



2025 IMPACT REPORT



THE CENTER
at Sierra Health Foundation



BLACK CHILD
LEGACY
CAMPAIGN



CONTENTS

01 Purpose

02 History

03 Impact

04 KQR Cheer

**05 Community &
Family Engagement**

06 Curriculum

07 2025 Outcomes

08 Opportunities

09 Looking Forward

01

PURPOSE

The Kings and Queens Rise Co-ed Youth Sports Program is an initiative of The Center at Sierra Health Foundation's Black Child Legacy Campaign (BCLC). KQR creates safe, structured and empowering spaces for youth and families during the summer months through basketball, cheer, mentorship, job opportunities and positive social engagement among community.

By fostering meaningful connections across neighborhoods, KQR promotes unity, reduces isolation and actively works to prevent violence—helping build safer, more cohesive communities for all.

02

HISTORY

Kings and Queens Rise (KQR) is more than a summer sports league—it's one of Sacramento's most impactful youth development and violence-prevention efforts. Established in response to the tragic killing of Stephon Clark, KQR was created to provide youth with safe, positive alternatives during the summer months.

The initiative engages youth in grades 4 through 11 from neighborhoods across Sacramento, centered in Oak Park, Valley Hi, Meadowview, Fruitridge/Stockton, Del Paso Heights/North Sacramento, Arden Arcade, Marina Vista/Seavey Circle, and North Highlands. Participants play sports, receive mentorship and life-skills training, and build relationships across neighborhood boundaries.



When we first started, this was an initiative hoping to keep kids safe; now, it's developed into an environment and community space where kids want to return year after year. We're cultivating a culture here that is changing Sacramento."

Jedida Gomes
BCLC Program Officer

GRADES **4-11**

8 SACRAMENTO
NEIGHBORHOODS

OAK PARK | MEADOWVIEW | FRUITRIDGE/STOCKTON
VALLEY HI | DEL PASO HEIGHTS/NORTH SACRAMENTO
ARDEN-ARCADE | MARINA VISTA/SEAVEY CIRCLE
NORTH HIGHLANDS/FOOTHILL FARMS

03

IMPACT

Since 2018, Kings and Queens Rise has served more than 400 youth annually across eight Sacramento neighborhoods. The program has played a critical role in reducing risk factors associated with violence during out-of-school summer months by fostering strong inter-neighborhood connections, providing consistent mentorship, and creating safe spaces for youth and families.

Through the broader work of the Black Child Legacy Campaign—which focuses on reducing African American child deaths through perinatal care, infant safe sleep, child abuse and neglect prevention, and violence reduction—KQR has contributed to an 88% reduction in deaths due to child abuse and neglect and a youth homicide rate of zero in 2020.



We know a relationship today will save a life tomorrow."

Kenneth Duncan, KQR League Commissioner



400+ YOUTH ANNUALLY

88% REDUCTION IN DEATHS

0 YOUTH HOMICIDES IN 2020



KINGS & QUEENS RISE IS BIGGER THAN BASKETBALL AND CHEER

The league integrates sports, mentorship and social-emotional learning into a proven and effective violence-prevention strategy that promotes unity and cohesion across neighborhoods.

Sports & Sportsmanship

Intercommunity basketball games and cheer programs teach teamwork, respect and emotional regulation

Core Values Curriculum

Weekly themes like non-violence, identity and community guide youth toward positive choices

De-escalation Techniques

Training in navigating conflict and choosing non-violent responses

Educational, Mental & Emotional Wellness

On-site resources connect youth, parents and families to holistic community supports

Community Meals

Post-game meals nourish youth and build trust, safety and belonging



[We're] showing the kids that it is bigger than basketball. You can't let your emotions rule the court. Think beyond you. You have to think about your team, your coach and the sport you're playing."

Kendra Colier
KQR Parent & Coach, North Highlands



Being here makes me feel understood, listened to, very important, like I really mean something in this world."

Cayden Taylor
KQR Player, Meadowview

04

KQR CHEER

Over time, Kings and Queens Rise identified a need for more inclusive and creative opportunities for youth of all ages. In response, KQR expanded its coaching and mentorship efforts to include cheerleading and dance.

