



**All girls.
All women.
All sports.**

Impact Report

WSF Women's Sports
Foundation

A close-up, low-angle shot of a horse's face, focusing on its eye and the texture of its coat. The lighting is dramatic, highlighting the individual hairs and the shape of the eye. The text is overlaid on the right side of the image.

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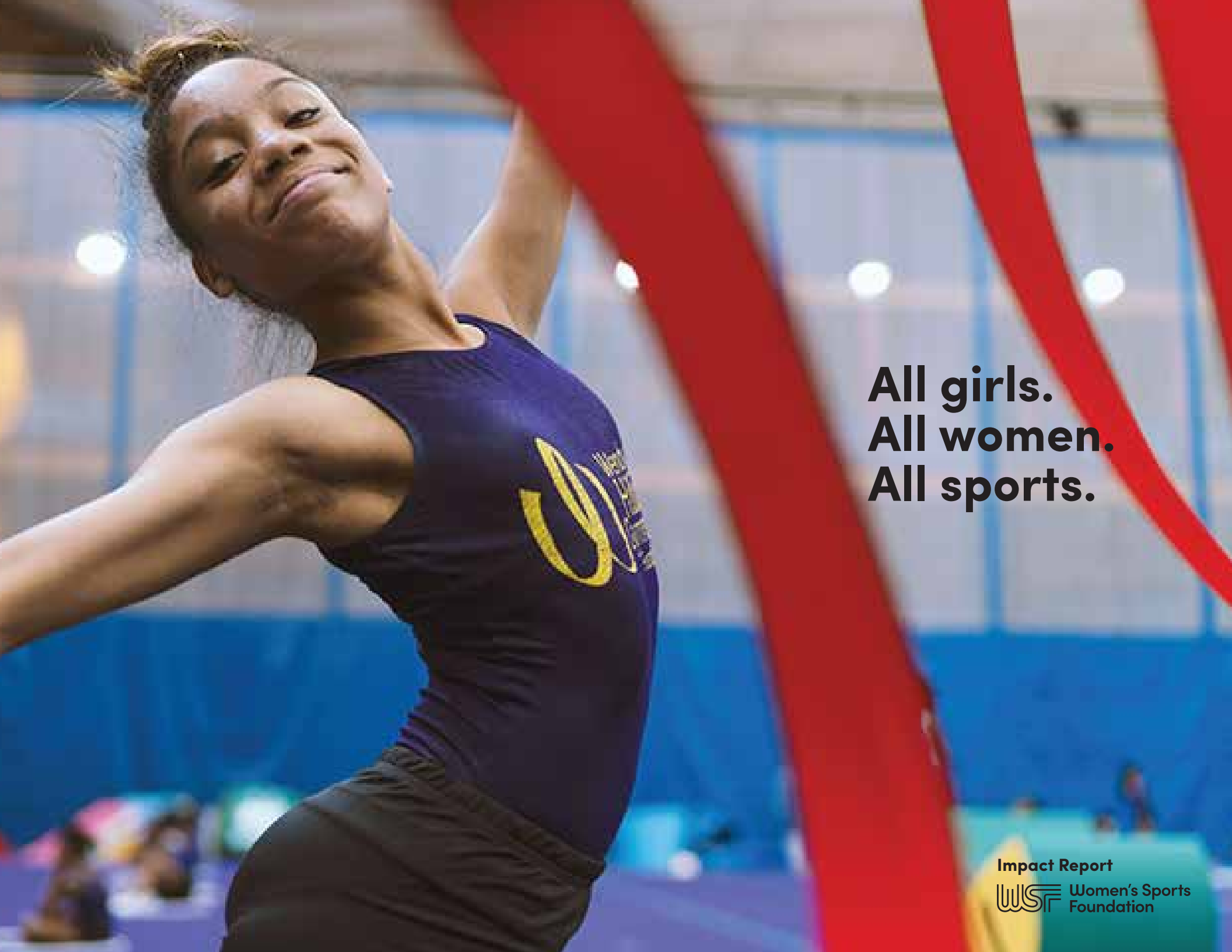




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A woman with dark hair in a bun, wearing a blue leotard with a green logo and black shorts, is captured in a dynamic pose on a blue trampoline. Her arms are raised, and she is looking towards the right. The background shows a gymnasium with blue safety netting and bright overhead lights. The foreground is blurred, showing the legs of other people.

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Honoring our past, embracing our future; first and future

This is a pivotal time for the Women's Sports Foundation.

We have been leading her forward for 45 years and counting. Our Foundation's significant history and artifacts are newly archived at the iconic **New-York Historical Museum & Library**, home of the Billie Jean King Archive. Our documents and memorabilia tell the story of girls' and women's hurdles and triumphs, through the decades. Our Foundation continues to be groundbreaking, and this rich history reflects our legacy of affecting change. We have advocated for her, kept her in the game and lifted her at times when no one else believed in her power. And we continue to lead that charge.

As we honor our history, we also prepare for the future. Our **new branding** signifies our continued growth and strength and positions our Foundation well into the future. It's fresh, dynamic, powerful and engaging. It communicates our continued relevance, assuredness and optimism for the future. We're confident our new branding will amplify our mission, vision and impact, and inspire more to join us in our efforts.

