



A hockey player in a blue jersey and white helmet is skating on an indoor ice rink. The player is in a dynamic, forward-leaning stance, holding a hockey stick. The background shows the curved, white structure of the indoor arena with several bright lights. The text "What does sport unlock for you?" is overlaid in the center of the image.

What does sport unlock for you?

**All girls.
All women.
All sports.[®]**



Contents

05

Who We Are



09

Our Movement



16

Our Impact



30

Our Influence



35

Our Partners



36

Jump In





Who We Are



We are the ally,
advocate and catalyst
for tomorrow's leaders.
We exist to enable
girls and women
to reach their potential
in sport and life.

Billie Jean King

**Champions
#KeepPlaying
until they get
it right.**

– Billie Jean King, WSF Founder

Established by Billie Jean King in 1974, the Women's Sports Foundation builds on her legacy as a champion athlete, advocate of social justice and agent of change.



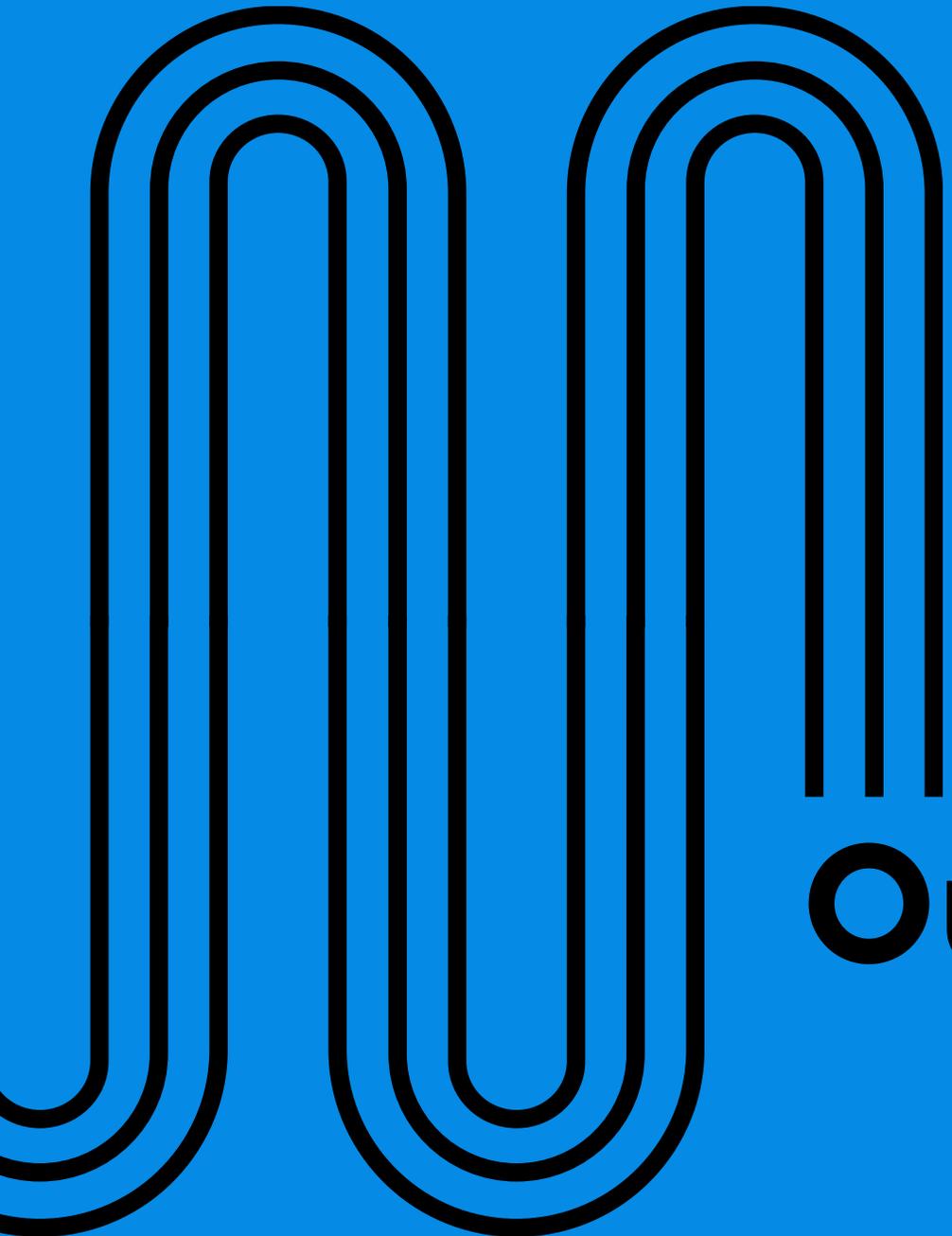
Our President

Meghan Duggan

“The Foundation’s legacy of work and impact helped pave the way for me and so many. I’m excited to use my voice, energy and passion to help propel our mission of enabling girls and women to reach their potential in sport and life.”

