



POTENTIAL REALIZED

ANNUAL REPORT 2019

PLAY
LIKE
AG!RL®

Dear Partner and Friend,

In 2019, we focused our efforts at Play Like a Girl on expanding programming to reach more girls in schools and communities where the need for exposure to STEM careers and educational pathways is greatest. It was a monumental year full of increased programming and partnerships, impacting 1,106 girls and women across Nashville and surrounding areas.

We are grateful to our partners including International Paper, the Community Foundation of Middle Tennessee (Women's Fund and Sports Fund), the Nashville Predators Foundation, the Tennessee Titans and San Francisco 49ers, the Nashville Sounds, ShetS and Wells Fargo for supporting this critical work.

We are also grateful to a committed Board of Directors and growing team of volunteers who help us make good on our mission—allowing us to leverage resources, maximize opportunities and create even more pathways for girls who need us most. Because of you, we're inspired and ready to do more.

We have laid the foundation for remarkable growth in the coming years. This year, we celebrated 15 years of service to girls and women. We hired our first-ever paid staff member to help evolve our programs and grow our impact across Davidson, Rutherford and Williamson counties. And with your help, we plan to continue expanding the Play Like a Girl footprint in 2020 and beyond.

In this effort, we remain committed to:

- Delivering early, positive experiences in sport and physical activity for middle school girls in Nashville and across the nation;
- Harnessing the collective power of women volunteers to coach and mentor girls in their own communities;
- Combining the natural properties of sport with STEM education to expose girls to unique career opportunities; and,
- Leveraging the marketing power and visibility of major brands to amplify our work and give consumers and other stakeholders an opportunity to connect with our cause.

This is a pivotal moment for our organization and the girls we serve. Never before has public consciousness been so attuned to women and girls. Together we can help a new generation of girls realize their limitless potential and propel them toward a bold, new future.

While our annual report shares powerful statistics, numbers only scratch the surface in demonstrating our impact. We also invite you to explore the compelling stories that highlight the dynamic young women we serve. Their journeys bring our mission and vision to life.

Enjoy a glimpse of your impact.

And when you're done, I invite you to reach out and share how you wish to experience even more.

Yours in sport,



A stylized, handwritten signature in black ink, consisting of a large 'K' followed by a long horizontal stroke.

Dr. Kimberly Clay
Founder and Chief Executive Officer

“

Play Like a Girl has been the best time for me! The programs are helping me figure out what I'm going to be when I grow up - an artist or scientist, an engineer or some other thing.