Sincerely,

Dr. Deborah Antoine, CEO
Women's Sports Foundation

The challenges

Girls are dropping out of sport at **two times** the rate of boys by age 14. Girls **enter sports at a later age** than boys and **drop out sooner** in many settings. ^[1]



Sports participation by girls of color is **significantly lower** than Caucasian peers and at much lower rates than boys of all races. ^[2]

Just one woman – Serena Williams – appeared on the **2019 Forbes top 100 highest-paid athletes list**. She ranked 63rd. ^[3]

Women make up **less than 3% of the head coaches of men's teams**, approximately **23% of all head coaches** at the college and university level, and even among the ranks of head coaches of women's teams, they are a **minority at 43%** ^[4]

40 percent of teen girls do not participate in sport compared to 25 percent of teen boys. ^[5]

In 2014, only **3.2% of sports media coverage** was devoted to women's sports. ^[6]

Women continue to be underrepresented in Olympic leadership positions. Only 29% of IOC members and 37.5% of USOC board members are female. (Houghton, Pieper, & Smith, 2018)

Over one-third (36%) of girls say they intend to drop out of sport prior to high school. ^[7]

Nearly one-third (32%) of the girls report that **sometimes boys make fun of them** or make them feel uncomfortable while they practice ^[8]

- 1 Zarrett, N., Veliz, P., & Sabo, D. (2018). *Teen Sport in America: Why Participation Matters*. East Meadow, NY: Women's Sports Foundation.
- 2 Staurowsky, E. J., DeSousa, M. J., Miller, K. E., Sabo, D., Shakib, S., Theberge, N., Veliz, P., Weaver, A., & Williams, N. (2015). *Her Life Depends On It III: Sport, Physical Activity, and the Health and Well-Being of American Girls and Women*. East Meadow, NY: Women's Sports Foundation.
- 3 Badenhausen, K. (2019). *The World's Highest-Paid Athletes*. Jersey City, NJ: Forbes.
- 4 Acosta, R. V., & Carpenter, L. J. (2014). *Women in intercollegiate sport: A longitudinal study—Thirty-one year update, 1977-2008*. West Brookfield, MA: Brooklyn College.
- 5 Zarrett, N., Veliz, P., & Sabo, D. (2018). *Teen Sport in America: Why Participation Matters*. East Meadow, NY: Women's Sports Foundation.
- 6 Cooky, C., Messner, M.A., & Musto, M. (2015). "It's dude time!": A quarter century of excluding women's sports in televised and highlight shows. *Communication & Sport*, 3(3), 261-287.
- 7 Zarrett, N., Veliz, P., & Sabo, D. (2018). *Teen Sport in America: Why Participation Matters*. East Meadow, NY: Women's Sports Foundation.
- 8 Zarrett, N., Cooky, C., Veliz, P., & Sabo, D. (2019). *Coaching Through A Gender Lens: Maximizing Girls' Play and Potential*. New York, NY: Women's Sports Foundation.

The triumphs

Before Title IX's passing in 1972, 1 in 27 girls played sport. Today, **2 in 5 girls play sport.** ^[1]

Teens who play sports are more likely to have a **healthy diet, get ample physical activity, and sleep**, helping to prevent obesity and other health-related diseases. ^[2]



Sport participation = teens having a **more positive attitude toward schoolwork, improved academic performance, and higher aspirations for earning a college degree.** ^[3]

Teens who play sports have greater **psychological health, self-esteem and stronger social connections.** ^[4]

Playing sports decreases a young women's chance of developing heart disease, osteoporosis, breast cancer and other health related problems. ^[5]



61% of women in the C-suite believe sport involvement has contributed to their career success. 94% of women in the C-suite played sports, 52% at the university level. ^[6]

Girls love sport because it makes them feel strong, part of a team, confident, active, competent and connected with peers. ^[7]

- ¹ National Federation of State High School Associations. (1972). 1971 Sports Participation Survey.
- ² Zarrett, N., Veliz, P., & Sabo, D. (2018). *Teen Sport in America: Why Participation Matters*. East Meadow, NY: Women's Sports Foundation.
- ³ Zarrett, N., Veliz, P., & Sabo, D. (2018). *Teen Sport in America: Why Participation Matters*. East Meadow, NY: Women's Sports Foundation.
- ⁴ Zarrett, N., Veliz, P., & Sabo, D. (2018). *Teen Sport in America: Why Participation Matters*. East Meadow, NY: Women's Sports Foundation.
- ⁵ Staurowsky, E. J., DeSousa, M. J., Miller, K. E., Sabo, D., Shakib, S., Theberge, N., Veliz, P., Weaver, A., & Williams, N. (2015). *Her Life Depends On It III: Sport, Physical Activity, and the Health and Well-Being of American Girls and Women*. East Meadow, NY: Women's Sports Foundation.
- ⁶ Ernst & Young (2014). *Where Will You Find Your Next Leader?* Retrieved from www.ey.com
- ⁷ Zarrett, N., Cooky, C., Veliz, P., & Sabo, D. (2019). *Coaching Through A Gender Lens: Maximizing Girls' Play and Potential*. New York, NY: Women's Sports Foundation.

Our purpose is clear

The Women's Sports Foundation is the ally, advocate and catalyst for tomorrow's leaders. We exist to enable girls and women to reach their potential in sports and life.