– Meghan Duggan, Three-time ice hockey Olympic medalist, World Champion and New Jersey Devils (NHL) Manager, Player Development





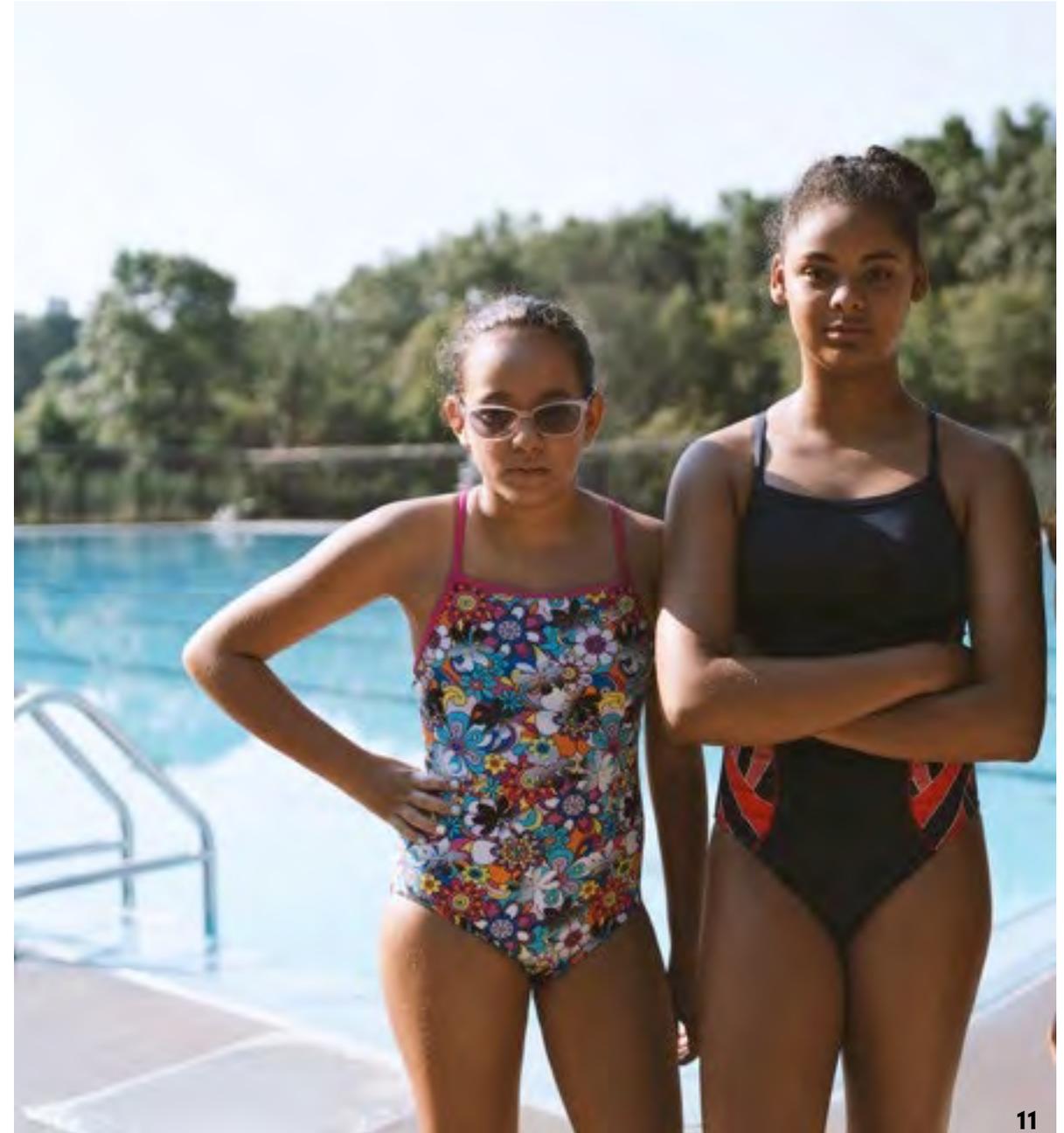
Our Movement



Girls and women
who are active
have increased
confidence.

And yet, today's kids
are the least active
generation in history.

