

Key Messages



Why Play Like a Girl?

For nearly 20 years, Play Like a Girl has been creating a more equal playing field by ensuring that every girl reaches her full potential. Today, Play Like a Girl:

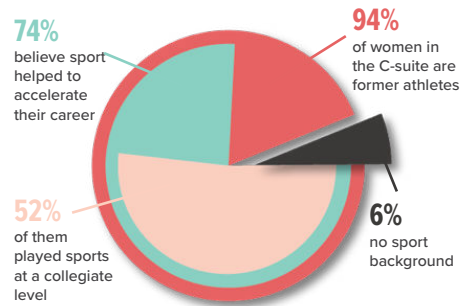
- **Delivers early, positive experiences in sport and physical activity** for middle school girls, developing in them a lifelong passion for active play.
- **Harnesses the collective power of women volunteers** to coach and mentor girls in their own communities.
- **Combines the natural properties of sport with STEM education** to expose girls to a wide range of career opportunities.
- **Leverages 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.
- **Gives you confidence that your gift will be used where it's truly needed**, thanks to sound management and investment decisions by a trained volunteer Board of Directors.

Key Challenges Girls Face:

- Girls become less physically active by age 10.
- Girls drop out of sport at twice the rate of boys by age 14.
- Over half of girls quit sports altogether by age 17.
- Only 26% of STEM workers are women. Consequently, women athletes are an untapped leadership pipeline in the STEM workforce.

Benefits to Staying in the Game

Today, we tackle this challenge with new determination fueled by the findings that reveal that sport can help women break the glass ceiling and find a seat in the executive ranks:



Sources:
Refinery29 & Gatorade Girls in Sports Study, 2017.
EY & espnW Survey of Senior Female Executives, 2015.

Play Like a Girl Programs

Play Like a Girl leverages the skills girls gain from sport to propel young women into competitive, male-dominated careers in science, technology, engineering and mathematics (STEM). We achieve our mission through a coordinated, multi-year program through which middle school girls are exposed to inspiring women coaches, mentors and role models, experience practical lessons in leadership, and engage in hands-on STEM education through the lens of a confidence-building curriculum.

Summer Camp

An inspiring weeklong experience that allows girls to take a deep dive into STEM subjects.

We transform middle schools into girl-friendly learning environments that enable students to discover and explore new passions. Our program ensures girls have role models who look like them, as well as mentors who are trained on how to engage girls from varied backgrounds from a strengths perspective. We build strong relationships with schools, parents and corporate partners to ensure local buy-in for long-term success.

After-School Clubs

Build upon the camp experience, delving deeper into their own topics of interest such as coding, mobile app design, robotics, and more throughout the school year.

We combine life skills training, makerspace workshops, corporate field trips, a college tour, mentoring and social support for the purpose of increasing exposure and access to diverse women in a wide range of STEM careers. We take a long-term, holistic approach going beyond the field of play to build confidence and inspire leadership.

Sports Clinics

Opportunities for young athletes to have fun developing their skills in a given sport while learning about the many career opportunities off the field.

Partners like the Nashville Predators, Nashville Sounds, Belmont University and others host our clinics on college campuses and professional sports fields with the help of collegiate and professional athletes who provide expert level coaching and mentoring. Clinic activities also include content-rich lessons related to nutrition, sports medicine, e-sports and other STEM-related subjects.

Essential to our program's success are our Play Like a Girl members, professional women who volunteer as mentors and work to ensure that girls stay motivated, participate in program activities and navigate the changes of adolescence with confidence.

Play Like a Girl's Work

Play Like a Girl touches nearly 1,250 girls and women annually, helping them in every season of life – from girls and rising young leaders to C-suite executives.

GIRLS

Developing middle school girls to their full potential through early, positive experiences in sport and exposure to exciting STEM careers.

Last year, Play Like a Girl touched the lives of more than 1,000 girls who, in turn, touched the lives of thousands more. 85% of girls in Play Like a Girl programs were more confident and successful in school.

COLLEGIATES

Partnering with college women and student-athletes to inspire young girls to keep playing by chartering Play Like a Girl chapters on college and university campuses across the U.S.

Last year, over 350 college women delivered Play Like a Girl programming to girls in their own communities. 90% of young women in these programs participated regularly in sports and fitness themselves.

PROFESSIONAL WOMEN

Positioning elite athletes, entrepreneurs and other women professionals as Play Like a Girl coaches, mentors and role models, sharing their love of sport and STEM with the next generation.

Last year, 50+ women athletes, coaches and executives in sports and business coached or mentored a girl in a Play Like a Girl program. 100% of these women attribute their leadership muscle to lessons learned on the field.

Our Elevator Speech

For nearly 20 years, Play Like a Girl has been creating a more equal playing field by ensuring that every girl reaches her full potential.

We believe that girls given the opportunity to play on a team become women with the confidence to stand on their own. Our mission is to leverage the skills girls gain from sport to propel young women into competitive, male-dominated careers in STEM. Through summer camps, after-school clubs and sports clinics, we deliver a coordinated, multi-year program through which middle school girls are exposed to inspiring women coaches, mentors and role models, experience practical lessons in leadership, and engage in hands-on STEM education through the lens of a confidence-building curriculum.

Play Like a Girl uses short-term, group mentoring to expose girls to a multitude of mentors rather than the traditional model of long-term exposure to a single mentor. We target girls from resource-poor communities and embrace a near-peer mentoring approach that engages girls and women across generations and academic and career stages to create a community of support for their mutual advancement. By introducing girls to women from all walks of life, they begin to see more opportunities for themselves while also benefiting from our powerful network of diverse and deeply engaged members and corporate partners.

Our goal is to provide girls with practical support for staying on a challenging academic track from middle school through high school graduation – ultimately, pursuing post-secondary educational options leading to a career in STEM. Together, Play Like a Girl programs are closing the opportunity gap for young women in Nashville and building tomorrow's workforce.