



#SheWhoPlays



Since 2003, Good Sports has been driving equitable access in youth sports and physical activity, by supporting children in high-need communities to achieve their greatest potential, on the field and in life. The opportunity gap continues to widen for families in high-need areas, leaving more kids on the sidelines due to rising costs. Good Sports is committed to reducing the financial barriers of sports.

Sports and physical activity are vitally important in kids' lives, but there are still too many hurdles for girls and young women when it comes to the opportunity to play.

- Studies show girls are dropping out of sports at **twice** the rate of boys by age 14—many of these young athletes drop out due to cost and access ¹.
- Girls are being offered athletic opportunities nearly 25% less than often than boys ².

Girls need sports. Playing sports create opportunities to prepare them for a life of success. Specifically, sports unlock benefits such as increased confidence, a sense of belonging, new friendships and leadership experience.

That's why Good Sports has launched **She Who Plays**, a campaign designed to support new and equitable access to sport for girls nationwide. This isn't just about raising awareness—**While youth sports continues to skew male, Good Sports is committed to using their resources to supporting a program mix that will impact male and female youth athletes equally, 50/50, within the next 5 years.**

We hope you will support us on this campaign to level the playing field for girls in need across the country

She Who Plays will amplify our impact and open the door for more girls across the country to try traditional and nontraditional sports. Here is how you can help:

Philanthropic Partners

Good Sports is working with philanthropic partners, including corporations, foundations and individuals, to support giving more girls a chance to play.

Sporting Goods

Good Sports is partnering with the sporting goods industry to secure products focused on girls and young women to lift the barriers to play. We are seeking specific needs such as sports bras, appropriately sized and designed equipment, uniforms and footwear.

Voices

Good Sports is also partnering with strong female ambassadors who will use their voices to promote "She Who Plays" and raise awareness around why giving girls the opportunity to play sports is so important.

She Who Plays is the next move in spearheading inclusion. It is our responsibility to equip all girls with the passion and skills to be a force on the court, on the field and in life.

You can watch our **She Who Plays** video here. 



¹ Women's Sports Foundation | ² Women's Sports Foundation study via Department of Education's Office of Civil Right, 2012