



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



*You might be surprised to learn that I am a middle school softball dropout.*

I was part of the sport drop-out statistics we see with many adolescent girls. But it's precisely that experience that woke me up. I went on to build a foundation of learning and growth, thanks to sports. From playing on my university's intramural field to leading in corporate, professional league, and collegiate conference offices, it all led me to my role as CEO of the Women's Sports Foundation (WSF).

Since joining WSF, it has become even more clear to me how vital it is for all girls and women to have access to the transformative power of sport. Statistics show that 94% of women in the C-suite played sports, with 52% having played at the collegiate level. Even if girls do not go on to become elite athletes, participating in sports opens many doors and helps them learn the key skills needed to reach their full potential in life.

The pipeline and access for girls and women to play is critical to the entire ecosystem of women's sports, and for our society. While many celebrated the 50th anniversary of Title IX last year, we know from our wealth of WSF research that there is much more progress to be made. It is imperative for everyone – especially younger generations – to understand their rights to equal access and opportunity, to be vigilant in ensuring those rights are upheld, and to not take them for granted.

That is my why, and it is also the urgency that drives our mission and our work.

WSF does not do this alone. We are grateful to all our many donors, partners, athletes, Trustees, and leaders who join and support us. This Impact Report is for you.

Yours in sport,

Danette Leighton, CEO

# Welcome. “Why,” My

*“We did not come this far to only come this far.”*

You might think the biggest moment in my hockey career was on the ice, captaining Team USA to a gold medal in 2018, after coming close in 2014 and 2010. Instead, it was during negotiations in a boardroom when I made that remark while advocating for equitable support and treatment for girls and women in hockey.

Equity: a small word with an enormous impact, that goes with access and opportunity. As a benefactor of Title IX, I know firsthand – from my childhood playing on my hometown rinks, through college and 14 years at the highest levels of professional hockey – access, inclusion, opportunity, and equity matter.

The life-long benefits that come with sports are worth more than a medal: health, skill development, team building, confidence, leadership, resilience – these are foundations for life. I want every girl and woman to have equal opportunity to unlock the possibilities in their lives that sports participation can help them uncover.

That is my why.

The WSF mission runs deep in me; its legacy of work and impact helped pave the way for me and so many. And, like an athlete, WSF continues to keep pushing and striving to win its gold medal: true equity in sport. I am proud to serve as its President and am grateful to all who join us in this fight for equity.

All girls. All women. All sports.

Meghan Duggan, President

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Buda Mendes, Getty Images

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## Mission

The Women's Sports Foundation exists to enable girls and women to reach their potential in sport and life.

Founded by Billie Jean King in 1974, we strengthen and expand participation and leadership opportunities through our research, advocacy, community programming, and a wide variety of collaborative partnerships. From our inception to Title IX's 50th anniversary in 2022, WSF has invested over **\$100 million** in these impact efforts, helping to 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 the lifelong benefits of sport participation. **All girls. All women. All sports®**



## Pillars of Impact

### Advocacy in Action

We fight for policy changes around issues such as protection of Title IX, equal pay, increased media coverage and investment in women's sports, the importance of the pipeline for all girls and women to have access to play and lead, and the rights of underserved communities like BIPOC, athletes with disabilities, LGBTQ+ , and more. We work to advance equity, inclusion, safety, and access.

### Research to Practice

Everything we do is backed by evidence-based research. We examine factors that influence sport access and opportunity, applying findings to our advocacy and programmatic work, and supporting the broader sport ecosystem. We focus on the entire girls' and women's sports pipeline – from youth sport development through high school, collegiate, and elite levels of play – with a focus on illuminating the most marginalized.