**We are building
a future where
every girl
and woman
can play, be active,
and realize her
power.**

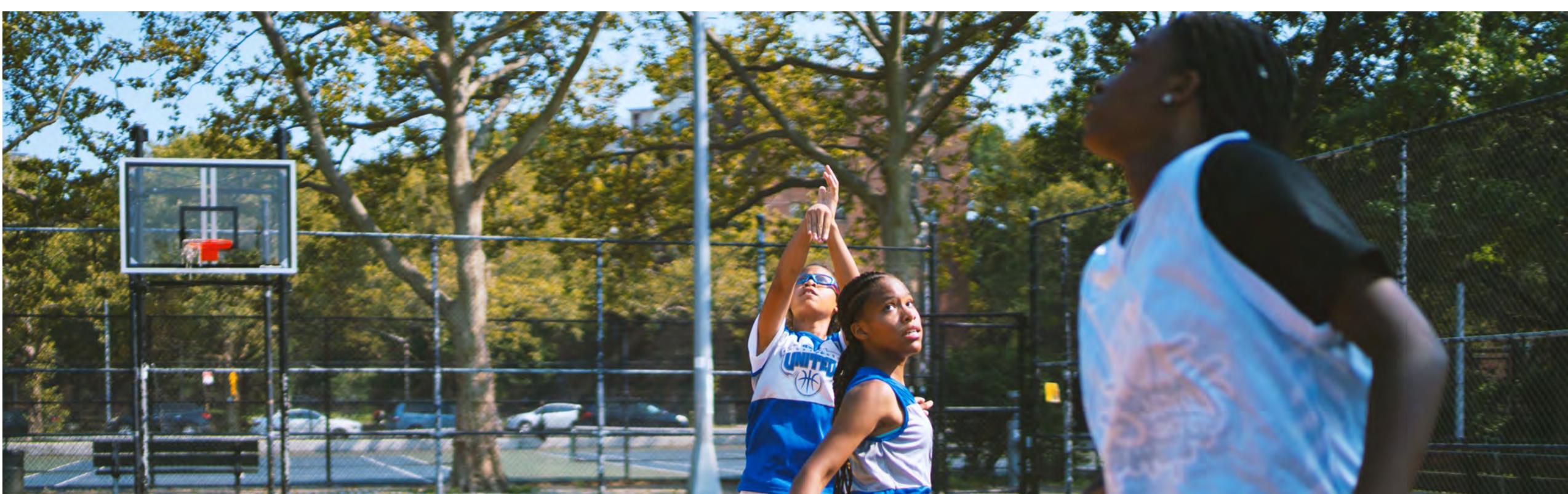




We are building a
movement of
movement
by unlocking the
possibilities
in every
girl and woman
through
the power of
sport.

Why does sport matter?

Leadership skills. Sense of self. Mastery. Teamwork. Leveling the playing field. Increased confidence. Goal setting. Better grades. Physical and mental health.



In her own voice.



Scout Bassett

Paralympic sprinter and long jumper

“Sport unlocks empowerment. I love to run and jump because when I compete, I don’t feel that I am disabled. I don’t feel like I’m an amputee or that I’m limited in any way. Keep playing and keep chasing your dreams.”



