

Sports 4 Life Initiative 7-Year Impact

Creating Access and Participation Opportunities for Girls of Color

To mark the initiative's seven-year anniversary – from 2014 - 2020 – a summative evaluation study was conducted to analyze Sports 4 Life's impact to date, measuring girls' leadership, self-esteem, confidence and perseverance gained via sport participation.



The Sports 4 Life initiative, co-founded by the Women's Sports Foundation and espnW in 2014, increases the participation and retention of African-American and Hispanic girls, ages 11-18, in developmental youth sports programs.

Over
\$1.4
million
in **grant awards**
with **ESPN**,
reaching more than
60,000
girls in over
34 sports

157
community-based
organizations
served in
34 states
(plus Washington
D.C. and U.S.
Virgin Islands)

80%
of girls identify as
African American or Hispanic

Through surveys of young program participants, findings showed that **girls were more physically, mentally, and socially healthy when participating in Sports 4 Life funded programs**. The girls rated themselves highly in perseverance, self-efficacy in sports and exercise, leadership and athletic identity and body image.



97%
agreed that
they keep trying
until they **reach**
their **goal**



96%
believed that they
could be **really**
good at a new
sport if they tried it



92%

said they believed
their **body was getting**
healthier through their
sports program



86%

said that
they saw
themselves
as **leaders**



83%

see
themselves
as an **athlete**



92%

said that being
part of their sport
program helps them
get **better grades**



“ Love the feeling
of accomplishing
something I set out
to do. It pushes me to
see how far I can go
and feels great when
I achieve my goals. ”

— Participant



**Women's Sports
Foundation**

All Girls. All Women. All Sports.

WomensSportsFoundation.org/Sports4Life