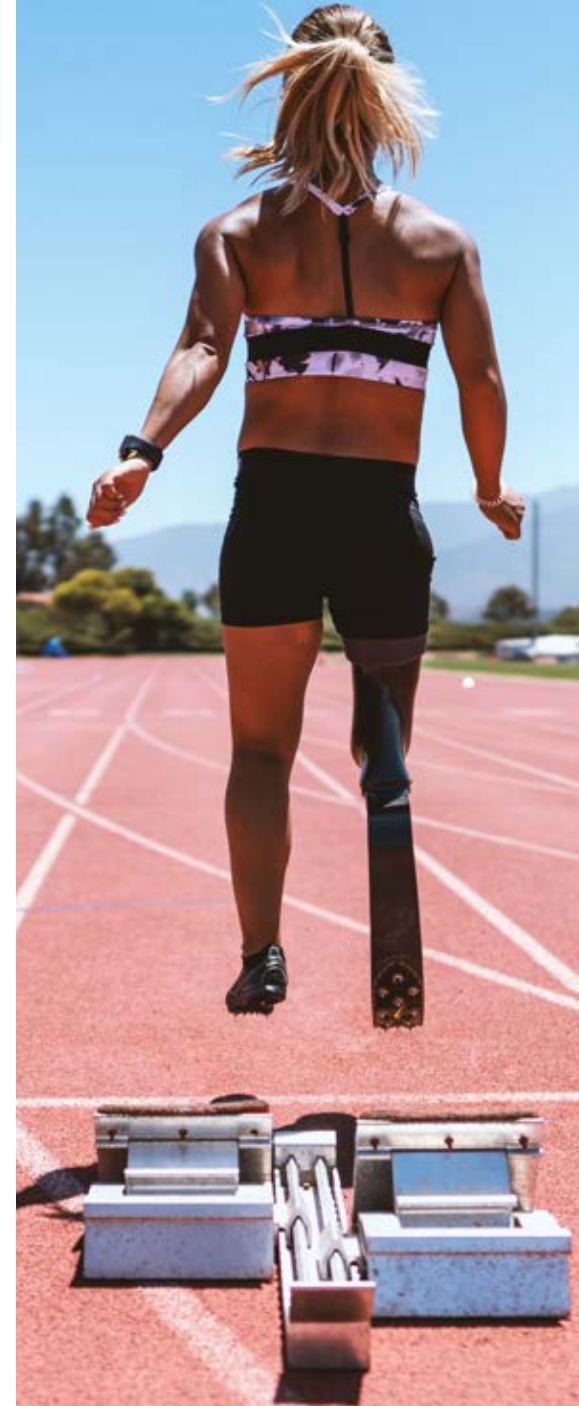
### Community Impact

To ensure that the girls' and women's sports pipeline is healthy and always growing, we provide grants to organizations in under-resourced communities that get and keep girls in the game; elite athletes, including mom athletes, who need funding to continue their training and travel to competitions at the highest levels of sport; and fellowship and mentorship programs to inspire a new generation of women coaches, scouts, and leaders.

### Collaborative Partnerships

We partner with renowned national brands, powerhouse media entities, corporate supporters, passionate athletes and more, to shine a spotlight on the power and potential of girls and women in sports. Our collaborative partnerships educate, engage, excite, and inspire.

Scout Bassett, Track & Field, WSF Trustee



## Did You Know?

Did you know that **94%** of women in the C-suite are former athletes, with **52%** of them having played at the collegiate level<sup>1</sup>. Sport participation opens many doors and results in healthier and more enriched lives. It is critical that the sport ecosystem for girls and women be truly equitable – so the leaders of tomorrow have an equal chance to grow, lead, and thrive without barriers.

This vital need propels our mission and fuels our work to reach true equity on and off the field of play.

<sup>1</sup>Why a Female Athlete Should be Your Next Leader, Ernst & Young/espnW, 2015

Girls' participation in high school sports is nearly **12x** higher than it was in **1972**, yet girls today still have **LESS** participation opportunities to play sports than boys did 50 years ago. *(Source: WSF's 50 Years of Title IX: We're Not Done Yet, 2022)*

Since Title IX's passage, women in head coaching positions at the collegiate level have drastically declined from **90%** to **41%**. *(Source: NCAA Sports Sponsorship and Participation Report, 1971-72 and 2020-21)*

Many colleges and universities are likely out of compliance with Title IX with **86%** not offering athletic opportunities to women athletes proportional to their enrollment. *(U.S. Department of Education, 2019)*

At the collegiate level, only **47%** of student-athletes participating in women's sports felt mental health was a priority to their athletics department. *(Source: NCAA Student-Athlete Well-being Study, 2022)*

In **2019**, the coverage of women's sports on televised news and highlight shows was only **5.4%** of all airtime, a negligible change from the **5%** observed in **1989** and **5.1%** in **1993**. *(Source: One and Done: The Long Eclipse of Women's Televised Sports, 1989–2019, 2021)*

Women and girls receive **less than 2%** of charitable donations. *(The Women and Girls Index, 2022)*

**Our work is not done yet as girls and women continue chasing equity. That is our WHY.**

## Our Reach

### Sports 4 Life

Since inception, we have funded

**202**

organizations across

**37**

states, Washington, D.C., and the U.S. Virgin Islands, providing

**\$2M**

in grants to

**75,000**

girls participating in over

**40**

sports.

