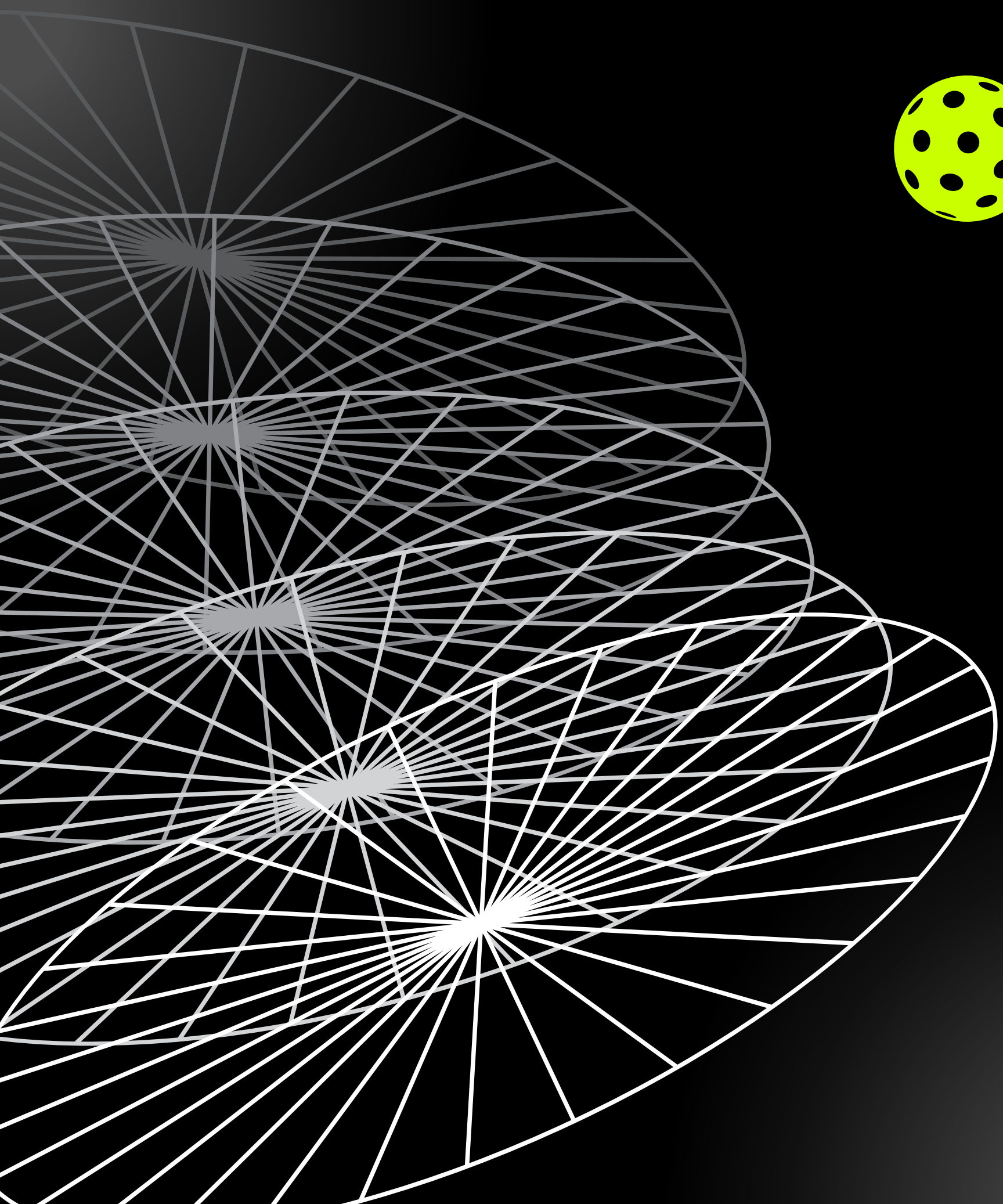
What we will measure together



KPI Category	Metric	Baseline (Pre-Eva)	Target (Post-Eva)	Why it Matters
Engagement	% increase in daily/weekly app opens	X%	+25%	Reactivation of disengaged users
Retention	% retained over 30/60 days	X%	+15%	Critical to user LTV and renewal
Mental Health Check-ins	# of convos about burnout, stress, resilience	 0 (baseline)	500+/mo	Shows mental fitness is being supported
Decision Fatigue Relief	% reporting increased clarity via surveys	Survey-based	70%+	Subjective validation of value
Time to Re-Engagement	days from burnout to re-engagement	-3 weeks	<10 days	Shows speed of emotional recovery







# GRANT REQUEST

Year	Focus	Budget
1	3 Pilot Regions (City Walk + Wald Park + Rec Center hubs), 200+ youth, ambassador training, leadership development & Eva AI	\$75,000
2	Expand to 8-10 regions, train 40+ mentors, reach 800+ students/young adults, host state-wide gathering	\$75,000

1-Year Implementation Plan | Total Request: \$75,000  
2-Year Implementation Plan | Total Request: \$75,000

# WHY PICKLEBALL PATHWAYS?



You've championed Alabama values—family, responsibility, leadership, and opportunity. You've led initiatives that promote youth success, wellness, and equity. And you understand the power of relationships to change lives.

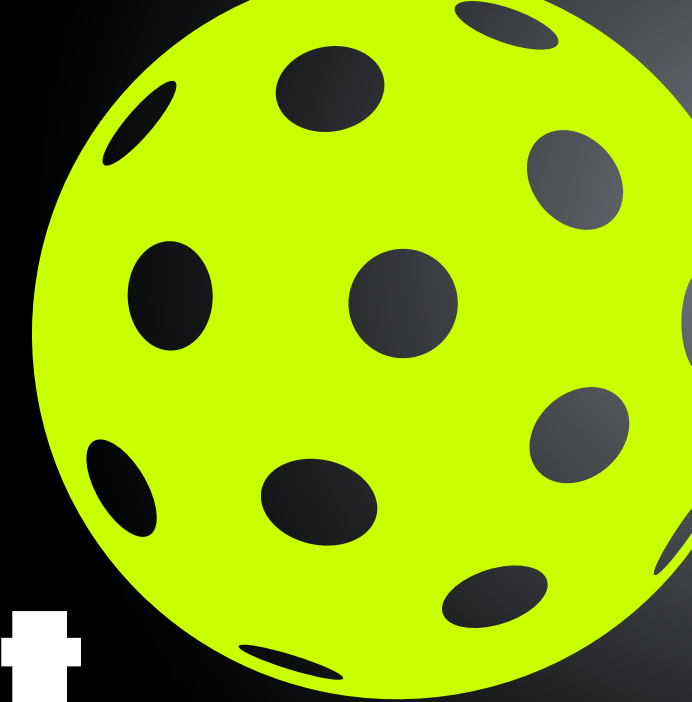
With your leadership, Pickleball Pathways becomes more than a program—it becomes a citywide movement to equip the next generation.

- Activate pickleball courts as hubs for connection, leadership, and growth
- Expand mentorship through sport to foster resilience and purpose
- Position play as a powerful tool for youth empowerment and community transformation



**Led by**

# **Togetherhness Project**



Melody Lovvorn brings 15 years of experience in trauma recovery and emotional healing, paired with over 30 years of expertise in fitness and wellness.

Our new initiative, Pickleball Pathways, uses movement and mentorship to equip Birmingham youth with the tools for emotional and mental strength, connection, and long-term success.

**THANK YOU!**



# CONTACT US

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