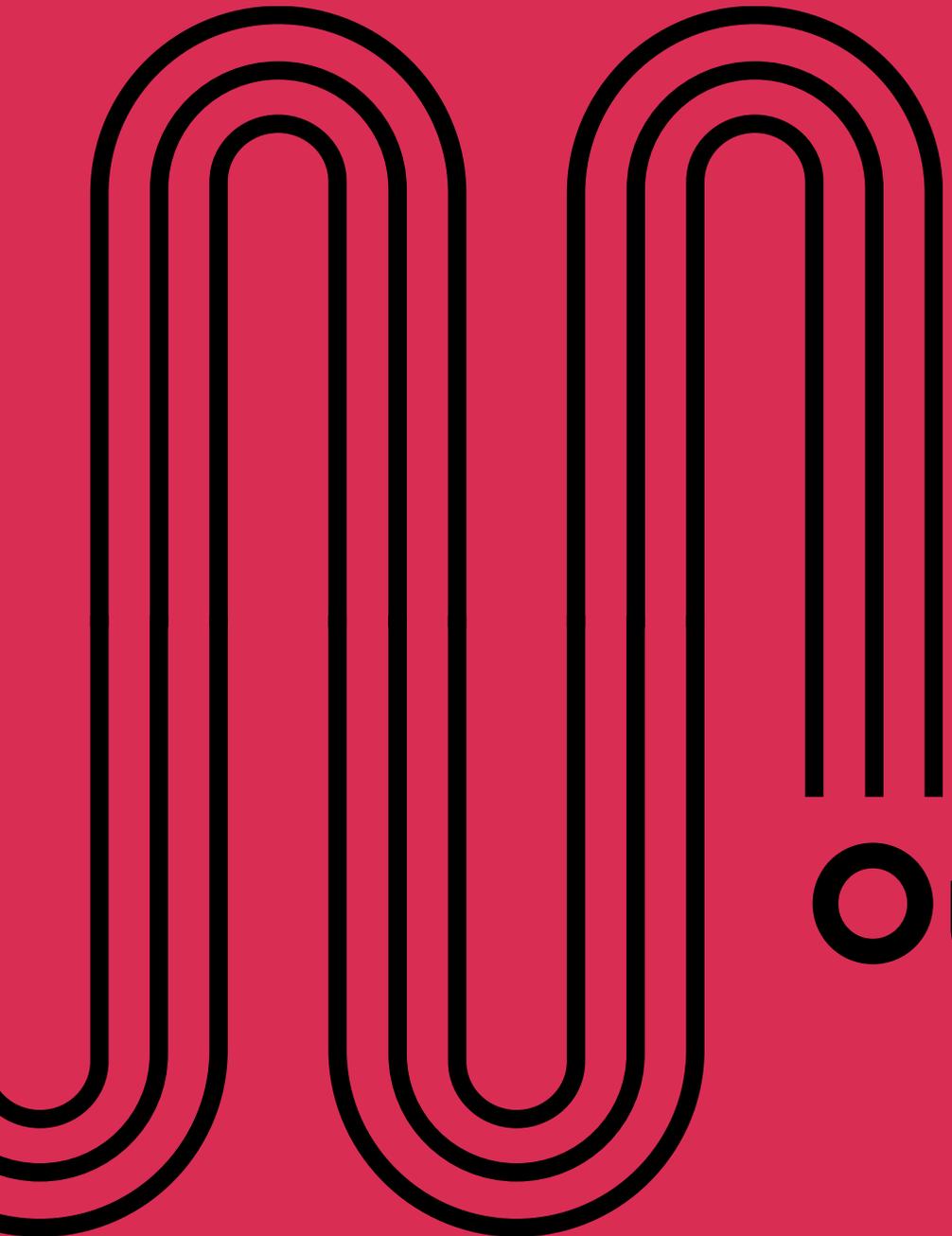
Bridge the Gap

A Brooklyn-based youth basketball program supported by the Women’s Sports Foundation

“Sports unlocks opportunities for me. They think girls can’t do things. But when I play basketball, I feel happy because it’s showing the boys that girls can do the same things and that boys should treat girls equally. Keep playing with your heart and mind.”



Every game needs more girls.



Our Impact

Our Purpose

Champions of leadership and change.

Our purpose is clear. We fulfill our mission through an integrated approach to sport access and opportunity - powered by national and community partnerships, and celebrated through national awards and events.



[ADVOCACY](#) →



[PROGRAMS](#) →



[RESEARCH](#) →



[RESOURCES](#) →



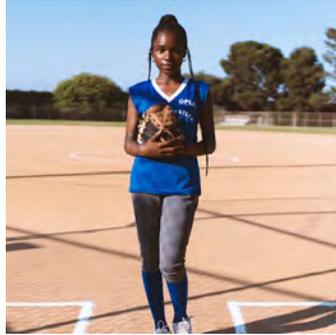
[AWARDS](#) →



[EVENTS](#) →

We advocate for equality

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



[What is Title IX →](#)



[Title IX Compliance →](#)



[Participation →](#)



[Leadership & Coaching →](#)



[LGBTQ+ →](#)



[Abuse & Harassment →](#)



[Elite Athletes →](#)



[Health →](#)

Chasing Equity and The Equity Project

Our new research, *Chasing Equity: The Triumphs, Challenges and Opportunities in Sports for Girls and Women*, paints a picture of the sports landscape for girls and women and sets the stage for our multiyear strategic vision, The Equity Project.

Chasing Equity is a compilation of key highlights benchmarking participation, policy, representation and leadership accompanied by a robust aggregate of calls to action to drive change.

Putting knowledge into immediate action, the Foundation has launched The Equity Project, a new national campaign to galvanize leaders across sectors to help drive paradigm-shifting change that transcends sports. Our vision is to inspire the nation to imagine the day when we are no longer chasing equity but living it fully.

[Read the summary report, *Chasing Equity* →](#)



We examine gaps and opportunities through our comprehensive research

We are leaders in examining the positive impact of physical activity and sport on girls and women, the gaps in access, and the prevalence of gender equality.

Explore our research documents:



[Chasing Equity: The Triumphs, Challenges and Opportunities in Sports for Girls and Women →](#)



[Coaching Through a Gender Lens →](#)



[Teen Sport in America: Why Participation Matters →](#)

1:3

One in three girls between 6-12 participate in sport on a regular basis.

(Aspen Institute, 2019)

40%

40% of teen girls are not actively participating in sport.

(WSF Teen Sport Report, 2018)

1.13mm

Boys get 1.13 million more sport opportunities than girls each year.

(National Federation of State High School Associations 2018-2019)

We serve millions of girls and women across the nation

Our programs aim to increase female athletic participation, instill the benefits of sport and ultimately, create long-lasting impact far beyond the playing field.

[GIRL SERVING PROGRAMS →](#)

[ATHLETE SERVING PROGRAMS →](#)

[COACHING & SCOUTS →](#)

[STUDENT SERVING PROGRAMS →](#)

[THE POWER OF SHE FUND →](#)



Sports now, and Sports 4 Life.

Across the country, African-American and Hispanic girls are doubly affected by gender and race, contributing to significantly lower participation rates at all levels of sport.

As a result, girls of color have more limited access to the benefits of sports participation, such as increased confidence and higher self-esteem, lower rates of obesity, as well as better grades and higher graduation rates.

To address this alarming disparity, we joined with 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. To date, our family of partners have awarded over \$1.7M in grants to 170 community partners, representing 69,000 middle and high school girls in 34 sports, and 35 states.

In 2021, the program expanded to serve girls in Indigenous communities.



Fueling women in their pursuit of greatness.

The [Travel & Training Fund](#) provides financial support to female athletes with potential to be elite who have demonstrated financial need and who would not otherwise be able to afford basic necessities like coaching, travel and equipment, to achieve even higher performance levels and rankings, without our help.