### Travel & Training Fund

Since inception, we have awarded over

**\$2.5M**

in grants to over

**1,500**

athletes and teams.



Jean Folger

Evy Leibfarth, Canoeing, WSF Travel & Training grant recipient

### Athlete Ambassador Program

Since inception, we have held close to

**60**

events across the country, connecting over

**75**

elite and collegiate athletes with over

**26,000**

girls.



Courtesy of Girls on the Run, Northwest Indiana

### Power of She Fund

From 2020-2022, we have funded over

**\$1.1M**

in

**132**

grants, helping overcome barriers for close to

**50,000**

girls and women.

### Student-Athlete Mentoring

Launched in the fall of 2019, we have helped

**72**

NCAA student-athletes in

**19**

sports, across

**29**

universities to translate the valuable skills acquired through sport into successful careers off the field of play.



2022-23 Mentors and Mentees

### Grassroots Advocacy

Throughout 2022, in commemoration of the 50th anniversary of Title IX, WSF engaged with

**3,450**

constituents through our free Virtual Town Hall series, featuring leaders, advocates, and athletes, discussing the progress and promise of Title IX. Topics included youth participation, pay equity, leadership, public policy, LGBTQ+, disability, and media.

Approximately

**2,600**

fellow advocates have taken The Equity Project® Pledge.



WSF NGWSD 2023, Howard University

### National Girls & Women in Sports Day®

Annually, WSF powers this national day that spurs

**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 four grant periods, we have awarded close to

**\$850,000**

in

**49**

grants to support

**46**

coaches and scouts in

**12**

sports.



Mike Rasay/isiphotos.com

Tara VanDerveer, Fellow Viviana Vasquez, Mentor Coach Sarah Hopkins

WSF Athletes & Trustees: Courtney Gano, Anna Johannes, Gaby Vincent, Meghan Duggan, Sophia Herzog-Gibb, Muffet McGraw, Kimora Williams, Angel McCoughtry



Vice President Kamala Harris at WSF 50th Anniversary of Title IX, American University

# Our Impact

## ADVOCACY

### Empowering Equity for Girls and Women

WSF’s public policy work is critical to advancing bipartisan bills that are vital to the success of women’s sports at all levels of competition. The Equal Pay for Team USA Act, which became law on January 5, 2023, will ensure that all athletes who represent the U.S. in global competitions such as the FIFA World Cup, Olympics and Paralympics, receive equal pay and benefits regardless of gender. WSF’s behind-the-scenes work helped foster a critical connection between leaders in the House and Senate, which ultimately brought the legislation to the floor for a vote and to President Biden’s desk

for his signature. WSF also worked with lawmakers to reintroduce the Women in NCAA Sports Act, which, if passed into law, will help promote fairness and equity between men’s and women’s athletic programs at the collegiate level.

WSF’s leadership and women’s sports policy expertise have proven to be an invaluable asset to lawmakers and their staff who increasingly seek to prioritize improving women’s sports at all levels of play.



Bryn Lennon/Getty Images

## RESEARCH

### “50 Years of Title IX: We’re Not Done Yet”

In 2022, the nation commemorated the 50th anniversary of Title IX – the landmark law that changed the landscape of women’s sports forever. Though great progress has been made, the law’s full promise remains unfulfilled. To draw attention to this issue, WSF published “50 Years of Title IX: We’re Not Done Yet,” a research report which illuminates the challenges and barriers that girls and women

in sport still face – 50 years later. It revealed that although girls’ participation in sports is nearly 12 times higher than it was at the time of the law’s passage in 1972, girls still have far fewer sports opportunities than boys had 50 years ago. The gap is widest among girls and women of color, LGBTQ+ youth, and those with disabilities. The eye-opening findings fueled our advocacy, which focused on

urging everyone – especially younger generations – to understand their rights to equal access and opportunity, to be vigilant in ensuring those rights are upheld, and to not take them for granted. It is our goal to accelerate the pace of change for the next 50 years.

