



# Fact Sheet

## THE CHALLENGE

**94%** OF WOMEN IN THE C-SUITE are former athletes

**52%** OF THEM PLAYED SPORTS at the collegiate level

**74%** BELIEVE SPORT HELPED to accelerate their careers

**YET GIRLS DROP OUT OF SPORT AT 2 TIMES THE RATE OF BOYS BY AGE 14**

**26%** OF STEM WORKERS ARE WOMEN

Consequently, women athletes are an untapped leadership pipeline in the STEM workforce.

## OUR RESULTS

**OVER 25,000 GIRLS AND WOMEN BENEFITED**

from Play Like a Girl's work since 2004.

**90% OF MENTEES REPORT** increased interest in a STEM career.

**85% OF MENTEES REPORT** increased confidence in tackling STEM related projects.

**80% OF 7-8TH GRADE GIRLS REPORT** greater likelihood of enrolling in advanced science and math courses in high school.

**77% OF GIRLS REPORT** gains in STEM knowledge and coding skills as a result of Play Like a Girl programs.

Play Like a Girl!® envisions a world where 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.

To accomplish this, Play Like a Girl is on a mission to leverage the skills gained from sport to build a diverse pipeline of young women in science, technology, engineering and mathematics (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.

## OUR PROGRAMS

**Our Summer Camps** are designed to be inspiring weeklong experiences that allow girls to take a deep dive into STEM subjects.

We transform middle schools and Zoom breakout rooms 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 to engage girls from a strengths approach. We build strong relationships with schools, parents and corporate partners to ensure local buy-in and support for long-term success.

**Our After-school Clubs** build upon the camp experience, helping girls to delve 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.



**Our Sports Clinics** are 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 including 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.

## RECOGNITIONS



### FISCAL RESPONSIBILITY

Play Like a Girl has earned the Platinum Seal of Transparency from Candid (formerly GuideStar) since 2006, an achievement that less than 1% of charities can claim.



### LEADER IN GIRL'S SPORTS

Awarded grants and other support from ESPN, Gatorade, NFL Players Association, Shels Sports and others including the 2014 Toyota Everyday Hero Award for outstanding commitment to keeping girls active in sports.



### PIONEERING INNOVATION IN SPORT & STEM

Partner in the Sport and STEM Alliance, a coalition of leading global organizations like the 49ers, Chevron and Verizon, combining sport and STEM education.



### STELLAR VOLUNTEER LEADERSHIP

Founder Dr. Kimberly Clay recognized as Points of Light Honoree and semi-finalist in the 2020 Women of Worth Award for uncompensated service as Play Like a Girl's CEO for more than a decade.

## WHAT DIFFERENTIATES US?



**Play Like a Girl's innovative model focuses on deep, meaningful connections** with girls during the most critical time period in a girl's life and development: middle school. We keep girls active at a time when they are most likely to drop out of sports so that they can take advantage of the many long-term benefits of ongoing sports participation.

**We deliver a sustainable and scalable mentorship model that uses short-term, group exposure to a multitude of mentors** rather than the traditional model of long-term exposure to a single mentor. 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.

**We combine career development theory with the magic of makerspace**, developing the next generation of creators, innovators and social entrepreneurs who are breaking the intergenerational cycle of poor emotional and physical health and tragically wasted potential within their own families and communities through our programs.

**Through our Play Like a Girl Principles, we give girls the tools to self-advocate** and find power in their voices to chart a path that they choose for themselves, rather than the one forced upon them by life's circumstances.

## PRESS

Play Like a Girl has received significant global media coverage including:

ABC • ASSOCIATED PRESS  
BILLBOARD • BUST • CBS • ESPN  
ESSENCE • DIVERSITY IN ACTION  
FOOD NETWORK • FORBES  
FOX • NASHVILLE LIFESTYLES  
NBC • O, THE OPRAH MAGAZINE  
PARENTS • SELF • THE TENNESSEAN  
THE UNDEFEATED USA TODAY  
WB • THE WILLIAMSON

## OUR PARTNERS



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