Since 1984, we have awarded grants to more than 1,500 individual athletes and teams, many of whom have gone on to capture world championship, Olympic and Paralympic medals – including figure skaters Michelle Kwan and Tarah Kayne, diver Mary Ellen Clark, track sprinter Scout Bassett, bobsledder Elana Meyers Taylor, the U.S. Women’s National Water Polo Team and U.S. Deaf Soccer Women’s National Team.



Building a pipeline of female coaches.

There is 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.

At the youth level, our breakthrough study "Coaching Through a Gender Lens: Maximizing Girls' Play and Potential," identifies coaching practices to support girls' initiation and continued participation in sports and has been used by Nike and WeCoach to develop coaching guides for girls.

At the collegiate and professional level, we introduced two funds to recruit and retain female coaches into the pipeline: The Scott Pioli & Family Fund for Women Football Coaches Scouts and The Tara VanDerveer Fund for the Advancement of Women in Coaching

[Play Fellow Spotlight](#)



Photo: Villanova Athletics

Experiences that transcend sports.

The **WSF Athlete Ambassador Program** connects professional, Olympic, amateur and collegiate female athletes with organizations around the country, both in-person and virtually. The program matches athletes who want to “pay it forward” by serving as role models to inspire, educate and relate to young girls and those who surround them.

The Athlete Ambassador Program is designed to engage young girls in a meaningful and active way, through sports activities and to educate communities through discussions about health, responsibility and leadership. The athletes who participate in the program are women who foster a love of sport and want to spread the positive impact that sport can offer to all girls.



Activating a pipeline of female talent.

The [Student-Athlete Mentoring Program](#) is an initiative designed to inspire and support collegiate female athletes as they explore potential career paths. Due to rigorous academic, training and competition schedules, student-athletes often have little time for internships and therefore lack job experience.

The program, piloted in partnership with NBC Sports Group, is aimed at helping student-athletes prepare to enter the workplace, and at providing valuable mentorship and tools that can lead to greater economic potential.

During the program cycle, student-athletes are engaged in events and webinars focused on career development, network-building, personal branding, communication and interviewing skills. Company employees are paired with each athlete, serving as one-to-one mentors, who share their professional experience, insights and advice on how to navigate the work environment.



[READ: UConn: Jacqueline Manno earns spot in mentorship program](#)

A community for coaches and leaders who empower girls.

[We Play Interactive](#) is a free, digital resource and community unlike any other, empowering coaches and leaders who empower girls. This easy-to-access, digital resource offers flexible and adaptable training and theme-based activities that coaches, leaders and mentors can use alongside their program practices, everywhere they work and play.

In addition to the learning modules, We Play hosts a vibrant library of videos featuring accomplished female athletes who serve as powerful role models for girls. We Play serves as a community for fellow leaders around the country who share each other's dedication and passion.

WSF Partners can participate in a variety of ways from sponsored activity modules to hosting community-based events on the platform, or in-person.

Training Modules. Activity Modules. Video Library. Resources. Discussions. Community.

[Activity Module 4 - Our Body, Our Power: Ashleigh Johnson](#) 

Celebrating access and opportunity

Every February, on the first Wednesday, we celebrate [National Girls & Women in Sports Day \(NGWSD\)](#). This celebration inspires girls and women to play and be active, to realize their full power. The confidence, strength and character gained through sports participation are the very tools girls and women need to become strong leaders in sports and life.

A vibrant movement celebrated annually with hundreds of local events, NGWSD honors the achievements of female athletes, coaches and leaders and continues to Lead Her Forward by acknowledging the power of sports to unlock her limitless potential.



**National
Girls & Women
in Sports Day**
Powered by WSF

Honoring women's achievements and leadership.

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.

Historically, the red carpet, awards show and Grand March of Athletes generate more than 300M 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.

