
IMPACT REPORT 2024

CONCRETE LYFE



MAKE "LYFE" HAPPEN

MAKE LIFE HAPPEN 2024: A YEAR OF PURPOSE (EXECUTIVE SUMMARY)

In 2024, our commitment was bold and intentional: connect youth with mentors who look like them, expand workforce development, and strengthen behavioral and mental health supports.

We focused on three pillars:

1. Mentorship that reflects identity
2. Behavioral health supports and protective factors
3. Workforce readiness and internship exposure

We didn't reinvent the wheel—we maximized it. Using our existing sports partnerships, donated tickets, creative spaces, and real-world exposure, we turned everyday moments into deeply intentional learning and healing opportunities. Whether in a Red Sox suite, at View Boston, or on a yacht learning financial literacy, every gathering carried real value.

“Wow, I really like how they listen to me. Seeing my design on a shirt we helped create for suicide prevention has been very cool. Just seeing some of my peers wearing something I helped create.”

From resume workshops to one-on-one career conversations, from healing-centered gatherings to long-term exposure in media, design, and sports industries, we built momentum around what we call our 2024 LYFE Equation: Internship + Mentors + Mental Health Support = Pathway to Success.

We believe that when young people are seen, supported, and resourced through these three essential pillars, their dreams become achievable realities. Through thousands of tickets, countless conversations, and youth-led projects, 2024 was a year of impact made by and for young people.

As we close the year, we're proud of what this model has produced—and more committed than ever to scaling it in 2025.

MENTAL & BEHAVIORAL HEALTH — MAKE “HEALING” HAPPEN THROUGH CONNECTION

Mental and behavioral health were at the heart of every experience in 2024.

We believe healing happens both in counseling rooms and through joyful, stress-free exposure.

All youth received 3-5 protective factors to strengthen resilience, including access to trusted mentors, safe spaces, creative outlets, and mental health resources.

“I didn’t know how just being removed from the classroom made me love learning again.”

Programs like View Boston gave youth safe environments to open up. One-on-one counseling was available to those who needed it, but often the most powerful healing came from being seen, heard, and connected in natural settings like stadium suites or rooftop conversations. Our commitment: to meet youth where they are and create the mindset and emotional strength needed for success.



PROGRAM HIGHLIGHTS — EXPOSURE THAT CREATES BELONGING

Sports, arts, culture, and community events were vehicles for more than fun — they built belonging, identity, and purpose.

- Over 3,000 Red Sox tickets, 100+ Celtics tickets, and 100+ Revolution tickets provided access to unforgettable moments.
- 50 youth celebrated Juneteenth at Fenway.
- 30 youth attended the Winter Ball Game—many for the first time ever.

“Moving to Atlanta for college was hard, but going to the Hawks game helped me bond with my classmates. We’re building a real community now.”

Our NBA partnerships brought together HBCU students, wildfire-affected youth, and media-enthusiasts from LA and DC. For a Boston youth now studying in LA, visiting Clippers games and seeing behind-the-scenes production opened new doors.

Each experience is designed to create protective factors that strengthen identity, community, and joy.



MENTORSHIP, CREATIVITY & YOUTH VOICE

Youth aren't just recipients—they are leaders and creators.

Our Youth Advisory Board of 7 members drives 100% of our organizational decisions, ensuring programming is relevant, impactful, and youth-centered.

"It's been really great to see I had a say in building that court back home in Cape Verde. My family sends me pictures—it's crazy that I helped make that happen."

Youth co-designed our suicide prevention campaign, including original shirt designs now proudly worn by peers. These creative outlets help youth express themselves and heal while building leadership skills.

Our goal is to foster young leaders who not only survive but thrive and lead their communities forward.



WORKSHOPS, WORKFORCE & VIEW BOSTON

Professional development and self-exploration are pillars of success.

- We held 5 resume workshops, helping 30+ youth build job readiness.
- 200+ youth-mentor conversations through programs like Suite LYFE and View Boston supported career exploration and mental wellness.
- Beyond the Scoreboard connected 60+ youth with behind-the-scenes careers in sports.

“I’ve learned to appreciate Boston more from View Boston. Being up here, seeing the whole city, and talking with people I trust helped me open up about my goals and life.”

We believe exposure to real-world opportunities combined with mentorship builds confidence, skills, and hope.



XPOSURE IS LYFE

Xposure Is LYFE is a youth career development initiative co-founded by Concrete LYFE and Sport Xposure. This year-round program introduces youth to career opportunities through hands-on experience, mentorship, internships, and workforce development. Each season targets a specific industry, ensuring youth receive in-depth, practical insight into high-demand career paths.

We are proud to partner with the NBA Foundation to deliver internship opportunities to over 20 youth annually. This partnership strengthens our mission of creating meaningful workforce development pathways, particularly for Black youth and other underserved communities.

What began as a single-day event has grown into a movement:

- In less than 9 months, we hosted two full programs.
- Attendance doubled at the second event.
- Mentors across diverse sectors are eager to join.
- Youth are requesting expanded industries and longer programming.

"I didn't think I could ever work in sports until this. Now I see there's space for me."



FINAL NUMBERS & YOUTH LEADERSHIP

Metric FY24 Impact

Total Youth Served: 1,500+

Tickets Distributed: 3,500+

Resume Workshops: 5

Youth in Mentorship Conversations: 200+

Youth Advisory Board Members: 7

Youth Participation in Decisions: 100%

Youth Receiving 3+ Protective Factors: 100%

Youth Reporting Joy/Belonging: ~90%



Thank
you!