

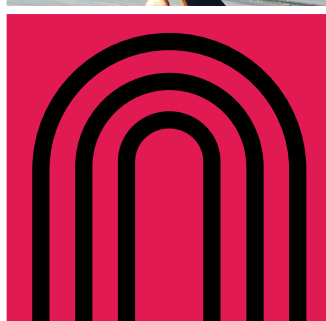
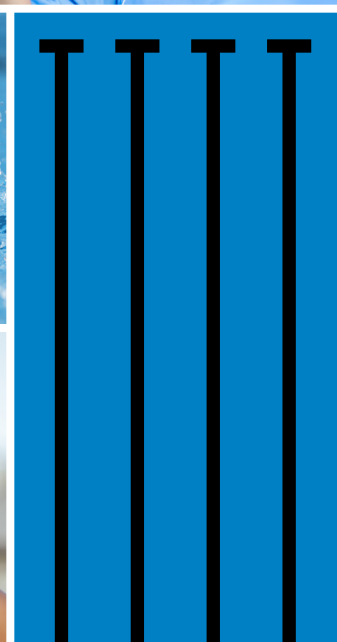
Impact Report



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





Welcome, from Dr. Deborah Antoine.

Reflect, Refresh, Reimagine - Renew.
What extraordinary times we are living in!

We have been challenged on a global scale and pushed beyond our comfort zones, reminded of how truly connected we are to each other beyond boundary, identity and geography. We are a collective tapestry woven together. Though we have been stretched, we are reshaped and resilient – like the girls and women we serve.

The Women's Sports Foundation forges ahead with hope, confidence and determination. We remain steadfast in our mission to enable girls and women to reach their potential in sport and life, to unlock their limitless possibilities. Our Foundation has reflected, reimagined, responded – and we are **renewed**.

Our research has shown that sports and physical activity provide tremendous lifelong benefits – improved physical and mental health, mastery of skills, discipline, team-building, sense of self, leadership skills, and more. The confidence, strength and character gained are the very tools girls and women need to become strong leaders in life. That's why we do what we do.

We are proud of our powerful legacy of programs supporting girls and women, in athletics, coaching and leadership – and we continue to expand our reach. From engaging the Black, Indigenous and People of Color (BIPOC) and Latinx communities, to supporting programs for multi-generational engagement, entrepreneurs and mom-athletes.

We are filling the pipeline of women in professional ranks via our mentoring program for collegiate student-athletes and are thrilled to see many of our coaching and scouting grantees and fellows ascend the collegiate and professional levels. We also continue our unwavering advocacy – from Title IX compliance to the inequities in collegiate sports, to the challenges of equal pay, resources and opportunity at the professional levels, WSF continues to shine a light on the gaps and hold institutions and governing bodies accountable to take action and create meaningful change.

As you peruse the following pages, we hope the impact of our work will inspire you as much as it does *all of us* at the Women's Sports Foundation. We could not do this alone. Our grateful appreciation to all of our many donors and partners. Together we are making an indelible difference for *All girls. All women. All sports.*

Yours in sport,

Dr. Deborah Antoine
CEO, Women's Sports Foundation



Welcome, from Phaidra Knight.

Let's hear it for the changemakers!

Women in sport continue to shine, impact and inspire. On and off the court, track, pitch, field, ice, pool or mat, we have seen new heights reached – from breaking athletic records to fighting for social justice to achieving monumental firsts. Across all levels of sport and movement, women continue to excel, thrive and inspire.

Recipients of our 2020 Wilma Rudolph Courage Award, the Players of the WNBA made the decision to dedicate their season – and their voices – to the fight for social justice and racial equality. The U.S. Women's National Soccer Team continues to be a powerful and collective voice challenging the gender equity gap, and keeping equal pay for women on top of the national and global radar.

On the field in 2020, Sarah Fuller became the first woman to play and score in a Power Five college football game. Katie Sowers became the first woman, and openly LGBTQ individual, to coach in the Super Bowl; Lori Locust and Maral Javadifar followed, in 2021, becoming the first female coaches to win the Super Bowl – while Sarah Thomas was the first woman to officiate the big game.

In executive leadership, Kim Ng became the first female general manager in MLB history, Renee Montgomery became the first former WNBA player to co-own a franchise in the league, and Natalie Portman joined Abby Wambach, Serena Williams and daughter Olympia, Julie Foudy, Candace Parker and other luminaries, to make up a powerful, female majority

ownership group in the National Women's Soccer League. And, while legendary coach Tara VanDerveer achieved two major milestones – as the winningest coach in women's collegiate basketball and leading Stanford to the NCAA Championship – coaches Dawn Staley and Adia Barnes made history together as the first two Black female coaches to reach the Final Four.

On the biggest global stage in sports, Allyson Felix, participating in her fifth Olympic Games – her first time as a mom – became the most decorated athlete in track & field history. Paralympic swimmer Jessica Long won six medals, bringing her impressive career total to 29 medals dating back to 2004 Games in Athens. And Oksana Masters captured two golds in road cycling, becoming the fourth U.S. woman and sixth American athlete to win a gold medal at both the summer and winter Paralympic Games.

Wow!

And there are many more women challenging the status quo, breaking down barriers and demonstrating their formidable determination, power and grit.

As our Founder Billie Jean King says, 'she needs to see it, to be it.' The importance of young girls and boys seeing what women can achieve cannot be underestimated. This vision inspires our work every day, fueling a movement towards equity, access and opportunity for all girls and women, in sports and beyond.

#KeepLeading!

Phaidra Knight
President, Women's Sports Foundation

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Leveling the playing fields. In sport and life.

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 sport and life.

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





Pillars of Impact

A movement of movement.
Founded by Billie Jean King in 1974, the Women’s Sports Foundation is the leading voice driving gender equity in sport. We positively shape the lives of millions of youth, high school and collegiate student-athletes, elite athletes, and coaches. We’re building a future where every girl and woman can #KeepPlaying and unlock their limitless possibilities. We do this through a four-pronged, integrated approach to sport access and opportunity.

Research and results.
We’re leaders in examining the impact of sport and physical activity on girls and women, the gaps in access and opportunity, gender equity 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, apply findings, share best practices, and issue calls-to-action, all to enhance programming that serves her.

Advocacy and action.
We’re a valiant protector of Title IX and policies that advance equity, inclusion, safety and access. We’re her advocate. We work to shape policy, public interest, and practice to ensure that every girl and woman – regardless of their race, ethnicity, gender identity or expression, sexual orientation, ability, ZIP code, or family income — has unlimited opportunity to participate, compete, and lead.

Community impact and growth.
We empower parents, coaches, leaders and mentors, with tools to increase girls’ athletic participation and positively impact her world. We provide financial assistance to champion female athletes to help fuel their athletic potential, and to mom-athletes to help support their child care needs while training. We invest in programs that address inequality to improve athletic participation for girls in underserved communities, and in female coaches and scouts to help bolster the pipeline of women in professional sports leadership roles.

