



## SIMBA OVERVIEW

# Student-athlete led culture change for stronger school communities.

## SIMBA

means "lion." A lion does not beg for belonging - it walks in it.

SIMBA trains and mobilizes influential student-athletes to protect belonging, reinforce standards, and help vulnerable students thrive.

### What SIMBA Is

A leadership movement inside schools. SIMBA equips student-athletes - students others already watch - with the mindset, language, and standards to lead.

### What SIMBA Is Not

Not a shame-based program. Not kids policing kids. Not a one-day assembly that fades by Friday. Not positioned as an anti-bullying program.

## How It Works

### 01 Recruit Leaders

Student-athletes are selected for character and influence - not just talent.

### 02 Train & Activate

Leadership, mindset, bystander-to-leader action, belonging, and safe escalation.

### 03 Reinforce Culture

Consistent language, visible leadership, measurable change, and standards that last.

## Outcomes Schools Can Feel

- ✓ Stronger culture and clearer standards
- ✓ Increased student confidence and belonging
- ✓ Better attendance and engagement
- ✓ Fewer incidents and faster adult-supported intervention

## Ready to bring SIMBA to your campus?

Request a school meeting and explore whether SIMBA is the right fit for your community.

[Request a School Meeting](#)