— HARPER, 11

She !!
Believed
she
Could ♥
SO she did

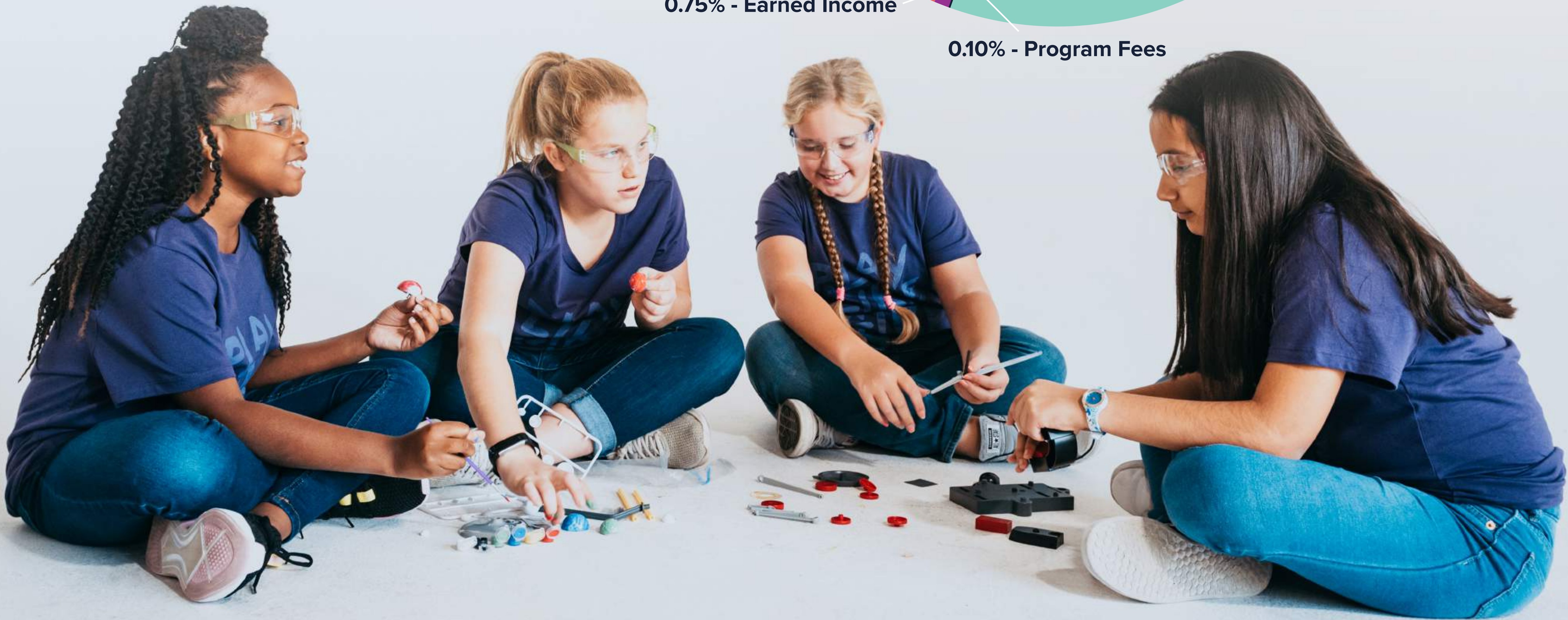
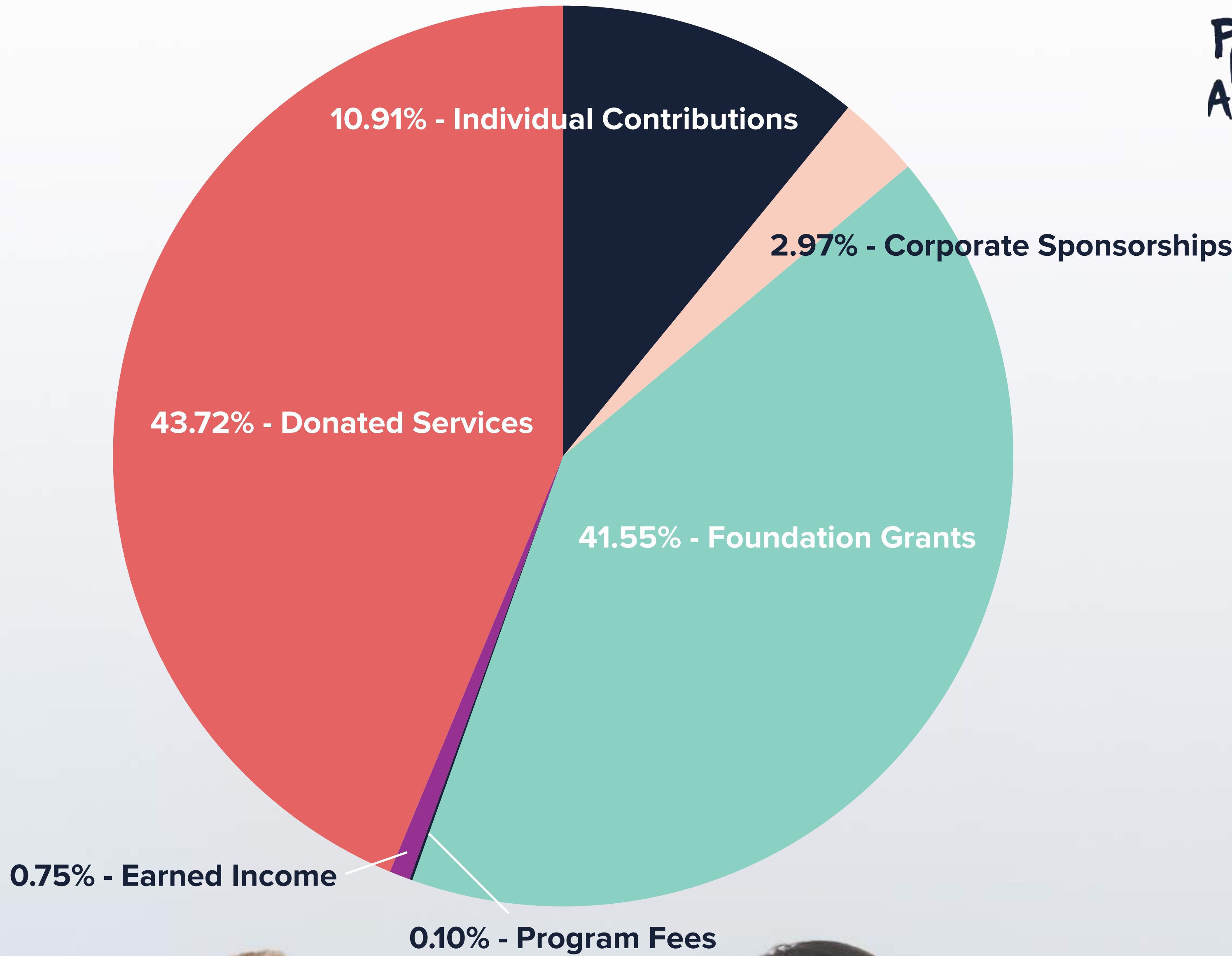
Our mission is to level the playing field for girls by leveraging sport to build a diverse pipeline of young women in science, technology, engineering and mathematics (STEM).