*“I have been a proud, passionate ambassador of the Foundation for over two decades because of the vast and impactful work it has done to equal the playing field for girls and women in sport and beyond.”*

**Phaidra Knight,**  
World and USA Rugby Hall  
of Famer and current mixed  
martial artist, WSF Captain,  
Trustee and Past President

## COMMUNITY IMPACT

### Sports 4 Life

Sports 4 Life is a national initiative, co-founded in 2014 with espnW and is now also supported by Gatorade. It seeks to increase the participation and retention of Black, African American, Hispanic, and Native American girls, ages 11-18, in developmental youth sports programs.

“I probably won’t be here next week,” is what Mariah said when she arrived at Camp Lucy, a learn-to-row camp for girls, inclusive of non-binary, trans, and gender non-conforming youth, which uses rowing as a way to learn social-emotional and life skills. This program is run by our Sports 4 Life community partner, George Pocock Rowing Foundation of Seattle WA, a non-profit organization that helps marginalized youth access and experience the life-changing sport of rowing.

Mariah had been signed up with her younger sister, and she was not happy. She balked at the activities and grumbled through the days, but she did come back for the second week, and little by little, she started to have fun on land and in the boat. She challenged herself on the water and began to lead and encourage the other girls. Slowly, she even confided in her coaches about the difficulties in her life. By the end of Camp Lucy, her scoffs had turned into smiles and as she said goodbye to her coaches, she said, “See you next year!”



George Pocock  
Rowing Foundation

@indseywvasson



Every single year WSF grant programs help reach thousands of girls like Mariah throughout the country, from New York to Atlanta to Salt Lake City and beyond. Each has her own reason to find the courage and motivation to #KeepPlaying.

ATHLETE ADVANCEMENT  
**Travel & Training Fund**

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

Hannah Halvorsen, a WSF Travel & Training Fund grant recipient, is a cross country skier who made her Olympic debut in the Beijing Games. Based in Anchorage, Alaska, Hannah was on track to compete in the 2022 Olympic Games until November 2019, when she was hit by a car. She remained dedicated to her dream of competing, and after months of recovering from surgery and relearning to walk, she made the Olympic team!

“The Travel & Training grant supported me during a key time in my journey to the Olympics. My development to the top took time and was slowed down by a big obstacle. The Women’s Sports Foundation stepped in during a critical period of racing World Cups that qualified me for the Olympic Games. I will never forget how they stood by my side during this time. Thank you WSF! I would not be where I am today without you.” WSF funded 65 athletes in 2021 and 2022 – 20 of them qualified for either the Tokyo Games, Beijing Games or both, and brought home one Olympic and two Paralympic medals.

LEADERSHIP DEVELOPMENT  
**Coaching Grants**

WSF research has shown that since Title IX’s passage, there has been a drastic decline in women in collegiate coaching, dropping from 90% of all head coaches for women’s college teams in 1971 to only 41% of head coaching positions in women’s NCAA sports in 2021. WSF started the Tara VanDerveer Fund and the Scott Pioli & Family Fund to pave a path for women pursuing coaching and scouting as a career. Mickey Grace, UConn Football Defensive Analyst shared that, “[The Pioli & Family Fund] provided me with the equity as a single mom to not have to sacrifice myself, my goals and dreams to give my daughter a foundation.” Through these grants, WSF provides new opportunities for women coaches that they may not have had access to otherwise. As Kristen Bourne, Cross Country D-Team Coach, U.S. Ski and Snowboard, states, “[The Tara VanDerveer Fund] is one of the most critical pieces that has turned my career into what it is now.”

Mickey Grace,  
Football, Scott Pioli &  
Family Fund recipient  
and her daughter



Hannah Halvorsen, Cross  
Country Skiing, WSF Travel  
& Training grant recipient

Al Bello/Getty Images



*“I am passionate about working with the Women’s Sports Foundation because it exactly aligns with my personal mission; to provide girls and women the opportunity to experience the many benefits playing sports has to offer. Community being one of the most important – we need each other!”*

**Alana Nichols,**  
6x Paralympic Medalist  
WSF Captain and Past  
President

*“The WSF Tara VanDerveer Grant gave me the necessary financial backing to dive deep into my greatest passion and to make a career out of something I never imagined possible.”*

**Fiona Walsh,**  
Assistant Coach  
Women’s Soccer,  
Trinity College



Fiona Walsh, Soccer,  
WSF VanDerveer Fellow

Clark Athletics

### Annual Salute to Women in Sports®

Hailed as the *biggest night in women's sports*, the Annual Salute to Women in Sports celebrates the extraordinary achievements of athletes and leaders – and the girls they inspire. The Salute 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 and opportunities to sport for all girls and women. Historically, the red carpet, awards show, and star-studded athlete attendees attract Fortune 500 leaders, sports leagues and teams, national governing bodies, philanthropies and media to New York City to be 'in the room where it happens' – generating more than 300 million media impressions annually. The generous donors and partners who join us for the Annual Salute get a first-hand look at the impact of their support as we recognize women athletes who serve as role models for the next generation.



