Lifting Girls Up Through Sport: BAWSI's Leadership Accelerator™
BAWSI’s Leadership Accelerator™ features a cascading community of motivated, highly accomplished women and girls reaching back to pull young girls forward; unleashing hidden potential and making all of our communities and workplaces better in the process.

Imagine 15 years from now, BAWSI Girls from 2nd grade through college from the most marginalized neighborhoods of the Bay Area, living healthier lives, physically and emotionally connected to each other, volunteering, stepping up to lead, and getting career support from their “BAWSI Mentors” in the work world. It’s a future where girls, families, and communities are strengthened by a leadership pipeline that included women of color — a future where opportunities expand and pathways emerge.

Meet Gema Ortiz: former BAWSI Girl

Raised in a family with limited financial means, but determined to play soccer, her desire to play fueled her success at each step. She was a BAWSI Girl, which gave her a sense of belonging as part of her first team, and the feeling that her own dreams were attainable. She found caring adults along her path who believed in her dreams and helped her accomplish her goals of attending college and playing soccer. Now she is in a PhD program, and finding time to volunteer with kids. But she will tell you that while many of her classmates succumbed to the risks of the environment — early pregnancy, gang involvement, and substance abuse — that BAWSI lit a fire inside of her, to chase down her dreams relentlessly and lead her own life.
Our solution harnesses the power of sports as a tool for leadership development and levels the playing field for girls with the least access to sport. We will meet underserved girls where they are, and where they grow up — in the public school system — elementary through high school. We will continue to focus on girls in the highest need neighborhoods of the Bay Area, initially focused in East San Jose in the Alum Rock, Evergreen and East Side Union High School Districts.

ESPN reported that the single biggest factor for participation in youth sports today is household income greater than $100,000.

- Median income in this neighborhood is $57,470 per year
- 53% of Children in this neighborhood live below the Federal Poverty Level (regionally adjusted)
- Crime rate in this neighborhood is nearly 3 times the average in Santa Clara County*

*Per zip code demographic profiles

"BAWSI Girls is not just a way to build leadership skills and healthy bodies — it is a pathway from poverty. The BAWSI Athletes are lighthouse beacons who show these daughters how to obtain a future that includes higher education and good choices. Anyone can make a difference, but it takes a team to make an impact on ending poverty."

Devorah Duncan, former principal at AJ Dorsa Elementary in San Jose

“It allows women to be empowered at a young age. They get to discover fun activities while gaining a great amount of exercise. I have sent all my daughters to BAWSI and they have grown into smart, empowered and active women.”

BAWSI Girl parent
Meet Michelle Ramirez, former BAWSI Girl

Campus leader, active volunteer, first generation student, scholarship recipient, and member of the rugby squad at Scripps College, Michelle is making a difference leading from the heart. In her freshman year at Scripps, she and a friend designed and implemented a program to help nearby 1st generation high school students successfully apply and prepare for the challenges of college life. Michelle hopes to attend law school and open her own practice, focusing on issues unique to life in marginalized communities. Michelle is a living example of Turn and Pull, initially achieving, and then turning back to help bring forward the next generation.

Michelle remembers being a BAWSI Girl at Washington Elementary in San Jose “With each season of BAWSI, I began to see so many possibilities for myself, way more than I had ever seen before. I gained confidence, self-love, and never failed to feel empowered and inspired after every session.”

Why Sports and Leadership?

In 2014, EY released research based on a global survey of 400 women executives that showed:

• 94% of the C-suite women played sports
• 52% of women surveyed played sport at the university level
• 72% of those surveyed agreed that athletes participate more effectively in teams

*from EY/espnW 2014: Where Will You Find Your Next Leader?

“This study validates long-held theories that women who are athletes are well-suited for the business world and have tangible advantages. From work ethic to adaptability to superior problem-solving ability, these women enter the workforce ready to win and demonstrate that ability as they rise throughout their career.”

Laura Gentile, Senior VP at EY/espnW

“When you come to BAWSI you feel and act more like a leader and then you go to school and you take that feeling with you.”