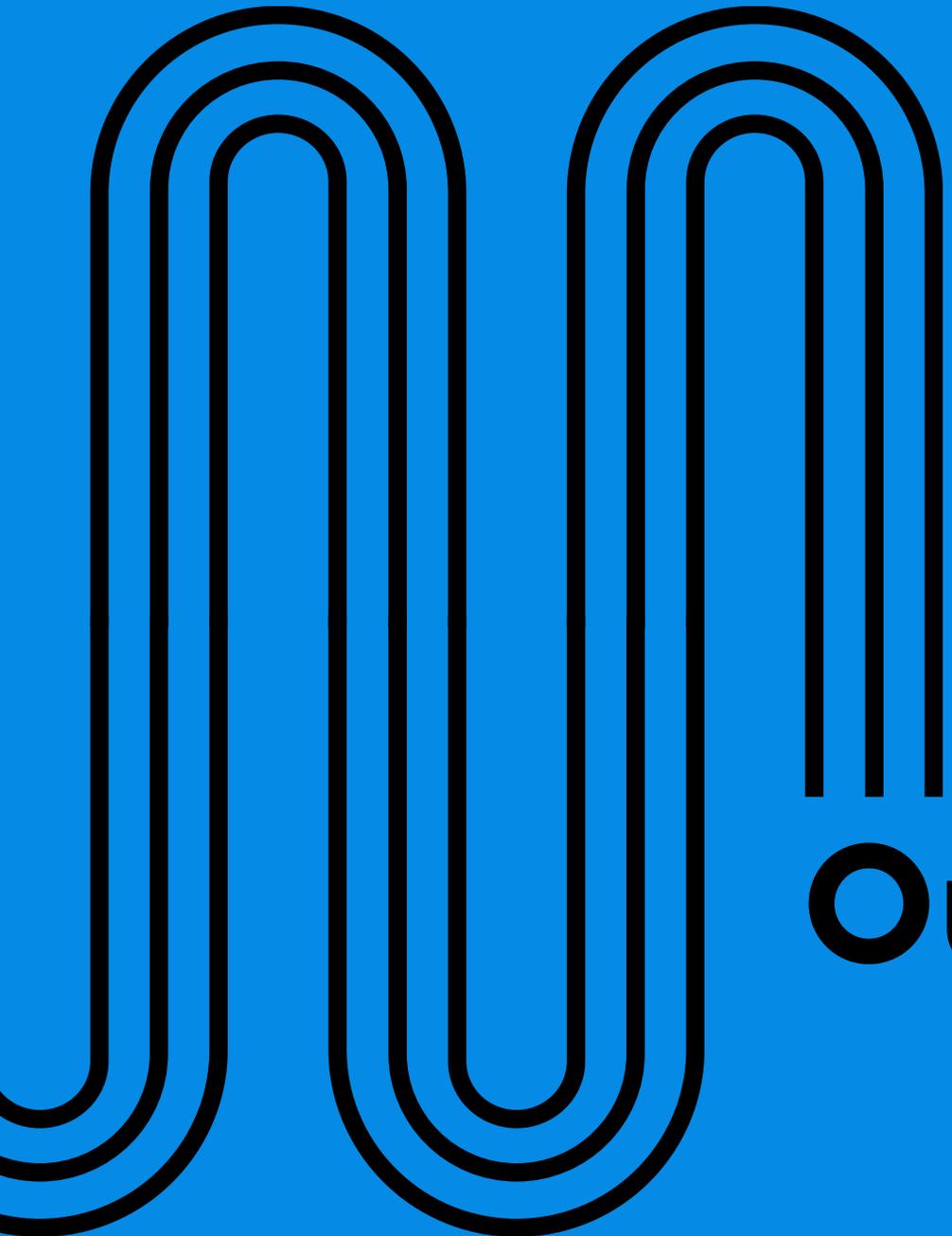


Photos: © Mike Coppola/Getty Images



[Watch 2019 Annual Salute to Women in Sports highlights](#)





Our Influence

Influencing the Influencers

yahoo!sports

#WeKeepPlaying: Women's Sports Foundation leads charge to nurture young girls amid pandemic [Read Article](#)

"We want to keep the girls exercising and playing," King said. "It helps not just physically, but mentally and emotionally, which we know many are at risk of suffering from right now."



Newsweek

LGBT Groups Object to Federal Lawsuit That Seeks to Reverse Trans-inclusive School Athletic Policies [Read Article](#)

The Women's Sports Foundation notes that "there has been a steady increase in the participation of American women at the Olympics since the passage of Title IX".

USA TODAY

Paralympian Nichols new head of Women's Sports Foundation [Read Article](#)

The Women's Sports Foundation has selected five-time Paralympian and six-time Paralympic medalist Alana Nichols as its new president.

teenVOGUE

WNBA Players Hope Collective Bargaining Agreement Paves Way for Younger Athletes [Read Article](#)

According to the Women's Sports Foundation, by age 14 many girls are dropping out of sports at twice the rate of boys. The WSF lists a variety of factors that might cause this gap, including safety, access, and stigma.





Report Finds Strides Made in Women's Sports in Past Few Years, But Inequality Remains [Read Article](#)

"Pulling together all of this data really provides extraordinary color and commentary on what's happening across the landscape of sports for girls and women," said Karen Issokson-Silver, VP of Research and Evaluation, WSF.



THE WALL STREET JOURNAL.

In 2019, Women Insisted That Sports Pay Up [Read Article](#)

“

It definitely feels like there has been a movement and that it's gaining traction, and that we're seeing more and more athletes speak up, and coaches, on a myriad of issues.

”

*Sarah Axelson,
Senior Director of Advocacy, WSF*

Sports Illustrated

In the Fight For Women's Equality, Muffet McGraw Finds Her Moment [Read Article](#)

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, the Senior Director of Research and Programs, WSF.

Los Angeles Times

Study Shows Women Athletes Still Face Barriers [Read Article](#)

"From the playing fields to board rooms, girls and women continue to live out their passion for sport," Deborah Antoine, WSF CEO. "As these accomplishments are celebrated, let's continue to examine the gaps and opportunities to ensure that all girls and all women can get in the game."