**All girls.
All women.
All sports.**



For today and tomorrow

Founded by Billie Jean King in 1974, we are the champions of empowerment, leadership and change. We are building a future where every girl and woman has the opportunity to participate in sport and realize her power and potential. We are building a movement - inspiring confidence, persistence and leadership so the next generation can thrive. We do this through a four-pronged, integrated approach to sport access and opportunity.

Research

We are leaders in examining the impact of physical activity and sport on girls and women: the gaps in access and opportunity, gender equality and strategies to boost engagement. Our evidence-based data is used widely among sport, governmental, and community-based organizations to shape policies and practice. We measure outcomes and apply findings to enhance programming that serves her.

Advocacy

We are a valiant protector of Title IX and policies that advance equity, safety and access. We are her advocate. We work to shape policy, public interest and practice to ensure that every girl and woman has unlimited opportunity to participate, compete and lead.

Community Impact

We empower parents, coaches, community leaders and administrators, with tools to increase girls' athletic participation, and positively impact her world. We provide financial assistance to aspiring female athletes to help fuel athletic potential. We invest in programs that address inequality to improve athletic participation for girls in under-served communities.

Partnerships

We collaborate with elite athlete ambassadors, corporate partners, like-minded organizations, and supporters to maximize innovation, engagement, and impact.

More than **1,000 of the world's elite female athletes** serve as our ambassadors, and our work has empowered more than **3 million** youth, high school and collegiate student-athletes, and counting. Imagine how many more girls and women we could reach with your help. Join us!

*Unlocking the possibilities in every girl
and woman through the power of sport*



Advocacy

We advocate because it's her turn

Challenge

Inequity exists at all levels of competition for girls and women in sports. The issues are vast: the lack of access for youth; a need for safe opportunities to participate; equal pay at the elite/professional level; few women in the coaching ranks; lack of media coverage of women's professional sports. The list goes on.

Approach

We are the collective voice for all issues related to girls and women in sports. We are the go-to source for activism. We use our platform to elevate the voices of elite athletes, community partners, and all girls and women, in order to act as a catalyst for change. We educate the public, inform public policy, and influence decision makers to ensure that we continue to make strides and gain results.

Impact

Our advocacy work ranges from grassroots education - empowering those on the ground to take action and advocate for a more equitable sports environment - to leading national and international discourse that informs public policy and legislation. Each year, we field hundreds of calls from athletes, parents and coaches looking to better understand their rights and the rights of their daughters, under Title IX. We flex our expertise to ensure that equity for girls and women is at the forefront of every conversation and public policy decision around sports. We have testified before New York City Council, participated in the National Youth Sports Strategy, and provided public comment/testimony on numerous public policies and legislation.

Advocacy

Holding the title for Title IX

Challenge

Maya* was lucky enough to play field hockey in youth programs. She learned the game, gained the skills, and she was good. She knew that she wanted to continue playing as she got older. Maya looked to her Mid-Atlantic public high school's sport offerings with her mom Laura, and was dismayed to learn that her district did not offer field hockey. How would she continue to strengthen her game, and perhaps even play in college, without being able to play for her high school?

Approach

Laura did some research and found the Women's Sports Foundation. She reached out to us to discuss her options and learn more about Title IX. Our advocacy team listened. We educated, provided information and resources on Title IX, empowering Laura and Maya to fight for equity at the school. They were met with resistance from the district at almost every turn, but continued with persistence, pushing for equity. After many hurdles and challenges, the district finally agreed to add field hockey for girls and fully fund it.

Impact

While Maya's love for field hockey and Laura's persistence prompted the addition of field hockey in their district, it became clear very quickly that Maya's dream was shared by many girls. There are 15 high schools in the surrounding communities, and when field hockey was added to Maya's school, it was added to every single school in the district, creating 300 additional opportunities for girls to play field hockey and reap the health, education and leadership benefits that come from sports participation. With the help and guidance of WSF, Laura and Maya created an impactful sport legacy for girls across their school district.

* names have been changed for privacy





Community Impact

Sports now, and Sports 4 Life

Challenge

Across the country, African-American and Hispanic girls are doubly affected by the challenges of gender and race, contributing to significantly lower participation rates at all levels of sport. Girls of color also enter sports at later ages and drop out earlier than their peers. As a result, girls of color have more limited access to the full benefits of sports participation, such as: increased confidence and higher self-esteem, a more positive body image, better overall physical health and lower rates of obesity, better grades in school, a higher graduation rate and a greater likelihood of attending college.

Approach

To address this alarming disparity, we joined with our national partner espnW to create Sports 4 Life, a national initiative to increase the participation and retention of African-American and Hispanic girls, ages 11-18, in youth sports programming. We support communities across the country that help girls in four foundational areas: leadership, self-esteem, confidence and perseverance.

Meet 12-year-old Sofia Torres, a basketball player from our Sports 4 Life community partner Hispanic Coalition. Sophia wrote a powerful letter detailing the impact sports have played in her life: "I am very fortunate to be able to play two sports that I love so much . . . it has allowed me

to build a number of incredible friendships. It has also taught me that it is okay to make mistakes, as long as I don't keep making the same mistakes over and over. Every time I come to practice, I learn something new and I always look forward to the next practice. Coach Margret is more than just a coach, she's a mentor. She pushes me to work hard and to never give up."

