

Leadership Through Sports

The Women's Sports Foundation — the leading authority on the participation of women and girls in sports — is dedicated to creating leaders by ensuring girls access to sports. We advocate for access at all levels, especially girls in underserved communities. We educate the public by conducting research that informs our advocacy and drives programs. Founded by Billie Jean King in 1974, the Women's Sports Foundation builds on her legacy as a champion athlete, advocate of social justice and agent of change. Our work shapes public attitude about women's sports and athletes, builds capacities for organizations that get girls active, provides equal opportunities for girls and women, and supports physically and emotionally healthy lifestyles. The Women's Sports Foundation is recognized worldwide for its leadership, vision, strength, expertise and influence.

Developing Female Leaders for the 21st Century

The Women's Sports Foundation believes that inspired, engaged, active girls and women are better able to reach their personal and professional goals.

- Through sports, girls have greater confidence and more positive body images; they learn leadership and resilience.
- Girls who play sports in high school have higher test scores and higher rates of graduation from high school and college.
- Girls active in sports during adolescence and young adulthood have lower rates of obesity, chronic illness and are 20% less likely to get cancer later in life.

The Measurable Impact of the Women's Sports Foundation

- An increase of 1 in 27 in 1972 to 2 in 5 girls in 2015 participating in sports
- \$80 million in grants and educational materials to advance participation, research and leadership in sports and physical activity
- More than 1 million girls & 15,000 organizations reached through GoGirlGo!
- More than \$6 million awarded in cash grants through GoGirlGo!



Participants in Women's Sports Foundation Sports 4 Life Grant Recipient program, Boys & Girls Clubs of Pueblo County (BGPC); the Girls Rock Dropout Prevention Through Sports volleyball program. Photo courtesy of BGPC

Your Support of the Foundation will Pay Dividends

The participation and leadership opportunities experienced by girls and women in sport, pays dividends in the form of a stronger, healthier society. The Women's Sports Foundation relies on support from individual donors, private foundations and corporations to provide programs and activities supporting young girls and women around the country. Donations at all levels have a direct impact on the Foundation's ability to fulfill our mission. Learn more and give at

www.WomensSportsFoundation.org/Donate



With help from the WSF, Travel & Training Fund recipient Ibtihaj Muhammad competed in the Rio 2016 Olympics and brought home a bronze medal. Muhammad was named to Time Magazine's list of the 100 Most Influential People in the World in 2016.

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The Pulse on WSF

Advocacy

The Women's Sports Foundation leads the movement for gender equity in all aspects of athletics through public education and advocacy efforts. We encourage everyone to get in the game in support of girls' and women's sports, and to help keep the promise of Title IX alive. Title IX, which ensures equal access to both men and women in federally-funded educational programs and activities, including sports, was enacted in 1972, when just one in 27 girls participated in high school varsity sports. As a result of Title IX, and the work of the Women's Sports Foundation, that number has increased to about two in five today which means there are millions more girls gaining the lifelong benefits of a sports experience. However, we still have work to do! Though High School and college participation has shown tremendous growth since the passage of Title IX, females have 1.2 million fewer high school and more than 64,000 fewer college sports participation opportunities than males. To learn more, visit www.WomensSportsFoundation.org/Advocate

GoGirlGo!

GoGirlGo!, the Women's Sports Foundation's national landmark educational program launched in 2001 for elementary, middle and high school girls, works across the country to keep girls involved in physical activity and to improve the health of sedentary girls. At present, one in three girls is sedentary, while the other gets no more than thirty minutes of physical activity a week. GoGirlGo! identifies and weaves together quality resources within each community and provides comprehensive support to organizations through a hands-on curriculum, grant program and networking opportunities. GoGirlGo! has reached more than one million girls and provided more than \$6 million in funding to girl-serving organizations. For more information, please visit www.WomensSportsFoundation.org/GoGirlGo

Travel & Training Fund

The Women's Sports Foundation's Travel & Training Fund helps great athletes become their best by providing direct financial assistance to aspiring U.S. female athletes in individual and team sports. In partnership with The Gatorade Company®, recipients of the Fund each receive financial support ranging from \$2,500 to \$10,000 to help defray the costs of coaching, specialized training, equipment, attire, or travel expenses.

Many of the women have aspirations to compete at national and world competitions including the Olympic and Paralympic Games. The Travel & Training Fund has a long legacy of helping to develop world class athletes. Since 1984, the fund has awarded nearly 1,400 grants and \$2 million nationwide to teams and individual athletes. Past recipients include figure skater Michelle Kwan, gymnast Gabrielle Douglas, ski jumper Alissa Johnson, fencer Ibtihaj Muhammad, rowers Meghan O'Leary and Ellen Tomek, the USA Softball Team and USA Boxing Team. To learn more, visit

www.WomensSportsFoundation.org/TravelAndTraining

Research

An educated public is the strongest form of advocacy, and research is key to demonstrating that sports and physical activity lead to healthier, happier and more productive lives. The Women's Sports Foundation has a rich history of conducting timely mythbusting research and has made a long-term commitment to a series of signature reports addressing such topics as girls' participation in sports and physical activity, gender equity in intercollegiate sports, the impact of media images of women in sports, and pay equity among other topics. Our high quality evidence-based public interest research on girls and women in sports and physical activity anchors our public messaging and public policy initiatives generating millions of media impressions. These foster public discourse on topics of vital importance to the health and well-being of girls and women nationwide. For information on current projects, visit www.WomensSportsFoundation.org/Research

Sports 4 Life

A new grant initiative established with espnW in 2014, the program helps organizations across the United States create or expand developmental youth sports programs serving African-American and Hispanic girls ages 11 to 18. Sports 4 Life, like all WSF initiatives, is supported by evidence-based research and national data. The WSF report Go Out and Play: Youth Sports in America illustrates that African-American and Hispanic girls are doubly hit by both gender and race disparities in sports. Girls in these demographics are less likely to play sports than boys and less likely to play sports than their Caucasian peers. They also enter sports at a later age and drop out earlier. For more information about this effort of to apply visit www.WomensSportsFoundation.org/Sports4Life