Partnerships and possibilities.
We collaborate with athletes, corporate partners, like-minded organizations, and supporters to maximize innovation, engagement, and impact.

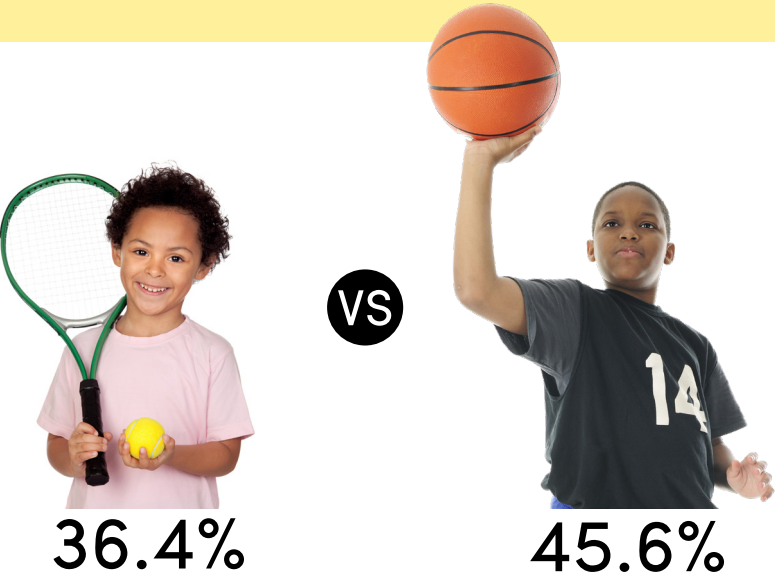
Our vision is for every girl and woman to realize her power through the benefit of sports and physical activity. Every game needs more girls.

All girls. All women. All sports.®

Why our work matters.

Winning the numbers game.

Getting more girls into the game and keeping them playing is what it's all about. From the first time a girl picks up a ball to the first time she becomes part of a team, all of these experiences are transformative.



Girls vs. boys (ages 7-17) currently play sports

Source: Keeping Girls in the Game: Factors that Influence Sport Participation, WSF, 2020

Three white female icons on a pink background.

1/3 of girls felt their schools were not offering girls' sports that interested them, and

1/4 had challenges around participation due to family responsibilities or lack of money.

Source: Communities at the Forefront: Elevating Girls' Sport Participation through Local Programs, WSF, 2020

Play. Bolster. Succeed.

Some girls live for the competition, and some girls are in it just for the fun. All girls are in it for the sense of belonging playing provides.



Source: Communities at the Forefront: Elevating Girls' Sport Participation through Local Programs, WSF, 2020



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Breaking down barriers. Opening up opportunities.



Source: Communities at the Forefront: Elevating Girls' Sport Participation through Local Programs, WSF, 2020

Playing sports during the teen years is an enormous driver of positive physical and mental health, along with academic performance and other social and emotional benefits. And yet, girls' sport participation continues to lag behind their male peers.

Annually, boys receive 1.13 million more sport opportunities than girls.

While the gender gap in high school sports is pronounced, it is especially significant among girls of color and those from low socio-economic backgrounds, for whom resources are much more limited.

Source: National Federation of State High School Associations, Chasing Equity: The Triumphs, Challenges and Opportunities in Sports for Girls and Women, WSF, 2020

The benefits of sport participation last a lifetime.



© Christin Rose

Compared to non-athletes, girls who are active benefit in many areas.

Better health.

Positive psychological health.

Positive academic aspirations, expectations and achievements.

Source: Teen Sport in America Part II, Her Participation Matters, WSF, 2021

The critical role of Title IX.
This changed everything.
(Or should have.)

Passed in 1972, Title IX legislation provides a pathway toward achieving equity in sport at the high school and collegiate levels. However, a chronic lack of awareness, compliance, and enforcement means Title IX has yet to live up to its promise. Our recent research report, *Chasing Equity: The Triumphs, Challenges and Opportunities in Sports for Girls and Women*, WSF, 2020, chronicles some of the following obstacles.



In a *Female Leaders in Sport Survey*,
WSF 2020, only

27%

reported that high schools had a strong
or very strong record of compliance.

83%

of college coaches say they have never
received any formal Title IX training.
(Staurowsky & Weight, 2013)

Source: *Chasing Equity: The Triumphs, Challenges and Opportunities in Sports for Girls and Women*, WSF, 2020

At the collegiate level,
women's participation has
been on the rise.

Across all three NCAA Divisions:
During the 1981 - 82 season,

74,239
women participated in
24
collegiate sports.

During the 2017-18 season,

216,378
women participated across all three
Divisions, up
291%
from 1981-82.
(U.S. Department of Education, 2019)

There has been a precipitous
decline in the number of
female head coaches in
collegiate women's sports

90% 43%
in 1971 in 2017

(Sabo, Veliz, & Staurowsky, 2016)



The professional arena.

Female leaders in sport reflect on the inequities in diversity and inclusion at the administrative and leadership levels of sport in our *Female Leaders in Sport Survey*, WSF, 2020.

63% of female leaders in women's sports report experiencing discrimination in the workplace.

60% of female leaders report being paid less for doing the same job as a man.

Women are underrepresented
in positions of power or
influence at senior leadership
levels across all sports.

Source: *Race and Gender Report Cards from the Institute for Diversity and Ethics in Sport*, Lapchick, 2019a; 2019b; 2019c; Lapchick, Estrella, & Gerhart, 2019

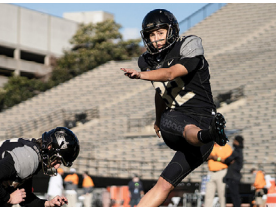
However, glass ceilings are made to be broken and there are many inspiring examples, among them:



Kim Ng, Major League Baseball's first female and Asian American General Manager



Katie Sowers, the first female and openly LGBTQ individual to coach in the Super Bowl



Sarah Fuller, the first woman to play and score in a Power Five college football game

Media coverage.

One of the drivers of women's sports is media coverage, and for far too long, it has been in short supply. Women's sports receive the same amount of news coverage as they did in the 1980s, according to a study of sports over three decades.

The study found that in 2019, coverage of women athletes on televised news and highlight shows, including ESPN's SportsCenter, totaled only

5.4% of all airtime,
a negligible change from the 5% observed in 1989 and 5.1% in 1993. The total drops to 3.5% if coverage of the 2019 Women's World Cup is removed.



Source: *One and Done: The Long Eclipse of Women's Televised Sports, 1989-2001*, Cheryl Cooky, LaToya D. Council, Maria A. Mears, and Michael A. Messner, 2021



Our reach.

Since its inception, the Women’s Sports Foundation has been fighting for gender equity in sport from grassroots to collegiate and professional levels through research, advocacy, education, grant-making and leadership development. **By the 50th anniversary of Title IX in 2022, we will have invested over \$100 million in these impact efforts, expanding access and opportunities for all girls and all women in all sports.**

National Girls & Women in Sports Day:

Annually, **300** grassroots events with an estimated reach of **200,000** girls and women, in **50** states and Washington D.C.