Impact

Sports 4 Life has awarded \$1.6M in grants to 162 community partners, representing more than 50 sports in 32 states, plus Washington DC and US Virgin Islands. This equates to reaching approximately 60,000 middle and high school girls. All around the country, girls like Sofia are becoming more self-assured, confident and empowered.

In Sofia's words: "I know there are many female professional athletes around the world who are fighting every day for equality. Women work just as hard as men and they should definitely be treated equally. I am thankful for all of the powerful women out there who are standing up for women's rights. I have goals myself and I will continue to work hard as a student-athlete to achieve them."

Community Impact

The Ripple Effect of Visibility

Challenge

As our founder Billie Jean King says, "She needs to see it, to be it." The systemic lack of visibility and representation of girls and women in sports, media, and other sectors of society, not only disproportionately affects the growth of girls' and women's sports, but also the growth of girls and women in sports. The absent portrayal of female athletes and coaches as everyday role models directly inhibits a young girl's ability to see her future and therefore be the future.

Approach

The WSF Athlete Ambassador Program champions female athlete visibility and mentorship. The nationwide program is designed to connect professional, Olympic, collegiate and amateur athletes with our youth organizations through special events focused on education and physical activity. Our ambassadors are athletes who wish to "pay it forward" and can speak to the many benefits of sports as well as the lifelong lessons it provides.

Case in point, let us tell you about Kym Hampton, a WSF Athlete Ambassador and WNBA legend, and our community partner Lady Lions of Bronx, NY. The Lady Lions were slated to join us at one of our multisport clinics, featuring over 80 WSF Athlete Ambassadors. Unfortunately, due to multiple shootings in their school community leading to a precautionary ban on all extracurricular activities, the Lady Lions had to cancel.

When our Kym heard about the forced cancelation, she immediately volunteered for a special Lady Lions visit, and led a thoughtful, safe discussion on body image, diversity, and strength.

Impact

Our Athlete Ambassador program connects hundreds of role models with thousands of girls, and often the impact can be immediate.

Several eighth grade girls were so moved and motivated by Kym's message to make a difference, they created their own foundation – the Life is Meaningful Foundation – to address homelessness through care packages and community awareness. Players from the varsity team created clinics that teach middle school girls the fundamentals of basketball and allow their younger peers to gain confidence in trying something new. Talk about a ripple effect of impact!





Research

Keeping Girls in the Game

Challenge

Despite the passage of Title IX in 1972, girls at all ages are participating in sport at much lower rates than boys. This gender gap persists due in large part to the higher sports dropout rates for girls, which often occurs as they transition to early adolescence. Far too many girls are sitting on the sidelines, missing out on the lifelong benefits that sports and physical activity provide. Getting girls in the game and keeping them in the game is critical to physical, social and emotional health, academic success and unlocking personal potential.

Approach

The Women's Sports Foundation uses research to provide key insights into girls' motivation to play sports, tapping into their passion, strength, power and joy. Our latest research report, *Coaching through a Gender Lens: Maximizing Girls' Play & Potential*, generously funded by Nike, takes a close look at how girls ages 7-13 feel about sport and their coaching experiences. This first-of-its-kind report examined the intersection of girls' sports development and their 'current day' experiences, to illuminate best coaching practices to keep girls playing. The voices of girls, combined with insights from their parents and community-based program leaders, provided a new window for engaging girls in sport.

Impact

Coaching through a Gender Lens now serves as a rich framework to enhance coaching strategies for girls. The data was immediately integrated into a training of more than 400 prospective female coaches at the inaugural Nike Legacy Summit in Los Angeles. It is now being used across the country to improve coaching practices at all levels of youth sports. The research also underscores the critical importance of female coaches as role models. The data is accelerating efforts to recruit more female coaches so that girls can see what they can aspire to be.

Research

Building a pipeline of female coaches

Challenge

There's an absence of female coaches in all aspects of sport, especially at the collegiate level, with an alarming rate of decline taking place over the past four decades. This has been happening in stark contrast to the rise of women leaders in many other workplace sectors. Exacerbating the trend, the notable number of female coaches being terminated from their positions. Gender bias and job discrimination appear to be pervasive.

Approach

We lead with research, always. The WSF set out to examine gender bias in collegiate coaching with a data-driven approach to engage fellow thought leaders and influencers in conversations and policy change. Our report, *Beyond X's and O's: Gender Bias and Coaches of Women's College Sports*, cuts through the challenges faced by female collegiate coaches and offers policy recommendations to address and inspire change. The report documents the extent of bias in hiring practices as well as the types of discrimination that permeate the coaching workplace. As they say, information is power.

While research is the first step, it is important that we quickly turn the findings into action. As an outgrowth of our *Beyond X's and O's* research, we created the WSF Sports Advocacy Network (SAN), comprised of a distinguished group of college athletic industry leaders, advocates, Title IX experts, and stakeholders who are committed to

promoting diversity and inclusion. The WSF convenes these thought leaders to create and implement an action plan to increase women's leadership in college athletics.