In just two years, KQR Cheer has become a significant part of the league, accounting for 81 of the league's 413 total participants—nearly 20%. The addition of cheer was intended to ensure youth, particularly young girls who may not be interested in basketball, could still access KQR's safe and structured environment.

Cheer broadened participation and strengthened overall program impact. Cheerleaders demonstrated strong attendance, actively enhanced program energy and engagement, and played a key role in building unity across neighborhoods.



05

COMMUNITY & FAMILY ENGAGEMENT

Family engagement is central to Kings and Queens Rise success. The Black Child Legacy Campaign is a family-centered initiative, and KQR intentionally includes parents and caregivers in its programming.

To deepen family involvement, KQR established a Parent Group of 27 volunteers, creating additional visibility, communication and touchpoints for families. The Parent Group plays a vital role in fostering a safe, inclusive environment where youth feel supported regardless of their neighborhood.



Having my kid in this program allows him to see what community is and be a part of it. We moved from the Bay 10 years ago, and we have been to ourselves. Doing this opens up the horizons and exposes him to reality, but also how to work as a team and hold your partner's hand."

Basim, KQR Parent, Marina Vista

KQR is truly bigger than sports—it provides youth with exposure to positive role models and future possibilities. Through a partnership with the Sacramento Kings, KQR has hosted season kick-offs at the Golden 1 Center for the past two years and welcomed appearances from Kings draft picks, Kings Dancers and Slamson. KQR has also partnered with California State University, Sacramento (CSUS) Athletics and United Way California Capital Region.

KQR has also partnered with CSUS Athletics, bringing Division I student-athletes to speak with participants about the importance of education and what it truly means to succeed as a student-athlete.



06

CURRICULUM

Over the course of nine weeks, over 400 youth engage with our Kings and Queens Rise curriculum. The core values for the curriculum are intentionally chosen to be simple, meaningful and practical, so that all youth, irrespective of age, can thoughtfully interact with them. Through this tool, youth are given the opportunity to explore core values and topics central to their identity and development. Youth are encouraged to find ways to apply the lessons and core values both on the court and in their daily lives.

The KQR curriculum is a key tool for developing leaders and a positive culture within the league and beyond.



CORE VALUES

I stand for **NON-VIOLENCE**

I am guided by **RESPECT**

I am aware of my **IDENTITY**

I am rooted in **COMMUNITY**

I am a ruler of my **EMOTIONS**

I am a **LEADER**

I know the power of **TEAMWORK**

I am always a **WINNER**

07

2025

OUTCOMES

01

413 youth served during the most recent season

02

3717 nutritious meals served to youth

03

Active participants in both basketball and cheer, **strengthening team spirit and community pride**

04

Increased youth engagement, confidence and sense of belonging

05

Stronger connections between neighborhoods that historically may not have interacted

Outcomes were gathered from participant surveys.



Sometimes players don't get to eat before games, or may not have food at home. Kings and Queens makes sure everyone is fed and cared for."

Jacoby Montiero
KQR Player, Meadowview



Kings and Queens Rise makes me feel like I can get off the streets and [away from] that negative energy that comes from being outside of sports, and I feel like I have a safe place to be myself."

De'Rhon Kelley
KQR Player, Arden Arcade

08

OPPORTUNITIES

While Kings and Queens Rise continue to grow as a trusted and effective youth program, several challenges impact sustainability and expansion:

- **Resource Constraints:** Rise in school and community facility cost limits funding availability for essential program components such as meals, stipends, equipment and enrichment activities. Strengthening relationships with on-site school staff remains a priority.
- **Partnership Gaps:** Increased collaboration with schools, community centers and local agencies is needed to ensure youth and families can access resources year-round.

Despite these challenges, the eight Black Child Legacy Campaign Community Incubator Lead organizations go above and beyond. to ensure youth feel safe, valued and supported.

09

LOOKING AHEAD

Kings and Queens Rise continues to grow as a community-driven movement. Our long-term vision is to expand programming, introduce additional sports, and build a sustainable model supported by strong community partnerships and consistent funding.

With continued investment, KQR has the potential to deepen its impact and reach even more youth, ensuring that every young person has access to a safe space, meaningful mentorship and opportunities to thrive.