Tara VanDerveer and Scott Pioli & Family Funds:

After three grant periods, we have awarded close to **\$650,000** in **37** grants to support **34** coaches and scouts in **12** sports.

Sports 4 Life:

WSF has funded **170** organizations across **35** states, including Washington D.C. and the US Virgin Islands), providing **\$1.7 million** in grants to **69,000*** girls participating in over **34** sports.

** 69,000 includes an estimate of 2021 Sports 4 Life girl participants reached.*



Travel & Training Fund:

Since inception, we have awarded over **\$2.4 Million** in grants to over **1,500** athletes and teams.



The Power of She Fund:

Over **\$500,000** in grants have been given out to support BIPOC entrepreneurs, to foster multigenerational connections through movement, and to allow mom-athletes to compete without financial barriers.

WSF Athlete Ambassador Program:

We have held over **50** events connecting elite and collegiate athletes with over **25,000** girls.



Grassroots Advocacy:

We assist constituents at the grassroots level, responding to more than **100** gender equity-related issues each year.

1,774 fellow advocates have taken The Equity Pledge.

More than **2,700** individuals and nearly 60 organizations joined us in our sign-on letter to the NCAA urging transparency of their gender equity review.



Our COVID-19 pandemic response.

When COVID-19 swept across the globe in March of 2020, the world seemed to shut down overnight. Access to sport at all levels was disrupted. Events were cancelled. Programs halted. The competitive seasons were cut short.

As the world came to a standstill, the Women's Sports Foundation stepped up.

We realized the critical need to be agile in supporting our community partners, athletes and coaches, and to engage and inspire girls across the country to remain active, motivated and resilient during these unsettling and overwhelming times.

Pivoting quickly, we partnered with Yahoo Sports to produce #WeKeepPlaying, a livestream event with iconic women in professional sports, to inspire and uplift girls and their families during the quarantine. This public event was bolstered with the launch of the Women's Sports Foundation COVID-19 Action Plan, a web-based collection of resources, tips, and guidance for parents, coaches, program leaders and girls, eager to be physically active while safely navigating the 'new normal'. Our plan was rounded out with a fun and engaging 'Ask an Athlete Ambassador' Instagram Live series, one-to-one conversations with our Women's Sports Foundation Athletes sharing their stories, advice and personal fitness challenges.

Recognizing that our community partners – essential, grassroots organizations – were facing unprecedented challenges, we recalibrated our grant award requirements to be more responsive, and to help programs survive and thrive. Further support included one-to-one outreach with coaches and program leaders and a 1-800 helpline specifically designed for community partners to access information and resources in real-time.

Our support of female athletes, coaches and scouts did not miss a beat. We stayed the course and ensured new grantee classes of our Travel & Training athletes, Tara VanDerveer Fund coaching fellows and Scott Pioli Family & Fund coaches and scouts.

We remain a steadfast ally and advocate for all girls and women. We know her, we believe in her, and we are with her as she returns – from the playground to the arena – moving with strength and purpose.



Introducing We Play Interactive.

All girls deserve the chance to move and to play. In fact, it's essential to their well-being. And yet, decades of research has shown that girls enter sport at a later age, and drop out earlier, than their male peers. Experience in the field makes clear the need to provide greater support to program leaders, coaches, and mentors looking to create a safe and welcoming program environment for girls. To help close the gender gap and meet the need, we've launched a new, digital resource and community, We Play Interactive.

A platform for success.

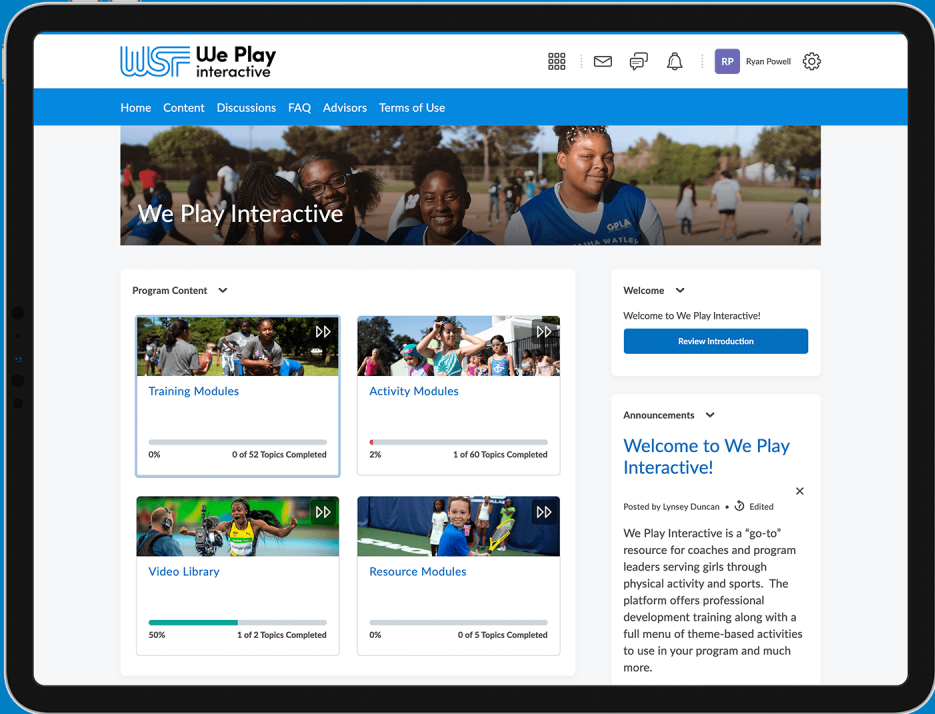
This first-of-its-kind, activity-based platform helps girls embrace their individuality, elevate their voices, and explore their passions through movement and sport. Whether girls are getting physically active for the first time, or already involved in a structured sport activity or team, this exciting new resource takes all girls on a journey to find the inspiration, joy, and growth that comes from participation.

Information + inspiration = impact.

We Play Interactive builds on the Women's Sports Foundation's latest research and is grounded in the best practices of program leaders and coaches from around the country. It offers interactive professional development training and a full menu of theme-based activity plans designed to be integrated into any program, any sport, whether on the field, in the classroom, or anywhere in the community. It also features a powerful video library of elite female athletes who bring the themes and activities to life with their personal stories of challenge and triumph.

A community of opportunity.

Developed with community in mind, We Play Interactive is the 'go-to' hub for program leaders and coaches throughout the country to share information, exchange insights, discuss best practices, and to innovate with one another. All for the benefit of girls. Play on!





Advocacy in action.