Impact

As an outgrowth of the research and SAN meetings, we also launched a new model program to help strengthen the pipeline of collegiate female coaches. Inspired by the legendary Stanford University women's basketball head coach, the Foundation's Tara VanDerveer Fund for the Advancement of Women in Coaching, provides grants to institutions of higher education to allow for the creation of paid entry-level fellowship positions for aspiring female coaches. In its inaugural year, we are awarding 10 grants to institutions to support VanDerveer fellows. These grants will give aspiring female collegiate coaches the professional support needed to jumpstart their careers. The program emphasizes hands-on training and mentorship, promotes professional development and networking, and helps identify pathways for advancement.





Reaching millions of girls and women across the nation

Sports 4 Life

Funding

162 different organizations in
32 states (plus Washington DC plus US Virgin Islands) with
\$1.6 Million in grants reaching
60,000 girls through over
50 sports.

GoGirlGo!

Providing curriculum to over

15,000 girl-serving organizations reaching over
1 million girls from ages
5 through high school nationally.

Travel & Training Fund

Awarding over

\$1.8 Million in Travel & Training Fund grants to over
1,300 athletes and teams.

Athlete Ambassador Program

Holding over

50 events coast to coast connecting hundreds
of elite and collegiate athletes with over
5,000 girls.

Events

Athlete Leadership Connection

The Athlete Leadership Connection (ALC) is an annual event established by the Women's Sports Foundation to connect professional and collegiate student athletes with top industry leaders. The mission is to impact, cultivate, and inspire the next generation of female athletes as leaders both on and off the playing field. With the support of its national partners, each October the Women's Sports Foundation hosts this full-day leadership training conference to provide athlete attendees with inspiration, skills, and resources in transitioning from active competition to their next business or professional career.

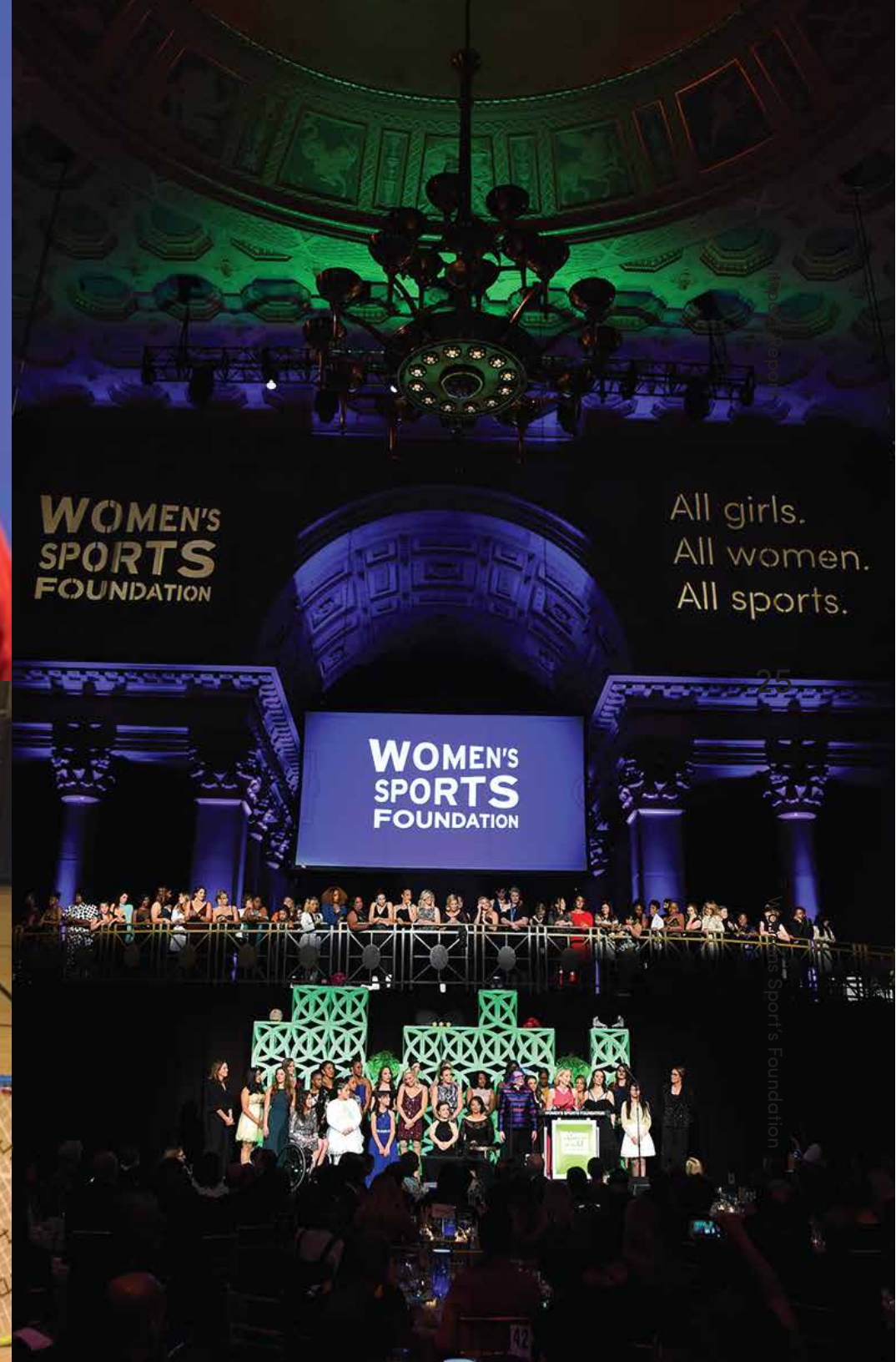
National Girls & Women in Sports Day

National Girls & Women in Sports Day (NGWSD) began in 1987 as a dedicated day in our nation's capital to recognize women's sports. The day united premiere organizations with elite female athletes to bring national attention to the power of girls and women in sports. NGWSD has since evolved into a nationwide event to acknowledging the accomplishments of female athletes, the positive influence of sports participation and the continuing fight for equality for women in sports. NGWSD is powered by the Women's Sports Foundation, supported by its team of champion athletes and celebrated throughout the year by schools and community-serving organizations across all 50 states.

