

WOMEN'S
SPORTS
FOUNDATION

#5 Women's Sport Foundation

Founded in 1974 in the US
Organisation

<https://www.womenssportsfoundation.org/>

Synthesis of the case study

The Women's Sports Foundation was established in 1974 to advance the lives of women and girls through sports and physical activity. Our mission today - we are dedicated to creating leaders by ensuring girls access to sports. We provide financial fuel to aspiring champion athletes. We fund groundbreaking research, educate and advocate. And we help communities get girls active. They give out awards and promote athlete leadership.

Context and approach

The Foundation has 5 different programs: Participation, Education, Advocacy, Research, and Leadership that are made possible through individual, foundation and corporate contributions.

Target

Young women.

The deliverable (What did they do specifically?)

They are involved in competitive sports by giving out grants to aspiring athletes, but they also promote physical activity among girls and women. I.e they have organized the National Girls & Women in Sports Day for 31 years and have implemented different campaigns such as S.H.E Network and GoGirlGo!.

GoGirlGo! is an award winning curriculum and sports education program, that works to improve the health of sedentary girls and keeps girls involved in physical activity by supporting programs and organizations that work with girls.

You can read about all their programs by clicking [here](#).

Contact information

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