### 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. For 37 years, we have honored this special day by holding interactive meetings with Senate and House offices and briefings on Capitol Hill to discuss ways Congress can help advance gender equity in sports. Beyond the halls of Congress, we also host a girls' event with WSF Athlete Ambassadors, inviting girls from our community partner organizations to participate, while inspiring 300+ other grassroots events and activities throughout the country to join us in marking this important day.



### WSF Athlete Ambassador Program

The WSF Athlete Ambassador Program, in partnership with Delta Air Lines, connects professional, Olympic, Paralympic, collegiate women athletes, and business leaders with youth organizations across the country. These impactful community events inspire girls to keep playing through unique, 'behind-the-scenes' panel conversations with elite athletes and industry role models, and sports clinics that expose them to new skills that get them active and engaged.



### Athlete Leadership Connection®

Committed to providing women athletes with the skills and exposure needed to transition to successful careers after competition, WSF created the Athlete Leadership Connection. This annual event centers around a full-day leadership training curriculum, providing athlete attendees with skills and resources needed as they shift from competitive sport to professional careers. Held with the support of our National Partners, this powerful day cultivates, impacts, and inspires the next generation of women athletes as leaders both on and off the playing field.



## In the News

### FAST COMPANY

**The Monarch Collective unveils \$100 million fund to bring equity to women's sports**

Danette Leighton, CEO of the Women's Sports Foundation, has noticed a "growing groundswell of investment" in women's sports that she hopes will "pave a path to progress for more sponsorship dollars, media coverage, and pay equity, for women both on and off the field of play—in the front office, the boardroom, and beyond."



**College sports' racial, gender hiring practices getting worse instead of improving**

"Leadership positions on and off the field of play should reflect the vast diversity of our country and those playing the game." Danette Leighton, WSF CEO

### Forbes

**By Investing In Girls' Sports Today, Businesses Help Create The Leaders Of Tomorrow**

Girls and women have had more opportunities to participate in sports since the passage of Title IX in 1972, but more progress is needed....In fact, according to the Women's Sports Foundation, every year boys get 1.13 million more opportunities to play sports than girls. This discrepancy should trouble business leaders.

### INSIDER

**Dawn Staley says earning Billie Jean King's leadership award is one of the biggest achievements of her career**

She's collected countless individual awards as a superstar college and WNBA player and as a generation-defining college coach, but on Wednesday, the 52-year-old received "one of the biggest" honors of her illustrious career: the Women's Sports Foundation's Billie Jean King Leadership Award.



**National Girls & Women in Sports Day celebrated**

The Women's Sports Foundation today in D.C. is taking part in congressional meetings and holding a briefing to discuss the connection between well-being and sport participation for girls and women, and policy items needed to advance gender equity in sports.

### Chicago Tribune

**Title IX at 50: Women have come a long way in sports — but there's still a glaring need for progress**

Women make up nearly 60% of the enrollment in colleges, but receive just 44% of scholarships and other opportunities, according to the Women's Sports Foundation.

### ©CBS NEWS

**Serena Williams says "it takes time" to address gender pay equality in the sports world**

Steps toward gender equality in salaries across sports has made "great strides over the last few decades," Sarah Axelson, the Women's Sports Foundation vice president of advocacy, told CBS News on Friday. "But there's still plenty of room for progress."