Annual Salute to Women in Sports

The Annual Salute to Women in Sports celebrates the extraordinary achievements and leadership of the most accomplished women in sports - and the girls they inspire. Streamed for a live, national audience, the Annual Salute is the Foundation's signature fundraising gala raising nearly \$2 million annually to support WSF programs dedicated to strengthening and expanding access to sport for all girls and women. The event features a red carpet, awards show and Grand March of Athletes generating more than 300 million media impressions. The more than 700 attendees are leaders and influencers from a variety of industries including sports, the Fortune 500, health and fitness, philanthropy, media and more. Through generous support from our donors and partners, we are able to further our mission of empowering girls and women to become leaders through sport, advocating for equality and recognizing female athletes who serve as role models for the next generation.

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In the News

Women'sHealth

Fighting to Play and Playing to Win

"Publicity provides 'role models for young girls – they want to be the next Abby Wambach, the next Alex Morgan,' says Sarah J. Axelson, senior directory of advocacy at WSF. "You have to see it to be it, to understand that opportunity is out there for you."



The Washington Post

The U.S. Women's Soccer Team's Battle for Equality is Transcending Sports

The Women's Sports Foundation was founded 45 years ago by tennis legend Billie Jean King and has been focused on issues such as pay equity from Day One. Staffers there watched the World Cup final Sunday and were especially moved by the chanting in the stadium. "Equal pay! Equal pay!" the crowd inside the Parc Olympique Lyonnais stadium bellowed.



People

Alex Morgan says USWNT Wants to 'Inspire the Next Generation of Girls to Play in Sports'

"According to research findings by the Women's Sports Foundation, 56 percent of teen girls don't participate in sports, while that figure is 48 percent for teen boys. This can oftentimes be due to a lack of funding for women's athletic programs in schools."

Sports Illustrated

In the Fight for Women's Equality, Muffet McGraw Finds Her Moment

Regarding coaching, "This is the only example in an employment sector where women's job share is declining rather than increasing over time," says Marjorie Snyder, Women's Sports Foundation Senior Director of Research and Programs.

Forbes

Women's Sports Foundation partners with KT Tape for 2019 FIFA Women's World Cup

"The Women's Sports Foundation, founded in 1974 by tennis legend Billie Jean King, was created to ensure all girls and women have access to sports."



PBS NEWSHOUR

Caster Semenya's Case Could Alter the Landscape of Women's Sports

“We all want what's best for women's sport. I take my lead on this issue from the Women's Sports Foundation here in the United States and advocates like Billie Jean King who have come out in support of Caster Semenya and who are encouraging us to see her contributions to women's sport as a positive and something that we should celebrate.”

Olympian Madeleine Pape

Los Angeles Times

U.S. Women's Soccer Coach Jill Ellis has Won a World Cup but Can't Get a Job Coaching Men

"In its 2016 study 'Beyond X's and O's: Gender Bias and Coaches of Women's College Sports,' the Women's Sports Foundation found that 57% of women's teams were coached by men but just 3% of men's teams – mostly in minor, coed sports such as swimming and diving or cross-country – were coached by women." Marjorie Snyder, Women's Sports Foundation Senior Director of Research and Programs.

REUTERS

First Women's Amateur Sends Welcome Ripples Through Masters

"I think that what's so important is it's just moving the needle," said Women's Sports Foundation CEO Deborah Antoine. "The pride of going down Magnolia Lane and standing where legends have stood and for the first time making this about women."

Our team

Dr. Deborah Antoine *Chief Executive Officer*
 Aleia Taylor *Chief Marketing Officer*
 Digant Bahl *Chief Financial Officer**
 Olga Harvey *Chief Strategy & Impact Officer*
 Karen Issokson-Silver *Vice President, Research & Evaluation*
 Patty Bifulco *Vice President, Communications*
 Camille Mantelin *Senior Director, Development*
 Lauren Lubin April *Senior Director, Community Impact*
 Dr. Marjorie Snyder *Senior Director, Research**
 Natoya Curd *Senior Director, Operations & Administration*
 Sarah Axelson *Senior Director, Advocacy*
 Elizabeth Flores-Amaya *Associate Director, Community Impact*
 Maria Heskin *Associate Director, Marketing & Partnerships*
 Alison Ederer *Development & Event Manager*
 Kristen Gowdy *Digital Content Manager*
 Monita Nehm *Accounting Manager**
 Blain Bradley *Associate Manager, Development*
 Lauren Kamperman *Associate Manager, Community Impact*
 Morgan Powell *Associate Manager, Advocacy*
 Catherine Maher Smith *Athlete Leadership*
 Xiao Dan Wang *Bookkeeper**
 Freda Xin *Database & Gift Processing Administrator*
 Melissa Matthew *HR Operations Assistant*
 Dr. Carole Oglesby *International Policy & Program Advisor**
 Chris Voelz *Steward/Ambassador**
 Dr. Don Sabo *Sport and Health Policy Advisor**