The fight for equality is the very cornerstone of the Women’s Sports Foundation, and drives our mission to this day. Our advocacy work covers a wide array of priorities and topic areas, showcasing our commitment to diversity, equity and inclusion in all sports. We address everything from Title IX compliance to pay equity. We take action, such as:

—

Cautioning schools that pandemic budget pressures do not supersede their obligation to comply with Title IX.

—

Pushing for equal pay and treatment for athletes within the U.S. Olympic & Paralympic Committee system.

—

Standing up for the inclusion of transgender athletes in sports, with a particular focus on fighting against proposed bans of transgender athletes at the state level.

—

Participating in U.S. Department of Education listening sessions and public hearings on Title IX.

—

Ensuring that Name, Image, and Likeness (NIL) legislation considers the impact on female athletes at both the NCAA and Congressional levels.

—

Demanding gender equity at NCAA Championships.

—

As the preeminent ally and advocate of girls and women in sport, we are the thought leader, mobilizer, and catalyst. We’re proud of our legacy of action and remain determined to address the many issues facing the athletes and leaders we have the privilege to serve and represent.

ADVOCACY IN ACTION

Advocating for gender equity in NCAA Championships.

As the NCAA Division I Basketball Championships took center stage in March of 2021, so too did the viral images of a state-of-the-art facility at the men’s tournament paired side-by-side with images of a stack of yoga mats and a rack of dumbbells provided to the women.

As the tournaments progressed, we saw that it wasn’t just the weight rooms.

There were other inequities too. The distressing truth — which those close to the world of gender equity in sports know well — is that many girls and women have experienced inequities like these firsthand. We know it’s about so much more than weight rooms and swag bags, and that quickly became clear as other women’s championships including volleyball, lacrosse, and softball, began to raise concerns about the treatment provided to their athletes.



We know that pivotal, illuminating moments like these must be utilized to disrupt the systems that allowed them to occur.

We quickly released a statement addressing the inequities between the women’s and men’s basketball tournaments and called for the NCAA to conduct a review of the critical decisions and organizational priorities which allowed for such visible disparities to occur.

Further, we issued a sign-on letter urging the association for full transparency in releasing the findings and recommendations of their gender equity review. Over 2,700 individuals and nearly 60 organizations signed on and joined us in this important call-to-action. We are encouraged that the NCAA has released the full report for Phase I, focused on gender equity in basketball championships. We remain committed to ensuring this review results in meaningful change and will continue advocating for the NCAA to adopt many recommendations from the report.



ADVOCACY IN ACTION

When everyone is included, everyone benefits.

Humanity wins when everyone is treated fairly and equally, including the LGBTQ+ community. Unfortunately, transgender girls' and women's participation in sports is often challenged by those seeking to exclude. In 2021 alone, nine states enacted transgender athlete bans, and many more are considering similar legislation which would prohibit transgender girls and women from participating on girls' and women's sports teams. These state-level bans harm on many levels, including cisgender girls.

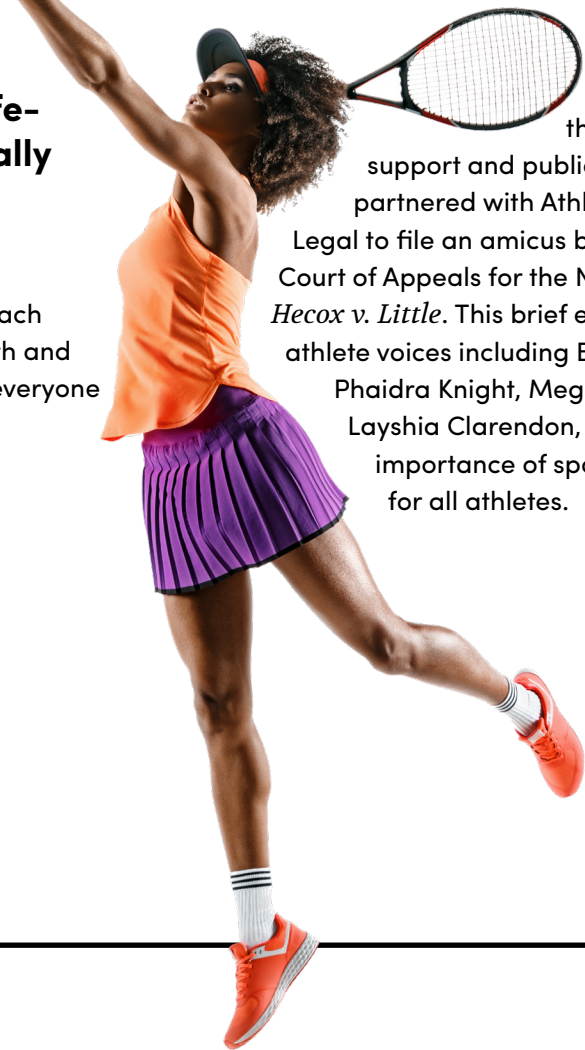
Sports participation provides life-changing benefits that are equally important to transgender girls.

It can help break down barriers, create understanding, provide a place to belong, teach discipline and leadership, and increase health and academic outcomes. When everyone plays, everyone triumphs.

We're true to our legacy of advocating for the marginalized to gain equal access and opportunity.

The Women's Sports Foundation has engaged in a multi-faceted approach to push for inclusive policies for transgender athletes to play sports. We pursue educational training with our close constituents and athlete ambassadors. We have issued statements condemning the push for exclusion and dispelling myths

and misinformation. We advocate for inclusive policies through legislative support and public hearings. We partnered with Athlete Ally and Lambda Legal to file an amicus brief with the U.S. Court of Appeals for the Ninth Circuit in *Hecox v. Little*. This brief elevated nearly 200 athlete voices including Billie Jean King, Phaidra Knight, Megan Rapinoe and Layshia Clarendon, emphasizing the importance of sport participation for all athletes.



Raising the stakes in gender equity in sport.

Achieving gender equity in sport requires study, transparency, and candor — all hallmarks of our approach to making significant and lasting change.

We expose the inequities in sports, as evidenced by our published, comprehensive research report, *Chasing Equity: The Triumphs, Challenges and Opportunities in Sports for Girls and Women, WSE, 2020*. Aggregating data from more than 500 research studies plus a Women’s Sports Foundation national survey of over 2,300 women working in sports, the report examines the current landscape for girls and women in sports, including the challenges, barriers, progress, and opportunities, culminating in calls-to-action for change.

We’ve come a long way, and have a way to go.

Using a broad lens, the report focuses on five core spheres of impact: Girls’ Sports: Access and Opportunity; Title IX: Awareness, Education and Compliance; Mental and Physical Health and Safety; Leadership, Pay Equity and Workplace Bias; and Media Coverage. This unparalleled analysis lays bare how far we have come, and how much further we have to go.

Equity goes far beyond sport.