Our Team

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**Olga Harvey**, Chief Strategy & Impact Officer  
**Digant Bahl**, Chief Financial Officer  
**Jean Tatge**, Chief Development Officer  
**Sarah Axelson**, Vice President, Advocacy  
**Patricia Bifulco**, Vice President, Communications  
**Karen Issokson-Silver**, Vice President, Research & Education  
**Erin Pellegrino**, Vice President, Community Impact  
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**Dr. Don Sabo**, Sport and Health Policy Advisor  
**Dr. Marjorie Snyder**, Senior Research Advisor  
**Chris Voelz**, Steward/Ambassador



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**Joan Haffenreffer**, Committee Co-Chair – Development  
**Muffet McGraw**, Committee Chair – Advocacy  
**Scott Pioli**, Secretary Treasurer; Committee Chair – Finance & Legal  
**Jim Wilkinson**, Committee Co-Chair – Development

Trustees

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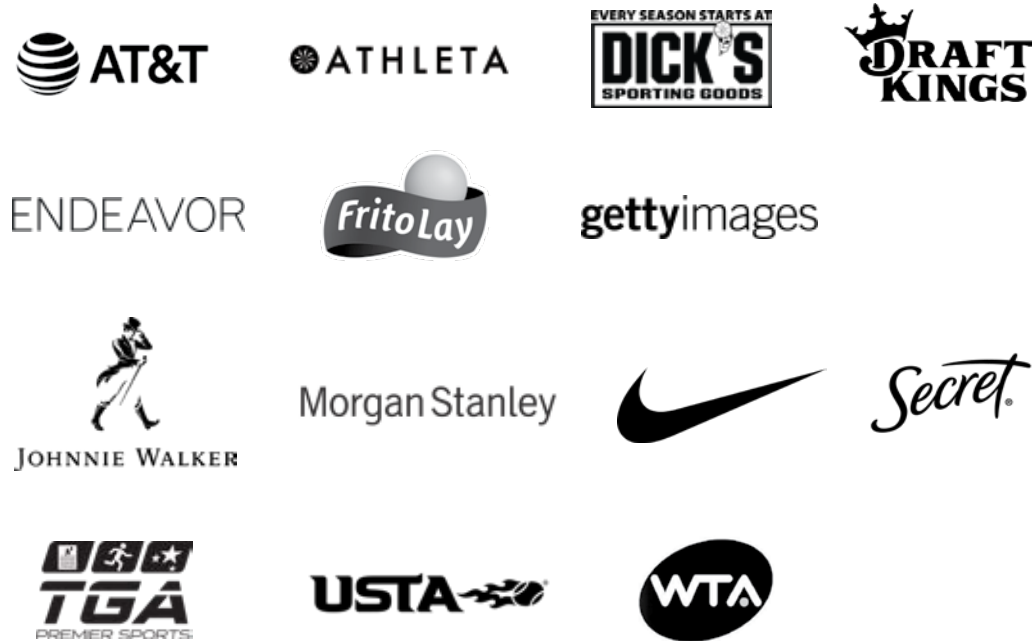
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Corporate Partners



Courtesy of Challenged Athletes Foundation



# We're Thankful for Our Donors

**Dr. Cecile Reynaud**  
**Vice President of Volleyball**  
**Operations, Pro Volleyball**  
**Federation**



Decorated collegiate volleyball coach and educator, accomplished author, and resilient advocate for equity coaching, **Dr. Cecile Reynaud** has been a longtime friend of Women's Sports Foundation. Dr. Reynaud made her first gift to the Foundation in 1992. "At the time, WSF was the only organization incorporating groundbreaking research into their advocacy and community programming."

As a member of the Champions Legacy Circle, she has joined a community of donors committed to supporting the Foundation through legacy giving, counting WSF among her philanthropic priorities. Dr. Reynaud believes, "the most pressing issue for women in sport today is the continued fight for equality in funding, coverage and access to quality services at all levels." Adding about her continued support of WSF, "it is the leading organization working to move the needle on these issues. It supports women as athletes, as coaches, as officials and as administrators."

**Caris LeVert**  
**Shooting Guard, Cleveland**  
**Cavaliers**



It's not every day that a major male sports figure donates to the Women's Sports Foundation. So, we were surprised and delighted when, at the end of 2022, we received a generous gift from **Caris LeVert** of the NBA's Cleveland Cavaliers. LeVert made the donation in memory of his late father Darryl who not only encouraged his son's passion for basketball but also shared with him an enthusiasm for women's basketball.

LeVert, who launched his career in 2016 with the Brooklyn Nets, was also inspired by his aunt, Karen, a successful tech entrepreneur who captained her Division I basketball team at Eastern Michigan University. Says LeVert of his support of women's sports, "my life has certainly been enhanced and enriched through sports, and I stand with the Women's Sports Foundation in their quest for equal opportunity for girls and young women to reach their full potential in life."