BAWSI Girl
THE GAME PLAN

5-YEAR IMPLEMENTATION PLAN IN EAST SAN JOSE

- Programs at 2 Elementary programs, ½ year of Middle School (MS); add Program Manager
- Programs at 3 Elementary + 1 MS; add Evaluation/Marketing
- Programs at 4 Elementary + 1 MS; add ½ Volunteer Coordinator
- Programs at 4 Elementary + 1 MS; design & pilot High School (HS) program; add Government/Community expanded Infrastructure support
- Programs at 4 Elementary + 1 MS + 1 HS; design & pilot High School (HS) program; expanded Infrastructure support

Leadership Accelerator™ Build-Out

FINANCIAL SUSTAINABILITY DEPENDS ON 5 DIVERSIFIED INCOME STREAMS

BAWSI INCOME PILLARS

- PHILANTHROPIC GIVING
- CORPORATE MEMBERSHIP
- BEQUESTS
- PUBLIC FUNDING
- EARNED INCOME

“The Morgan Family Foundation supports BAWSI because their programs empower both the youth they serve and the female athletes who serve as the role models. Through fun physical activity, BAWSI helps youth develop character, self-confidence and resilience, and gives them the tools to make responsible life choices to succeed in school and beyond.”

“As a health care organization, PAMF is committed to the health of the communities we serve. We know the work that BAWSI does with children has a positive effect on the health and self-esteem of young people. Empowering children and helping them be physically active is a recipe for good health. We are proud to be part of the BAWSI team!”
**The Right Team to Do This Work**

At BAWSI, we believe that all children have the right to engage in high-energy physical activity to enjoy the accompanying physical, social, emotional and health benefits. That’s at the heart of our work and has been since we were founded in 2005 by soccer stars, Julie Foudy, Brandi Chastain and sports executive Marlene Bjornsrud.

**OUR MISSION** is to mobilize the women’s sports community to engage, inspire and empower the children who need us most.

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**Our Impact**

In the last 15 years, we have enrolled over 20,000 children with the help of over 7,000 athlete volunteers in cities from Belmont to Gilroy, California.

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Our survey of BAWSI Girls’ parents shows that:

- 87% saw positive changes since their daughter joined BAWSI.
- 90% said their daughter has made positive relationships through BAWSI.
- 76% said their child has talked about future goals since joining BAWSI.

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**Our Team**

- **Jennifer Smith**
  Co-CEO – 26 years experience in corporate leadership development, 8 years of professional coaching in girls youth soccer; All-American honors at Cornell University.

- **Dr. Dana Weintraub**
  Co-CEO – Pediatrician at Stanford Children’s Health; 18 years curriculum development and research on health benefits of team sports participation; former collegiate soccer player and coach.

- **Courtney Good**
  Program Director – 12 years of coaching, teaching and program development with a Masters in Education; Div. 1 Basketball student-athlete.

- **Sherri Shaner**
  Development Director – 21 years experience in youth-serving non-profit organizations; 2 time Ironman triathlete.

- **Kathy Arena**
  Operations Director – 26 years experience in technology and operations; active community member; avid sports fan.

- **Michelle Ramirez Martinez**
  Community Specialist – Former BAWSI Girl and BAWSI Coach; First-generation college graduate, Suma Cum Laude with double major; collegiate rugby player, campus organizer & advocate.
We can help more girls like Gema and Michelle. Girls who find their voices and their unique sources of strength in the mind-body-spirit connection created through physical activity. Girls with big dreams, unlimited potential, and limited resources. Girls who are supported by an army of successful women leaders who turn and pull the next generation of diverse, talented young women forward.

Join our team — together we can get girls off the sidelines and into the game. Be BOLD, be BAWSI!
“Progress may not be a straight line – but we do know, with tremendous clarity, that sports turns girls into women who lead. Provide them with sports experience, and watch female leaders rise.”

Julie Foudy, Captain, Olympian and World Cup Champion, US Title IX scholarship recipient and top broadcast journalist at espnW/ESPN