Putting that knowledge into immediate action, we launched a bold new collective impact initiative called The Equity Project. Focused on making and measuring progress in five key areas of impact identified by the *Chasing Equity* report, this initiative is designed to ensure that all girls and women have equitable access to physical activity, sport, and unlimited possibilities in every area of their lives. Driven by the Women Sports Foundation, The Equity Project is a shared vision supported by intentional policies and practice to affect change. It continues to take shape with ongoing virtual gatherings, communication, and advocacy efforts. From strategy sessions with global social platforms, content creators, and powerful brands, to educational webinars with leaders, athletes and allies, we continue to manifest the Project’s promise and purpose.

Our goal is to inspire the nation to imagine the day when we are no longer chasing equity but living it fully.





Faces of impact. Forces for change.

The Women's Sports Foundation has continued to thrive and expand its community impact. Our work includes a legacy of powerful programs supporting girls and women in athletics, coaching and leadership. We strive to foster great diversity in everything we do, and work diligently to ensure that our programming and resources are accessible and inclusive. In 2021 alone, we are awarding more than \$1.5 million dollars in grants to deserving organizations, athletes, and coaches across the United States that help girls and women reach their highest potential through sport.

Generations of change.

We have increased our commitment to supporting BIPOC communities, added programming that fosters multigenerational connections and mentorship through sport, fitness and movement, expanded our support to mom-athletes in the Tokyo and Beijing Games, while continuing to advocate for the advancement of women in scouting and coaching.

Communities of change.

We are grateful to be able to make a difference for girls and women in all the communities around the country. Here are a few of their stories.



Grant: Sports 4 Life
Partner: Founding partner espnW, Morgan Stanley, The Walt Disney Company

Sports 4 Life seeks to increase the participation and retention of African-American and Hispanic girls, ages 11-18, in developmental youth sports programs. In 2021, we expanded the Sports 4 Life initiative to serve Native American girls, inclusive of American Indian and Alaska Native communities.

Shooting Touch, Inc., Boston, MA Shooting Touch Boston (STB) uses the power of basketball to bridge opportunity gaps for girls of color in Boston by increasing access to physical activity, health education, health services and mentorship experiences. STB's new platform also provides virtual mentorship experiences, including ongoing conversations with female officers from the Boston Police Department to discuss racial injustice. The Sports 4 Life grant is allowing STB to continue to provide meaningful enrichment for their girls by ensuring the retention of their current coaching staff, and assisting with the development of a six-part public health curriculum to further address the health inequities girls of color face every day.

Grant: Keep Her Playing Youth Grant
Partner: P&G Always, Walmart

The Keep Her Playing Youth Grant provides funding to schools and organizations seeking to expand or improve an existing athletic facility, to make accessibility enhancements and/or to fill any existing sports equipment needs, in an effort to enhance and increase opportunities for girls' participation in sports.

First Tee of Northwest Arkansas, Lowell, AK (Golf) First Tee introduces the game of golf and its inherent values to more than 8,000 girls. Our Keep Her Playing Youth Grant will provide a covered area on its outdoor patio for girls to gather and play regardless of weather. They will install concrete sidewalks to the practice range to make the space accessible to those of varying abilities, including individuals in wheelchairs. A permanent canopy over the hitting zones will also be installed to help protect the girls and allow them to practice rain or shine.



Grant: Move Together
Partner: The Power of She Fund, Athleta

Move Together, a Power of She Fund grant, supports organizations that foster multigenerational connections in their communities through sport, fitness and movement-based programming for girls and women.

Dancing Grounds, New Orleans, LA
Dancing Grounds (DG) is a multigenerational arts organization that brings inclusive and accessible dance programs to the community near the heart of New Orleans. By using dance as a channel to examine the challenges facing their communities, DG strives to develop young leaders, promote health and wellness, and advocate for social change. DG has touched the lives of more than 3,000 youth and 5,000 adults with their youth dance companies, summer camps, adult classes, and the annual Dance for Social Change. The Move Together grant is being used towards the salary of the Teen Program Manager, the most essential piece to ensure the success of the program.



Grant: Wellness for All
Partner: The Power of She Fund, Athleta

Wellness for All, a Power of She Fund grant, supports women of color entrepreneurs and organizations committed to making wellness and fitness more accessible and inclusive to female BIPOC (Black, Indigenous, People of Color) communities.

Inter-Tribal Sports, Temecula, CA
Inter-Tribal Sports unifies tribal youth and communities through structured athletic programs while providing a strong foundation in culture, leadership, and wellness. They currently serve more than 1,200 youth across 22 tribes in four counties.

"This grant has allowed Inter-Tribal Sports the ability to buy sports uniforms and equipment, provide sports officials and outreach to the hundreds of girls in the program. Ultimately, it has allowed us to provide the support that is needed to ensure that girl participation is encouraged and welcomed throughout the communities that we serve." – Isaiah Thompson, Executive Director

Grant: Child Care Grant

Partner: The Power of She Fund, Athleta

The Child Care Grant is part of the Power of She Fund, and is designed to support female athletes with children, who are striving for peak performance on the court, track, pitch, field, pool or mat, while also balancing the challenges of motherhood.

Kaleo Kanahele Maclay

Two-time Paralympic medalist and new mom Kaleo Kanahele Maclay knows the challenges of trying to balance being one of the world’s greatest Paralympic athletes with the world’s most challenging job: being a parent. That’s why she applied for the Women’s Sports Foundation’s Child Care Grant, which was created in partnership with Athleta to make sure that Paralympic-hopeful moms have the support they need to reach their dreams and encourage our children to do the same.

“There is a lot of fear around being an athlete and a mom. When my teammates share their fears with me, I tell them that it is possible to be a mom and an athlete! A lot of the time we feel as women we have to choose one. It does create heartache and financial stress to be away from your family while you train. But the reward of being a mom and watching my son grow into himself is far worth all the challenges — we get to overcome them together as a family!”



Grant: Travel & Training Fund

Partner: Gatorade

The Travel & Training Fund provides financial support to female athletes with potential to be elite, who would otherwise be unable to afford continuing their pursuits. The Fund helps cover coaching, travel and equipment – critical necessities to achieve even higher performance levels and rankings.

Gwen Berry, Track & Field, U.S. Olympic Team World class Hammer Thrower understands the unique challenges that Olympic hopefuls face as they balance the travel and training necessary to pursue their dreams with the challenges of everyday life.

“Even though these feats were not easy, I have sacrificed my life to be a beacon of hope for my son and family members because no one in my family has gotten out of the status of poverty. I truly don’t know why I was chosen for this task but I take this Olympic pursuit extremely seriously. My family depends on me and I plan to make them proud.”

Program: Tara VanDerveer Fund for the Advancement of Women in Coaching

The Tara VanDerveer Fund provides grants to institutions of higher education to allow for paid entry-level fellowship positions for aspiring female coaches.

Sydney Kahan, a former assistant women’s soccer coach at Clark University, has the goal of one day becoming a head coach of a DIII women’s soccer team. After her time as a 2020 Women’s Sports Foundation VanDerveer Fellow and with the support of her mentor coach, Brienne Smith, Sydney has taken the next step in her career as Tufts University’s new full-time assistant women’s soccer coach.