Revenue



\$115,000	Donated services
\$28,709.63	Individual contributions
\$7,820	Corporate sponsorships
\$109,301.61	Foundation grants
\$259.77	Program fees
\$1,962.57	Earned income

\$263,053.58 TOTAL REVENUE





Expenses

\$151,454.13

Program

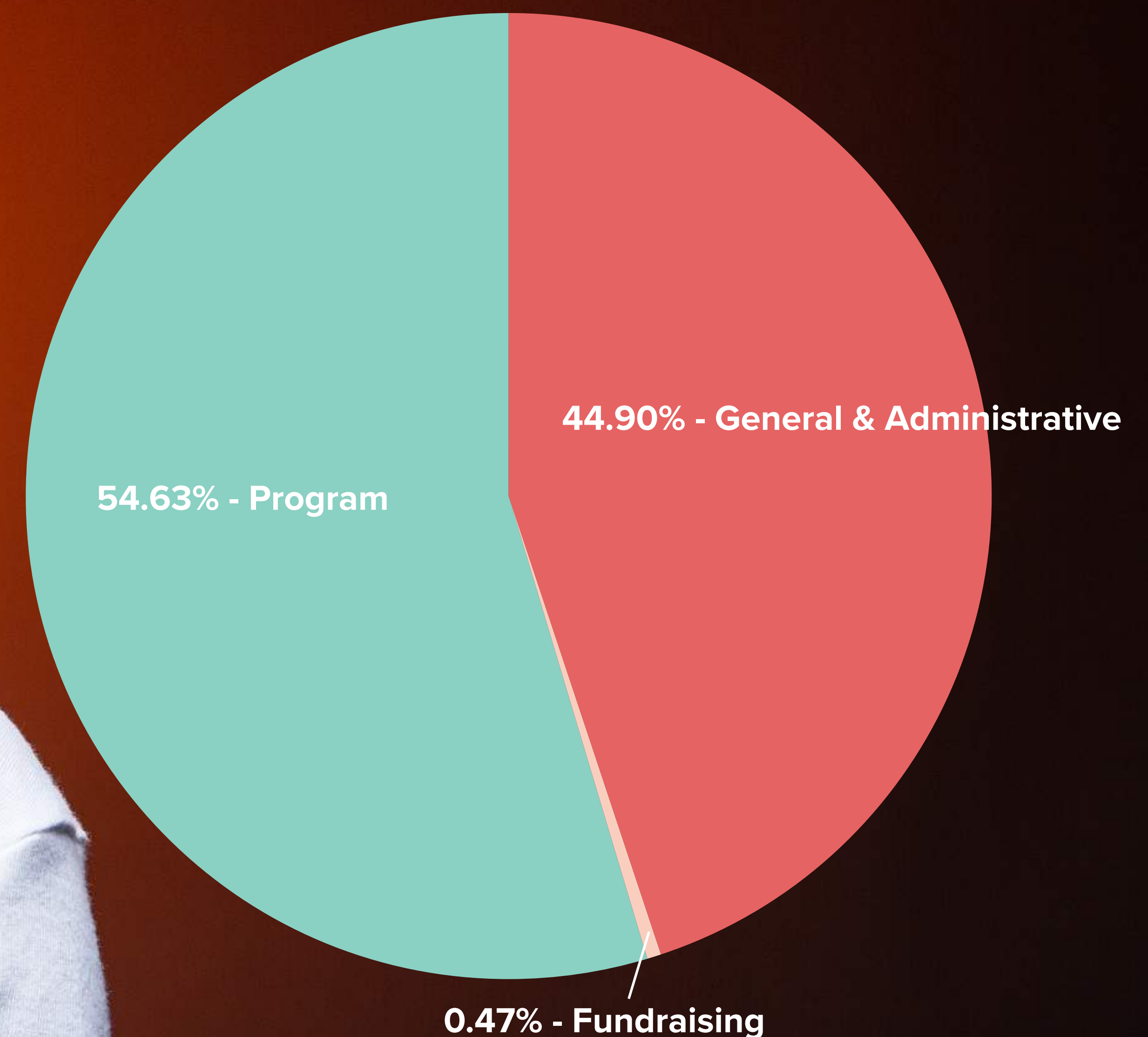
\$124,440.07

General & Administrative

\$1,302.43

Fundraising

\$277,196.62 TOTAL EXPENSES



BY THE NUMBERS

Your support makes our work possible. Together, we are inspiring girls to reach their full potential.

SERVED
1,106
GIRLS IN GRADES
5-8 IN 2019



23 AREA
SCHOOLS

13 CITIES
ACROSS **7** STATES
KY • IL • TN • GA • MS • AL



AND CALIFORNIA

113

HOURS OF SUMMER
CAMP & WEEKEND
PROGRAMMING OFFERED

37

COMMUNITY
ENGAGEMENTS

6

CORPORATE
FIELD TRIPS

5IVE

MAKERSPACE
LABS

100% ACCESS TO
WOMEN IN

STEM



\$39,375

IN PROGRAM **SCHOLARSHIPS**
AWARDED

183

PROFESSIONAL
WOMEN
VOLUNTEERS

\$263,053

RAISED FROM **331** TOTAL
DONORS



92% GIRLS INTERESTED IN A
STEM CAREER



87% GIRLS PLAY
SPORTS

DONORS LIST

PLAY
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Corporations

Fevo
Gannett National Shared Service
Center
Google Inc
Humble Bundle
Kendra Scott
Make School
Workhuman

Foundations

Amazon Smile
American Fundraising Foundation
Clif Bar Family Foundation
Community Foundation of Middle
Tennessee
Eskind Donor Advised Fund
Good Today
International Paper Foundation
Kindest
Nashville Predators Foundation
ShelS
Tennessee Football
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The Women's Fund
Walmart Foundation
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Amee Goodhew
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Amy Swicord
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Donors List (cont.)

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Play Like a Girl is a 501(c)3 charitable organization inspiring girls through sport and active play. What started with one woman in 2004 is now a national movement. Today, we're leveling the playing field by leveraging the transferable skills girls gain from sport to give them a competitive edge in the classroom and propel young women into competitive, male-dominated careers in STEM.

VISIT US AT IPLAYLIKEAGIRL.ORG



@IPLAYLIKEAGIRL