Our social media marketing resonates broadly and is amplified as our athletes reach over 100 million followers across all social channels.

Women's Sports Foundation
January 14 at 2:11 PM ·
Calling all girls!

Wheelchair racing legend Tatyana McFadden & USA Rugby star Naya Tapper are CONFIRMED for our 2021 #NGWSD Girls Festival. Check your calendars for Feb. 3 at 4 EST to join Tatyana, Naya and more in this inspiring event!
#LeadHerForward // Photos: Getty Sport



42 Likes · 32 Shares
Like Comment Share

Women's Sports Foundation
December 12, 2020 ·

Mariah Bahe, who aspires to become the first Native American to compete in the Olympics in boxing, discusses her journey with Olympic boxer Mikaela Mayer.
Great story from Olympic Channel! #KeepInspiring



OLYMPICCHANNEL.COM
Mikaela Mayer shares her journey with the star of Mariah: A Boxer's Dream

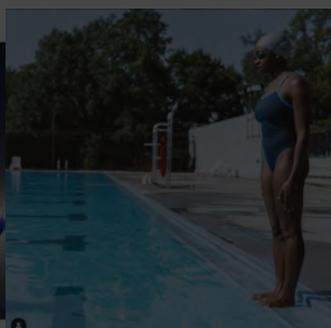
57 Likes · 1 Comment 8 Shares

Women's Sports Foundation
December 1, 2020 ·



Winning Women's Sports Foundation Fundraising Event for Women's Sports Foundation. We exist to unlock the possibilities in every girl and woman through the power of sport.
On this #GivingTuesda... Continue Reading
\$495 raised of \$5,000

1 Like · 1 Comment
Like Comment Share



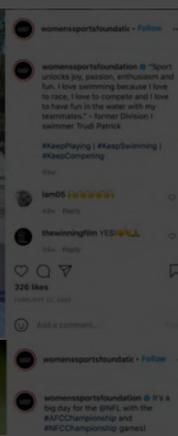
Women's Sports Foundation
December 5, 2020 ·

womensportsfoundation · Follow
"Sport unlocks joy, passion, enthusiasm and fun. I love swimming because I love to race, I love to compete and I love to have fun in the water with my teammates." - former Division I swimmer Trudi Patrick
#KeepPlaying | #KeepSwimming | #KeepCompeting



lamos (LAWSON)
thestronggirl (13)
325 Likes
Add a comment...

womensportsfoundation · Follow
It's a big day for the @NFL with the #NFLChampionship and #NFLChampionship game!



meryledavis · Follow
meryledavis



Headed by sportsportsbaby and 10,288 others
View all 61 comments
sportsportsbaby #KeepInspiring @meryledavis
meryledavis @tai_babilonia

Women's Sports Foundation
December 5, 2020 ·

"This (grant) will take a huge stressor off my plate of going into a high-stress meet of not having to worry about how I'm going to afford to get myself there."
Meet 2020 Travel & Training Fund recipient and Team USA Paralympic swimmer Sophia Herzog!



womensportsfoundation · Follow
Applications for the WSF Tara Schermer Fund for the Advancement of Women in Coaching are now OPEN.
Institutions can apply for the program, which is awarding the gender gap in coaching at the collegiate level.
More info and to apply at the link in our bio!
#KeepCoaching | #KeepPlaying



329 Likes
Add a comment...

Women's Sports Foundation
January 11 at 1:15 PM ·

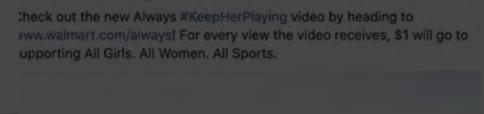
Our President Phaidra Knight spoke about WSF's goals for 2021 on the Black Girls Talk Sports podcast! Listen to her full interview at the link below.
👉 : <https://bit.ly/39qjEiv>



36 Likes · 1 Comment 2 Shares
Like Comment Share
NaCretia Alexander
2w

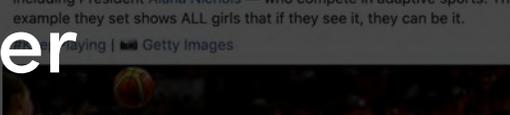
Women's Sports Foundation
January 21 at 12:52 PM ·

We are so excited to partner with Always and Walmart, who have donated \$250,000 to WSF because staying in sports helps keep girls confident and realize the lifelong benefits of participation.
Check out the new Always #KeepHerPlaying video by heading to www.walmart.com/always! For every view the video receives, \$1 will go to supporting All Girls. All Women. All Sports.



Women's Sports Foundation
December 3, 2020 ·

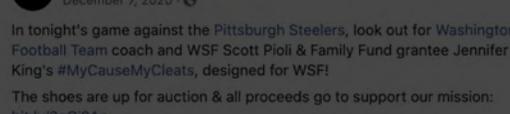
Happy Day of Persons with Disabilities!
We are so grateful for our community of #WSFAmbassador athletes — including President Alana Nichols — who compete in adaptive sports. The example they set shows ALL girls that if they see it, they can be it.