Sydney shared that “[the grant] was a turning point for me... I wouldn’t have coached this year without the grant, and I wouldn’t have gotten Tufts without the grant.”



Program: Scott Pioli & Family Fund for Women Football Coaches and Scouts

The Scott Pioli & Family Fund supports the development, education and training of aspiring U.S. female football coaches and scouts who are pursuing careers in collegiate or professional football.

As part of the grant’s inaugural class in 2019, Jennifer King helped Dartmouth College to the title of Ivy League co-champions. The following year, she became the first Black woman to hold a full-year coaching intern position in the NFL as an assistant coach for the Washington Football Team. Speaking to the Fund’s direct impact on her, King says,

“[After completing] my position at Dartmouth, I was unsure of my next move, and the fund allowed me to financially support myself during that short time until I was able to obtain my current position. Without receiving the grant, I don’t know if I would currently have my position.”

Events. Salutes. Celebrations.

Annual Salute to Women in Sports.

The Annual Salute to Women in Sports celebrates the extraordinary achievements of athletes and leaders in women’s sports — and the girls they inspire.

The Salute, held in New York City and streamed for a live, national audience, is the Foundation’s signature fundraising gala and raises nearly \$2 million annually to support Women’s Sports Foundation programs dedicated to strengthening and expanding access to sport for all girls and women.

In 2020, faced with the pandemic’s impact on everyday life, the Women’s Sports Foundation reimagined its Annual Salute to Women in Sports, transitioning from an electric New York City ballroom gala to an inspiring, online broadcast event produced and aired by Yahoo Sports. The program featured the core of our work, focused on four critical pillars of equality – gender and racial equality, accessibility and LGBTQ+ inclusion. Our theme “Speak with Sport” recognized the athletes and leaders who boldly use their voices and platforms to advocate for equality and justice. The broadcast reached an audience of over 1 million and video-on-demand segments garnered more than 300,000 streams.



Historically, the red carpet, Grand March of Athletes and awards show attract more than 750 leaders and tastemakers, sports teams, leagues and governing organizations, philanthropies and media, to New York City for the biggest night in women’s sports – and the event generates more than 300M media impressions annually.

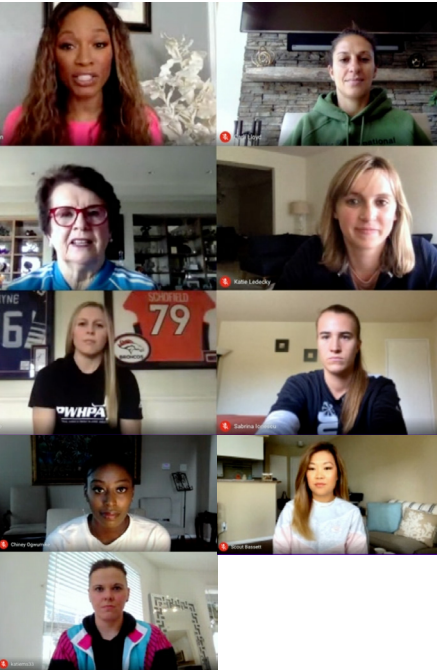
Through generous support from our donors and partners, we are able to further our mission of unlocking girls and women’s potential through sport, advancing equality for all, and recognizing female athletes who serve as role models for the next generation.

#WeKeepPlaying.

As the COVID-19 pandemic set in, we knew the importance of encouraging and helping girls to remain active, motivated, and resilient.

Partnering with Yahoo Sports, we hosted #WeKeepPlaying, a livestream event with some of the most iconic women in professional sports, to inspire young girls across the country to stay physically and mentally fit. Joined by Condoleezza Rice and host Cari Champion, athletes including Billie Jean King, Scout Bassett, Sabrina Ionescu, Katie Ledecky, Carli Lloyd and Chiney Ogwumike, shared their personal stories of resilience, engaging and inspiring girls across the country.

The virtual event, produced and aired online on Yahoo Sports, garnered more than 1 million streams and 525,000 streamers.



National Girls & Women in Sports Day.

Powered by the Women’s Sports Foundation, National Girls & Women in Sports Day (NGWSD) is an annual celebration comprised of events and activities across the country, recognizing and advocating for girls’ and women’s sports. Historically, we honor this special day by holding meetings on Capitol Hill, by hosting a Women’s Sports Foundation Athlete Ambassador event with dozens of girls from our community partner organizations, and by inspiring hundreds of grassroots events and activities throughout the country.



Girls of Color and Title IX.

Enacted in 1972, Title IX applies to educational institutions that receive federal funds and prohibits discrimination in all program or activity, including athletics.

To mark the 48th anniversary during a time of great societal awakening, the Women’s Sports Foundation developed and hosted a national online event, “Girls of Color and Title IX: An Unfulfilled Promise.” This timely event focused on the intricacies of Title IX and shared exclusive data showcasing where the law has fallen short, leaving girls of color behind. Panelists, including WNBA Champion Candace Parker and University of South Carolina Women’s Basketball Head Coach Dawn Staley, along with moderator and women’s basketball analyst LaChina Robinson, shared their powerful, personal stories growing up as girls of color in sports.

This impactful event, which also featured Billie Jean King, engaged thousands of people from across the country who viewed and joined the discussion on social media to further amplify and advocate for girls of color in sport.

In 2020, the pandemic’s impact on events spurred us all to go virtual. The Women’s Sports Foundation and our Board of Trustees, advocacy committee members, and champion athletes, conducted 34 virtual legislative meetings with U.S. House and Senate officials from 20 states. We also hosted a first-ever, online “Girls Fest” to engage, empower and inspire girls. With exclusive athlete interviews, an insiders’ look at Olympic and Paralympic training, and interactive polls for viewers to participate, the event garnered over 7,600 viewers with girls participating from over 30 states. With additional virtual events taking place in 48 states, the day continues its legacy as a nationwide celebration.

Women's Sports Foundation in the news.



Breakthroughs come on, off field in 2020 for women's sports

"2020 was certainly a tumultuous and challenging year," the Women's Sports Foundation said in a statement to The Associated Press on Thursday. "It was also transformational, with many exciting, history-making firsts for women's sports, athletes, coaches and leaders. Sports is a connector, a unifier and a microcosm of society. As we reflect on the power of women athletes and teams who spoke up, challenged the norms, shattered glass ceilings and showed girls, boys and everyone the limitless potential one can achieve, it gives us all hope for 2021 and beyond."



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Putting Women on More Equal Footing at the Olympics

"Historically, the boost that the Olympics and all big sporting events have given to interest in and coverage of women has not translated into lasting changes," said Olga Harvey, the chief strategy and impact officer at the Women's Sports Foundation, an advocacy organization founded by the tennis star Billie Jean King. "There has been a steady building of interest, coverage and pay for women in sport," she said. But unless the momentum from these Olympics translates into a surge of money and leadership positions for women in sports, she said, the hype will have been only that.



