Leadership Accelerator for Girls

Corporate Partnership Opportunity
The Unique Opportunity:

Join us in Building a Pipeline of Diverse Women Leaders

THE VISION

A cascading community of motivated, highly accomplished women, reaching back to pull young girls forward, unleashing hidden potential and making all communities and workplaces stronger and more diverse.
Why Sports and Leadership?

EY released research* based on a global survey of 400 women executives that showed:

94% of C-suite women played sports through high school

72% of those surveyed agreed that athletes participate more effectively in teams

2014, EY & esnpW, Where will you find your next leader?
Current State of Corporate Leadership

Among Fortune 100 Senior Executives, “Women are severely underrepresented in the C-suite. Only 25 percent of total C-suite positions are held by women. Only 7 companies have a female CEO. Nine of the Fortune 100 have no women directly reporting to the CEO.” (Stanford)

Among Fortune 100 Senior Executives, “C-suite is even less diverse by race. Racially diverse executives hold only 16 percent of total C-suite positions.” (Stanford)

And Yet …

Diversity is not just an issue of fairness and social justice; it’s a DRIVER of financial performance & innovation.

“The most-diverse enterprises were also the most innovative” (Harvard Business Review)

“Gender diversity on executive teams is strongly correlated with profitability and value creation.” (McKinsey)

“Ethnic diversity in the executive team and board correlates with stronger profitability.” (McKinsey)
A Deeper Look

“Women, especially women of color, are still dramatically underrepresented in leadership roles. And this is especially true in senior leadership.” (McKinsey)

A broken rung from entry level to manager is holding women back. “For every 100 men promoted from entry level to manager, only 87 women are promoted, and only 82 women of color.” (McKinsey)

The BAWSI Solution

- Develop leadership through sports beginning in elementary school
- Connect young, diverse female leaders to local corporations starting early
- Create social capital in corporations for diverse young leaders from under-resourced neighborhoods
- Create meaningful experiences with local corporations for young leaders (e.g. Campus visits, job shadowing, externships, internships)
BAWSI’s Proven Impact

In a recent study of our earliest BAWSI Girls, BAWSI Girls alumni:

- Report strong leadership qualities.
- Graduate from high school at higher rates than peers; and most report continuing their education afterwards.
- Play high school sports, and report higher daily exercise rates as young adults than national averages.
- Report high rates of self-esteem, self-efficacy, and positive body image.
- Report lower rates of use of tobacco, marijuana, and electronic vapor product than peers.

*Most of the positive results appear to be even stronger for BAWSI Girls Alumni who were in the program for 3 years.*
# Leadership Accelerator Demographics

<table>
<thead>
<tr>
<th>School</th>
<th>Start date</th>
<th>Socioeconomically Disadvantaged</th>
<th>Race/Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.J. Dorsa Elementary</td>
<td>Fall 2020</td>
<td>86.3%</td>
<td>91% LatinX</td>
</tr>
<tr>
<td>Donald J. Meyer Elementary</td>
<td>Spring 2021</td>
<td>80.3%</td>
<td>76% LatinX, 12% Asian, 7% Filipino</td>
</tr>
<tr>
<td>Renaissance Academy at Fischer Middle School</td>
<td>Fall 2021</td>
<td>88%</td>
<td>81% Latin X, 12% Asian</td>
</tr>
<tr>
<td>Sylvia Cassell Elementary</td>
<td>Fall 2022</td>
<td>84.2%</td>
<td>81.8% LatinX, 8.6% Asian, 6.3% Filipino</td>
</tr>
<tr>
<td>O.S. Hubbard Elementary</td>
<td>Fall 2022</td>
<td>80.7%</td>
<td>87.8% LatinX, 5.4% Asian, 3.4% Filipino</td>
</tr>
<tr>
<td>William C. Overfelt High School</td>
<td>Fall 2025</td>
<td>80%</td>
<td>82% LatinX, 9% Asian, 5% Filipino</td>
</tr>
</tbody>
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Sources:
- 2020-2021 School Accountability Report Cards – Alum Rock Union School District
Corporate Partner Opportunity

**Elementary School Partner**
$60k annual, or $150k 3 years
- Company Logo on BAWSI Girls T-Shirt
- 3 Site Visits per year (kick off w/ Women’s Leadership Assembly)
- Game Day Sponsorship
- BAWSI Gala recognition
- Highlighted in BAWSI Newsletter, Website, Social Media, and School Signage
- BAWSI-led Team Building Activity
- BAWSI Volunteer Experience for Employees
- Lunch-n-Learns at your campus
- Women College Athlete Networking Event at your site

**Middle School Partner**
$100k annual, or $250k 3 years
- Everything in Elementary School package, plus:
  - Exclusive partnership
  - Co-Brand: “BAWSI Women Leadership Accelerator by XYZ Company”
  - Intro Career Conversations
  - BAWSI Advisory Council seat
  - Co-design Prototype Program
  - Host Corporate Game Day Event on Campus

**High School Partner**
$150k annual, or $500k 3 years
- Everything in Elementary and Middle School packages, plus:
  - Exclusive partnership
  - Game Day Volunteers
  - Co-design Prototype Program
  - Job Shadowing
  - Externships (Paid or Stipend)
Overall Value Proposition

- **Diversity, Equity & Inclusion** – public investment in leadership pipeline for women of color; talent acquisition and retention

- **Community Investment** – supporting the communities where your employees live and work

- **Attract, Engage, and Retain Talent** – millennials & Gen Z want to work for companies that do good; Gen Z employees are more loyal and more productive when they are fully engaged with the company and the communities in which they work

- **Cause Marketing** – public investment in local community-based organizations near your operations; external branding in Silicon Valley
Thank you!