**Lillian "Lila" Rosenthal**  
**Middle School Student and Soccer**  
**Player**



An attack center midfielder who just completed 7th grade, **Lila Rosenthal** is one of WSF's youngest supporters. Inspired by her mom, Lila found her passion in soccer. While she participates in several other sports, including cross country, basketball, and lacrosse, she finds the connection amongst her teammates and quick decision-making skills required for soccer unmatched. Lila's love of the game and her team is reflected both on and off the pitch. She can often be found leading her teammates through a series of stretches and is willing to support her squad by switching to a new position, if necessary.

When planning her bat mitzvah social action project, Lila came across the Women's Sports Foundation. "I love organizations that support girls and women in sports. Everyone should have the opportunity to play, be a part of the team, and make new friends." Lila asked close friends and family to celebrate her bat mitzvah by making gifts to support WSF's work and "provide other girls the same opportunities I've had."

We are grateful to the following individuals and institutions who supported our work between January 2022 and June 2023.

**\$500,000 and above**  
TIAA

**\$100,000-\$499,999**

The 1111 Foundation  
Advancing Girls Fund, a fund of Tides Foundation  
Anheuser-Busch  
Athleta  
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ESPN  
Frito-Lay North America, Inc.  
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**\$50,000-\$99,999**

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Citi  
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Launny Steffens  
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Tampa Bay Buccaneers  
The Gatorade Company  
Clara Wu Tsai and Joe Tsai

**\$25,000-\$49,999**

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Atria Senior Living  
AT&T  
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Bloomberg Philanthropies  
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Ethicon  
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National Hockey League  
Pac-12 Conference  
Premier Hockey Federation  
PSK Collective  
Mindy and Jesse Rogers  
Simple Generosity  
Jonathan Soros  
Tara VanDerveer  
Women's Sports Network LLC  
World Surf League  
WWE  
Yale University

**\$10,000-\$24,999**

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We are also grateful to our many anonymous donors.

Champions Legacy Circle

*WSF’s Champions Legacy Circle consists of individuals who have designated the Women’s Sports Foundation as a beneficiary in their will, trust, or estate plans or via a charitable remainder trust.*

*The individuals listed below have given us permission to list their names as members of this vital group of donors. We are grateful to them for helping to ensure that future generations of girls will get a chance to discover their inner athlete and use sport as a springboard in life.*

Karen Ansis  
Eva Auchincloss  
Cyndi Blaschak  
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Margaret Chase  
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Andra Christine Douglas  
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Ted Meekma and Heather Dunhill  
Kim Messner and Terri Treese  
Darla Moldenhauer  
Carole L Mushier and Arden Peck (deceased)  
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Chris Voelz and Fran Nocella  
Madeline and Lawrence Weinstein  
Charlotte West  
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*For information about planned giving and joining the Champions Legacy Circle, please contact Jean Tatge, Chief Development Officer, 646.813.7238  
JTatge@WomensSportsFoundation.org*