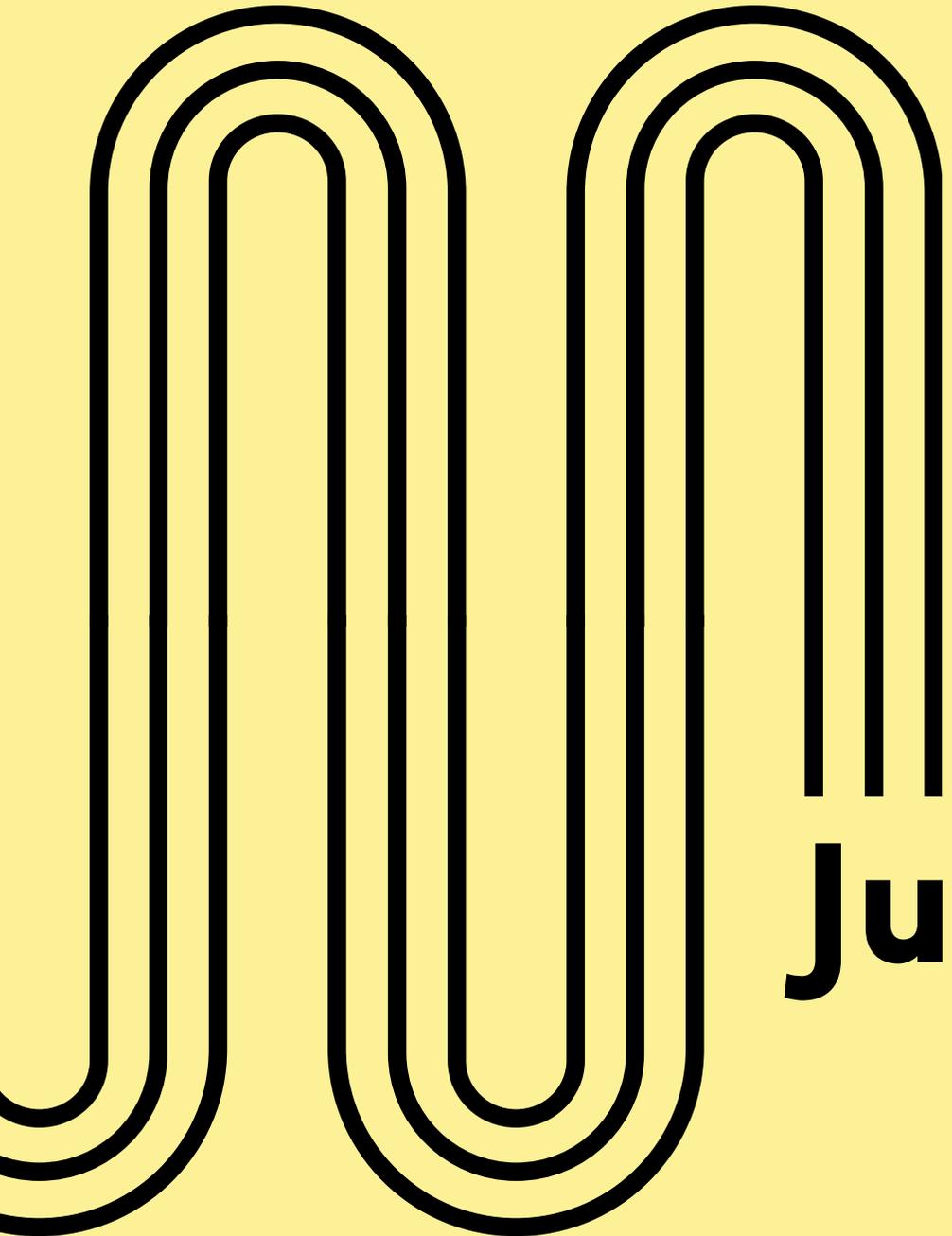


395 Likes
Add a comment...

Women's Sports Foundation
December 7, 2020 ·

In tonight's game against the Pittsburgh Steelers, look out for Washington Football Team coach and WSF Scott Pioli & Family Fund grantee Jennifer King's #MyCauseMyCleats, designed for WSF!
The shoes are up for auction & all proceeds go to support our mission: bit.ly/3oCi0Ap
More about Jennifer, from our Annual Salute to Women in Sports





Jump In

Our Partners

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



Aspen Institute Project Play
Athlete Ally
Boys & Girls Clubs of America
First Book
Girl Scouts
Girls Inc.
Girls on the Run
Getty Images
Laureus Sport for Good Foundation

LGPA
National Women's Law Center
NCAA
Nike
Office for Civil Rights
Office of Women's Health
Uber
United Nations
USOPC

Up2Us
Volkswagen of America
WNBA and Jr. NBA
WeCoach
WTA

And many more...
[View our national partners,
corporate supporters,
and foundation funders →](#)

Jump In



Donate



Partner



Get Involved



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Info@WomensSportsFoundation.org

Impact Report: WomensSportsFoundation.org/ImpactReport



#KeepPlaying