*Consultant

Executive Committee

Billie Jean King *Founder and Honorary Chair*
 Deborah Antoine *Chief Executive Officer*
 Kathryn Olson *Chair*
 Elana Taylor *President*
 Alana Nichols *President Elect*
 Grete Eliassen *Past President*
 Ilana Kloss *Past Chair*
 Jayma Meyer *Committee Chair - Advocacy*
 Joan Haffenreffer *Committee Chair - Development*
 Kathleen Kayse *Committee Chair - Human Capital & Governance*
 Larry Scott *Panel Chair - Partner Advisory Panel*
 Scott Pioli *Secretary-Treasurer; Committee Chair - Finance & Legal*

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Co-Chair/Past President | Carol Stiff | Christine Driessen
Co-Chair - Trustee Emeritus | Fiona Carter | Jeffrey Gewirtz |
 Jessica Mendoza *Past President* | Jim Wilkinson | Kate Johnson |
 Kelley Cornish | Laila Ali *Past President* | Larissa Fontaine |
 Madeline Weinstein *Past-Chair, Committee Chair- Investment;*
Co-Chair - Trustee Emeritus | Mike Gregoire | Molly Van
 Wagenen | Mori Taheripour | Phaidra Knight *Committee Chair*
 - *Audit* | Portia Archer | Richard Lapchick | Robin Harris |
 Sarah Hughes | Sasha DiGiulian

Partners



Donors

Making a difference with their support



Meet Judith "Judy" M. Sweet

"Since the Women's Sports Foundation started, I've been supporting their cause." Judy Sweet's stellar career in athletic leadership, education, advocacy, and mentorship has been centered around creating equal opportunities for girls and women in sport. She has served as the Co-Founder and Co-Director of the Alliance of Women Coaches (now known as We Coach), NCAA Senior Vice President for Championships and Education Services, and was the Director of Athletics at the University of California, San Diego for 24 years. She continues to consult on Title IX and gender equity initiatives, and is an active member of our WSF Advocacy Committee. She was the first and only woman to serve as NCAA Membership President.

"Growing up with limited sport and educational opportunities, I wanted things to be different for future generations and to make sure that I would become part of the change for girls and women." Judy has always been an advocate for equal opportunities for everyone. Her advocacy work around Title IX is multi-purposed: "Title IX is so special for everyone. There are so many more opportunities for girls

and women, and not just in sport. We see more women pursuing careers as doctors, lawyers, engineers, sports leaders and in other fields that previously were primarily available only to men."

Protecting Title IX, promoting gender equity and empowering others to take action is very dear to Judy's heart. Those same actions are also the cornerstone of the Women's Sports Foundation's advocacy work. For these reasons, the decision to include Women's Sports Foundation in her estate plans was natural for Judy. "I am so pleased to be part of the good work the Women's Sports Foundation is doing. I decided to factor the Foundation in my estate planning because I am positive they will continue to create more opportunities for girls and women. I encourage people to support WSF. Just look at all the amazing work they've done, and what they will continue to do moving forward."



Meet Terri Austin

For Terri Austin, Legal Analyst, you could say philanthropy is in her DNA. Terri has been supporting the Women's Sports Foundation for more than a decade with her time, talent, and treasure, in large part because of the morals instilled in her by her mother. "Despite our struggles, my mother always gave back. She would say 'Life is about helping others. What does all your hard work and success mean if you don't help others?'"

Terri currently serves as an adjunct professor at USC Annenberg. Prior to joining academia, she built an impactful career at S&P Global serving in roles including Chief Corporate Policy Officer and Chief Diversity Officer. Terri is also a former trustee of the Women's Sports Foundation and continues to be deeply engaged in our work. Her passion for our mission comes from her commitment to giving all women opportunities to thrive. "I have always been in support of women's rights. From equal pay and education opportunities to Title IX, I have always made gender equality an important cause in my life. The Foundation's passion for this work is what drew me in."

Terri calls her approach to philanthropy the three W's. "Work, wealth and wisdom are something that helped me as a board member for WSF. By using all three, I worked behind the scenes, volunteering constantly, supporting with my donations, and giving advice where I could." Important things such as our commitment to advocacy, goals to empower young girls to become leaders and a welcoming atmosphere, were all factors in Terri's decision to support us. "My number one value is leadership. It's so critical for young girls and women to understand you can develop as a leader through sport – it teaches you how to stand up for yourself and make the tough decisions in the real world. The Women's Sports Foundation's commitment to advocacy for all girls and women in all communities is so important."

A sophisticated philanthropist, Terri donates to several organizations, but she said that WSF is at the top of the list. "Now more than ever human rights are being challenged. The Foundation fosters integrity, ethics, and inclusiveness, and empowers women to become leaders. The organization also operates at the highest standards and I am proud to contribute to its success."