Column: Stop targeting transgender kids in youth sports, says American Academy of Pediatrics. Bravo

The Women's Sports Foundation has condemned the legislation:

The false rhetoric taking hold is a distraction to the real threats to girls and women in sports, such as lack of Title IX understanding and compliance; inequity in compensation, resources, sponsorship, and media attention; harassment and abuse of female athletes and women working in sports, the list goes on.



Allyson Felix makes history with 11th career medal at the Tokyo Olympics

She also has teamed up with apparel company Athleta and the Women's Sports Foundation to launch The Power of She Fund: Child Care Grants, which help cover child care costs for professional mom-athletes traveling to competitions.



© Steph Chambers, Getty Images



Covid-19 And Women's Sports: Another Casualty Of Gender Inequity?

There's an opportunity for women to come out of this thing strong. We are used to not having. [Women's sports] are used to surviving off of bare minimum and making something out of nothing. It's just what we do. It's the nature of our existence as athletes. Although it's just what we have done, it's not what we accept. The buck stops nothing short of equity.

Phaidra Knight, WSF President



Olympian Simone Biles Wants A Sponsor That Will Help Her Do Good—And She's Not The Only One

"This feels more like a revolution than an evolution." That's what Olga Harvey, chief strategy and impact officer at the Women's Sports Foundation, a research- and advocacy-driven non-profit that's been advocating for girls and women in sports for nearly 50 years, says of Biles's big move. "There are more companies than ever interested in telling the stories of female athletes, and investing both in women's sports leagues and in individual female athletes. It's exciting to see the power of women's sports and female athletes being recognized," she adds.



Record-breaking Stanford coach Tara VanDerveer on inequality in women's college sports, and hiring more women coaches

It's why the Women's Sports Foundation created the Tara VanDerveer Fund for the Advancement of Women in Coaching. "This is actually a dream of mine to coach," said Mesha Levister, a VanDerveer Fund recipient. "If I was a little girl and I saw someone coaching that looked like me, I would be more impressed and more enthused to go ahead and be a coach because some people don't think that's just an avenue that they can go down."



© Ethan Miller, Getty Images



Gender disparities on display by NCAA at March Madness pervade every level of sport

Sarah Axelson, the Foundation's senior director for advocacy, said the inequities on display at the NCAA basketball tournaments are just one example of a widespread issue.

We know through our research that inequities exist across the country in all facets of sports," Axelson said, "This is a very visible and high profile display of inequities, but it's certainly not the only thing that is happening within girls and women's sports in this country right now."



Bridging the Gap through Sports

We created this initiative based on the knowledge that while sports participation offers tremendous life-long benefits - from improved physical health and self-esteem, to better grades in school and enhanced leadership skills - girls of color were being disproportionately excluded.

Elizabeth Flores-Amaya, WSF Director of Community Impact.

Our team.

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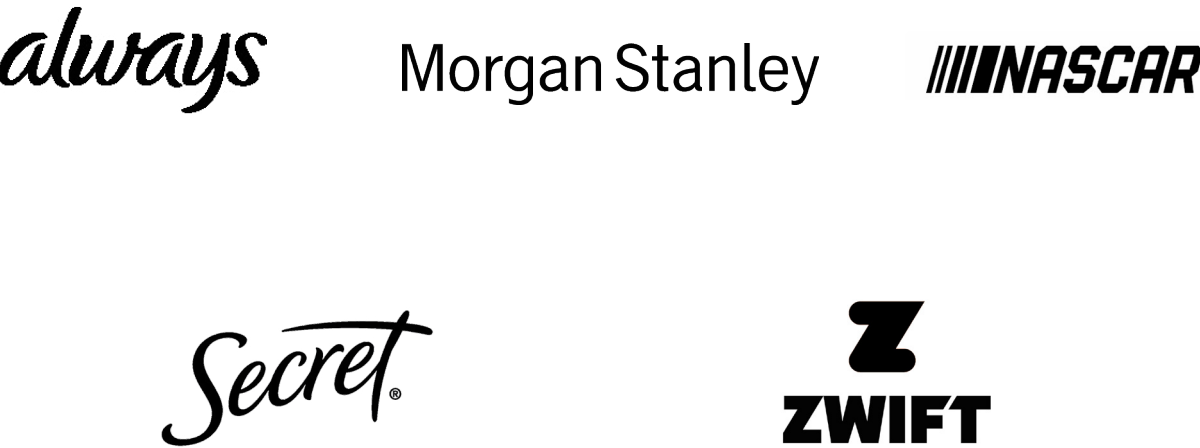
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We're grateful for the support of individuals who share the Women's Sports Foundation's mission of equal opportunity for girls and women in sports. Some have been steadfast supporters from the very start – and remember life before Title IX; others are relatively new and are just as committed. Still others want to see our mission endure well into the future and have included us in their estates. We are delighted to introduce you to five of these friends.



Seth and Lynn Abraham



Melodi Ford



Emma Stapleton



Lynette Vanderwarker

Seth and Lynn Abraham, *Media Executive and Librarian.*

They grew up fans of rival New York baseball teams, but they have been united in their generous support of the Women's Sports Foundation from the beginning. Inspired by the work of their longtime friends, Women's Sports Foundation legends Billie Jean King and Ilana Kloss, Seth and Lynn believe passionately in achieving fair play for women in sports. For Lynn, the key is protecting and enforcing Title IX; Seth's top concern is equal pay. They both look forward to the day "when society will just say athlete without reference to gender." The Abrahams' commitment to these issues is fueled by their personal experiences. Their daughter Sari, like her father, played organized baseball – but when Lynn was in school, "organized sports did not exist for girls." They know the larger history, too: Seth was president and CEO of Time Warner Sports when HBO produced the award-winning documentary Dare to Compete – the first-ever history of women's sports. This is a family who appreciates the "awareness, enlightenment, and real progress" made possible by the efforts of the Women's Sports Foundation.

Emma Stapleton, *Senior Data Scientist.*

Emma describes herself as an analytical thinker, an attribute that connects her career success as a data scientist with her athletic experience as a collegiate rowing captain, rock climber and soccer goalkeeper. "The goalkeeper sees everything on the field, imagines all the possible things that can happen, and makes the moves needed to ensure the best result." As a monthly sustaining donor to the Women's Sports Foundation, Emma is passionate about our advocacy for equal pay, and our Sports 4 Life program. "I began playing soccer at age four and no one ever told me 'You can't do that.' It's so important for all girls, especially in underserved communities, to get that kind of support – the opportunity to be part of a team, to make friends, to achieve common and individual goals – to be encouraged to do whatever it is you want to do in life."