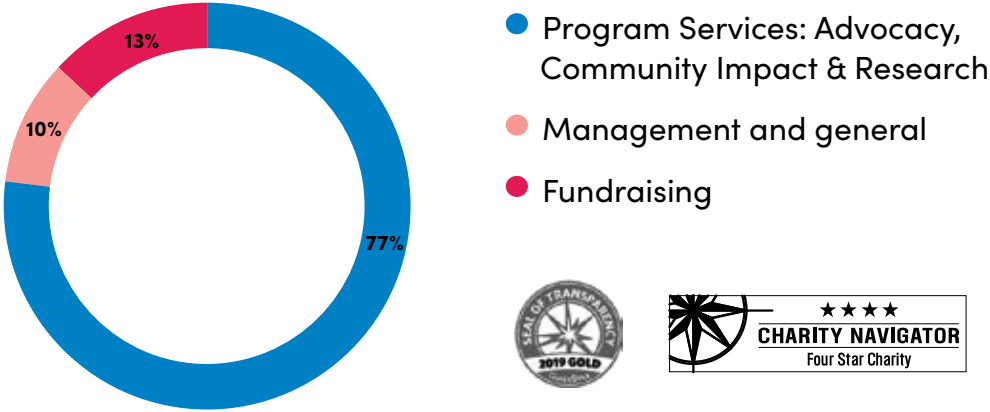
Financials

Per IRS 990

REVENUES	FY2022	FY2021	FY2020
Individual contributions	\$1,254,078	\$734,638	\$801,138
Corporate contributions	4,474,386	3,001,293	2,993,566
Foundation contributions and grants	692,484	476,430	462,648
Government funding	227,542	672,628	
Special events, net	1,709,608	1,061,864	1,002,417
Investment income (loss), net	118,364	215,730	308,237
Others	41,198	1,895	5,370
<b>TOTAL REVENUES</b>	<b>\$8,517,660<sup>3</sup></b>	<b>\$6,164,478<sup>2</sup></b>	<b>\$5,573,376<sup>1</sup></b>
EXPENSES			
Program Services			
Advocacy	1,324,131	885,313	885,258
Community impact	3,198,087	3,717,000	2,398,373
Research	562,079	407,159	466,159
<i>Total program services</i>	<i>5,084,297</i>	<i>5,009,472</i>	<i>3,749,790</i>
Management and general	643,780	643,181	478,476
Fundraising	887,105	830,347	576,058
<i>Total supporting services</i>	<i>1,530,885</i>	<i>1,473,528</i>	<i>1,054,534</i>
<b>TOTAL EXPENSES</b>	<b>\$6,615,182</b>	<b>\$6,483,000</b>	<b>\$4,804,324</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$1,902,478</b>	<b>(\$318,522)</b>	<b>\$769,052</b>
Net Assets, Beginning of Year	6,116,621	6,296,872	5,693,948
Net unrealized gains (losses) on investments	(410,519)	138,271	(166,128)
<b>NET ASSETS, END OF YEAR</b>	<b>\$7,608,580</b>	<b>\$6,116,621</b>	<b>\$6,296,872</b>

(1) \$2.6MM of the total revenue raised in 2020 is designated for future years.  
(2) In 2021, WSF utilized \$2MM of the revenue raised in previous years to support programmatic activities. In addition, \$1.5MM of the total revenue raised in 2021 is designated for future years.  
(3) In 2022, WSF utilized \$2.2MM of the revenue raised in previous years to support programmatic activities. In addition, \$3.9MM of the total revenue raised in 2022 is designated for future years.

FY2022 - FUNCTIONAL EXPENSE ALLOCATION



WSF is an accredited charity of the BBB Wise Giving Alliance.



## Ways to Make a Difference

### Advocate.

Sign up for The Equity Project newsletter and watch for our “Take Action Tuesday” postings on social media. Make your voice heard by signing a letter or petition. Ask your local news outlet to increase coverage of girls’ and women’s sports.

### Apply for a Grant.

From our Sports 4 Life grants for community organizations keeping girls in the game and Travel & Training Fund grants for athletes, to our Tara VanDerveer and Scott Pioli & Family Funds aimed at aspiring coaches and scouts, you can check out a range of grant programs on our website.

### 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!

### Become a Corporate Sponsor.

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

### Fundraise with Us.

Celebrate a milestone by giving back. Set up a social media fundraiser, urge friends to support #WSFGivingDay, or sign up to run the TCS New York City Marathon with #TeamWSF.

### Influence Public Policy.

Call your legislator and urge them to keep Title IX strong, and support safe, inclusive, and equitable access to sports opportunities.

### Improve Your Coaching and Leadership Skills.

Use our free, easy-to-access digital platform We Play Interactive™ to inspire girls to get active and discover the joy that comes from physical activity and sport. Go to [www.WePlayInteractive.org](http://www.WePlayInteractive.org)

### Volunteer.

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

### Donate.

Whether making a gift of cash or stock, or donating through an IRA retirement plan, Donor Advised Fund, or a matching gift through an employer — all gifts help to provide opportunities for all girls and women to play sports.

### Join Our Champions Legacy Circle.

Support our fight for equity well into the future by naming WSF in your will, living trust, retirement plan, or other estate plan. If you don’t have a will, use our free tool by visiting [FreeWill.com/WSF](http://FreeWill.com/WSF)

**Visit:** [WomensSportsFoundation.org](http://WomensSportsFoundation.org)

**Email:** [GetInvolved@WomensSportsFoundation.org](mailto:GetInvolved@WomensSportsFoundation.org)

**Call:** 800.227.3988

# #KeepPlaying



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Keep being inspired