*Thank you to our 2018 donors,
for their generous support.*

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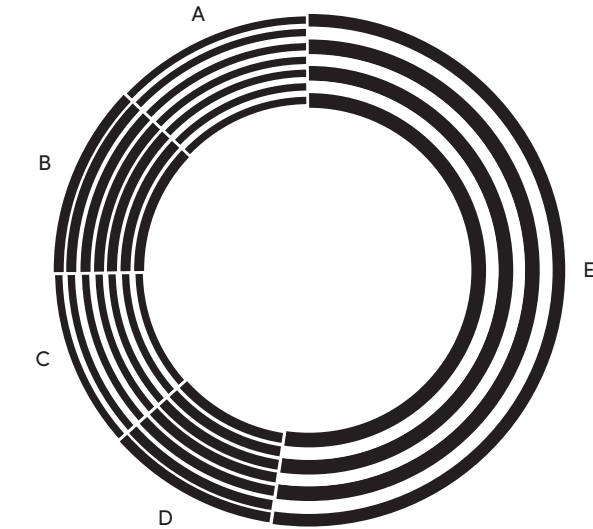
Financials

REVENUES	FY2018	FY2017	FY2016
Individual contributions	\$327,514.00	\$410,744.00	\$366,743.00
Corporate contributions	714,290	1,105,040	2,247,311
Foundation contributions and grants	179,128	1,594,999	192,186
Speaker fee	264,500	389,100	52,500
Tara VanDerveer Fund / Coaches Fund - Program	598,997		
Special events, net	1,527,597	992,908	772,350
Investment income (loss), net	-103,976	165,687	-2,433
In-kind contributions	222,905	269,615	406,204
TOTAL REVENUES	3,730,955	4,928,093	4,034,861

EXPENSES	FY2018	FY2017	FY2016
Program Services			
Community impact	2,402,113	2,006,019	1,578,639
Advocacy	517,735	446,981	249,058
Research	512,420	235,734	120,975
Total program services	3,432,268	2,688,734	1,948,672
Management and general	569,793	488,468	543,257
Fundraising	589,631	417,659	292,185
Total supporting services	1,159,424	906,127	835,442
TOTAL EXPENSES	4,591,692	3,594,861	2,784,114
CHANGE IN NET ASSETS	-860,737	1,333,232	1,250,747
Net Assets, Beginning of Year	6,521,251	5,188,019	3,937,272
NET ASSETS, END OF YEAR	5,660,514	6,521,251	5,188,019

FY2018 - Functional Expenses

- A Fundraising
- B Management and General
- C Research
- D Advocacy
- E Community Impact



Ways to get involved

Jump in



Right now is the best time to join WSF and help create more opportunities for girls and women to unlock their potential through sport. There are all kinds of ways to volunteer and get involved.

Advocate

Follow us on social media and visit our website to explore what the current Advocacy in Action items are, like signing a petition, writing to your elected officials, or learning more about a specific topic.

Influence Public Policy

Call your legislator and ask them: to ensure that Title IX remains strong; to support safe and equitable access to sports opportunities; and to support the push for athletes within the United States Olympic & Paralympic Committee (USOPC) system to receive fair and equitable wages.

Champion Our Resources

We are proud to offer free, downloadable girl-serving resources geared specifically towards keeping girls in the game. From our one-of-a-kind discussion guides to our award-winning curriculum, we make our resources as accessible, applicable, and user-friendly as possible to ensure maximum impact.

Become a Community Partner

We offer a variety of ways for girl-serving organizations to become a Women's Sports Foundation community partner. Apply for one of our grants, and join our incredibly dedicated and powerful community programs network.

Become an Ambassador

Steward our mission through community engagement and activation. Serve as a volunteer at a camp, coach at your local school, bring an inspiring athlete to speak at your organization, share your inspiration as a champion athlete with a local team, or simply be a supportive parent of your aspiring young athlete. There are countless ways to serve as an ambassador of our work within your local community.

Support Through Corporate Philanthropy

From cause marketing campaigns and event activations, to grassroots funding opportunities, and research and advocacy initiatives – as a corporate partner, you can make a difference and enhance our work through financial contributions, as well as employee volunteerism and in-kind donation of services.

Fundraise with Us

There is no better way to celebrate a milestone than by giving back. Fundraise and increase the Foundation's impact while celebrating a birthday, anniversary or holiday, or while running the TCS New York City Marathon with Team WSF, or for any other special moment.

Other Ways to Give

We welcome donations through various channels. Whether a gift is made by cash, stock, through an IRA retirement plan, through a Donor Advised Fund, as a planned gift, or a matching gift through an employer, all gifts help to provide opportunities for all girls and women to play sports.

Attend an Event

From the Tournament of Champions Women's Leadership Awards program in January, to National Girls & Women in Sports Day in February and the Annual Salute to Women in Sports awards gala in October – join us!

Take action in your Community

Make a difference in your community. Contact your local newspaper and ask them to increase coverage of girls' sports.

Volunteer

Serve on a WSF judging panel, visit a girl-serving community organization, support a public advocacy initiative, or become a champion of our cause on social media.

Visit: WomensSportsFoundation.org | Email: GetInvolved@WomensSportsFoundation.org | Call: 800.227.3988 | Fax: 212.967.2757



#KeepPlaying

Find us here

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New York, NY 10001
800.227.3988

WomensSportsFoundation.org

Keep being inspired    