Melodi Ford, *Body Positivity Health Coach.*

Melodi proudly owns a vintage Women's Sports Foundation 'TITLE IX' baseball cap – it's fashionable proof that she is a special supporter. Her estate plan includes a generous gift to the Women's Sports Foundation. Growing up in New York, she was the only girl on her block, so she played sports with the boys. She excelled at track & field in high school before venturing to London to study Fashion Merchandising. She later earned a master's in Exercise Science. Her remarkable, wide-ranging career has taken her from modeling to coaching health, fitness and nutrition, and promoting positive body image for women. Deeply committed to helping underserved communities, Melodi once served as an advisor to the Women's Sports Foundation's GoGirlGo! program, and she is founder of the Be A Doll project, which uses "purposeful play" with diverse dolls to foster confidence and self-esteem in at-risk young girls of color. She describes her enduring passion for the Women's Sports Foundation and its advocacy for girls as a "no-brainer – because I know how much sports did for me."

Lynette Vanderwarker, *Financial Services.*

Lynette wants her daughters and all other girls to know that sports will benefit not only their health, it can also boost their future careers. She says, "Nothing gives you a better opportunity to build important relationships with people than spending four hours together on a golf course." In her experience, too many women in the financial and corporate world drop out before reaching senior positions, and the ones who excel and advance have a background in sports. Lynette, who played lacrosse and tennis in high school before falling in love with golf, is the only female partner at Iron Park Capital. Her previous positions include vice president at Goldman Sachs, and managing director at BlackRock and KKR. She generously supports the Women's Sports Foundation because our advocacy is "educating everyone – women and men – on the importance of equality, including equal pay, for all people."

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We are grateful to the following individuals and institutions who supported our work between January 2019 and June 2021.

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Financials (Per IRS 990)

REVENUES	FY2020	FY2019	FY2018
Individual contributions	\$801,138	\$1,225,678	\$930,285
Corporate contributions	2,993,566	1,887,798	753,548
Foundation contributions and grants	462,648	755,867	194,128
Speaker fee		500	264,500
Special events, net	1,002,417	1,381,891	1,527,597
Investment income (loss), net	308,237	58,875	104,166
Others	5,370	574	1,055
TOTAL REVENUES	\$5,573,376²	\$5,311,183¹	\$3,775,279

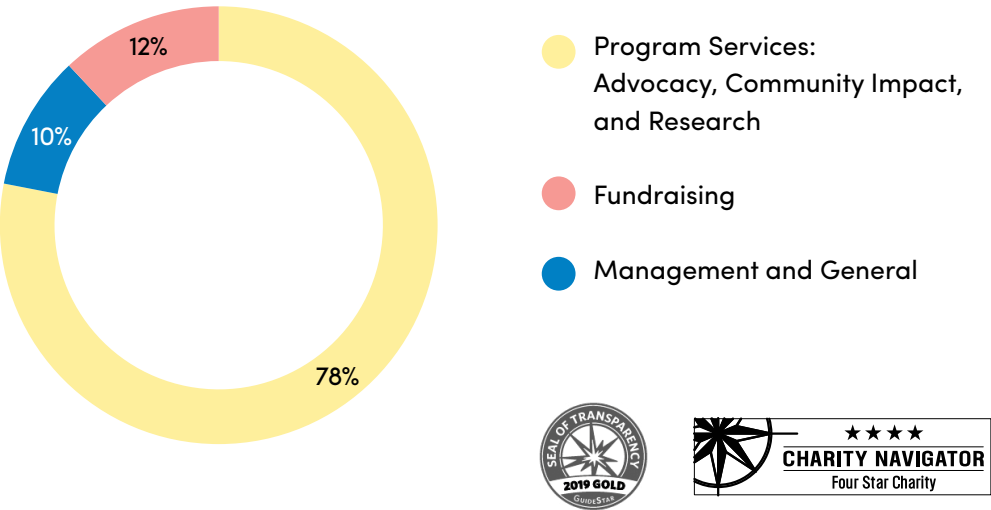
EXPENSES			
Program Services			
Advocacy	885,258	866,619	491,181
Community impact	2,398,373	2,663,483	2,334,139
Research	466,159	721,240	508,703
<i>Total program services</i>	<i>3,749,790</i>	<i>4,251,342</i>	<i>3,334,023</i>
Management and general	478,476	572,307	586,044
Fundraising	576,058	766,797	533,991
<i>Total supporting services</i>	<i>1,054,534</i>	<i>1,339,104</i>	<i>1,120,035</i>
TOTAL EXPENSES	\$ 4,804,324	\$5,590,446	\$4,454,058

CHANGE IN NET ASSETS	\$769,052	(\$279,263)	(\$ 678,779)
Net Assets, Beginning of Year	5,693,948	5,660,514	6,521,251
Net unrealized gains (losses) on investments	(166,128)	312,697	(181,958)
NET ASSETS, END OF YEAR	\$6,296,872	\$5,693,948	\$5,660,514

⁽¹⁾In 2019, WSF utilized \$1.7MM of the revenue raised in previous years to support programmatic activities. In addition, \$2MM of the total revenue raised in 2019 is designated for future years.

⁽²⁾\$2.6MM of the total revenue raised in 2020 is designated for future years.

FY2020 - Functional expense allocation



Ways to make a difference.

Advocate.

Follow us on social media, sign up for The Equity Project newsletter, and visit our website to explore what the current Advocacy in Action items are, like signing a letter or 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, inclusive, 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.

Improve Your Coaching and Leadership Skills.

Check out the Women's Sports Foundation's new We Play Interactive. It is free, easy to enroll, and places rich training, activity, and video content at your fingertips. Go to www.WePlayInteractive.org

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- and women-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.

Attend an Event.

From National Girls & Women in Sports Day in February to the Annual Salute to Women in Sports awards gala in October – join us!

Spread the News.

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

Shop for a Cause.

Visit the Women's Sports Foundation store and shop for gifts for a fan, coach, supporter or advocate in your life, while supporting our mission to enable all girls and women to reach their potential in sport and life. Proceeds impact over 100,000 girls and women across the country annually. Visit www.womenssportsfoundation.org/wsf-shop

Volunteer.

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



Become a Corporate Sponsor.

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.



Donate.

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

Fundraise with Us.

There is no better way to celebrate a milestone than by giving back. Fundraise and increase the Women's Sports Foundation's impact while celebrating a birthday, anniversary or holiday. Participate in our annual Giving Day in May or run the TCS New York City Marathon with Team Women's Sports Foundation.

Join Our Legacy.

Naming the Women's Sports Foundation in your will, living trust, retirement plan, or other estate plan is a simple way to make a meaningful contribution. Your bequest will support our fight for equity well into the future and help provide access and opportunity to play for future generations of girls in underserved communities. If you don't have a will, consider using our free tool by visiting FreeWill.com/WSF.



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WomensSportsFoundation.org

Email:

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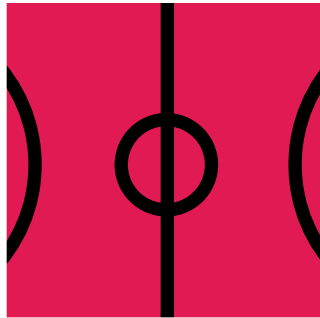
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