

Who We Are



The Bay Area Women's Sports Initiative (BAWSI) is a non-profit founded by women's sports legends Brandi Chastain, Julie Foudy and Marlene Bjornsrud in 2005.

Our work is powered by the unique coaching connection and role modeling of female athletes from local colleges and high schools.

Mission

BAWSI mobilizes the women's sports community to engage, inspire and empower the children who need us most.

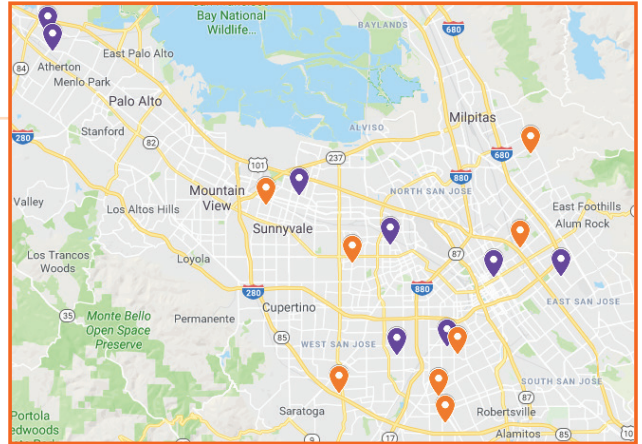


Programs

BAWSI focuses on two populations who have the least access, but stand to gain the most from physical activity:

- Under-served girls
- Children with disabilities

Our programs build resilience and enable our participants to bounce back from adversity.



BAWSI Girls



BAWSI Girls is a free after-school fitness and confidence building program where female athletes inspire young girls to get active, believe in themselves and improve their beliefs, attitudes and behaviors about physical activity.

This program focuses on 2nd through 5th grade girls at schools where approximately 70% of students receive free/reduced lunch.

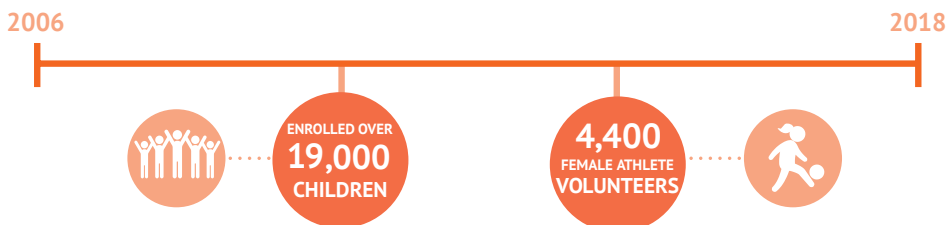
BAWSI Rollers



Developed in 2006 by two-time wheelchair tennis Paralympian Sharon Kelleher, the BAWSI Rollers program introduces students with disabilities to adaptive physical activity in a non-threatening and accessible way.

The BAWSI Rollers program serves boys and girls with physical and/or cognitive disabilities, and hearing disabilities.

In the last 14 years, we have enrolled over 19,000 children with the help of 4,400 female athlete volunteers in cities from Belmont to Gilroy, California.



We have been honored by:

- International Olympic Committee
- Association of California School Administrators (ACSA)
- San Jose City Council (4x)
- The Governor's Council on Physical Fitness
- Congresswoman Anna Eshoo
- Santa Clara County Department of Education
- YMCA



We remove the two biggest barriers to participation—cost and transportation.

Our programs are free to the students and take place at their school sites.

Why We Do What We Do

Girls who are physically active:

Source: Women's Sports Foundation



Physical activity benefits students with special needs by helping to:

Source: Action for Healthy Kids



Metrics

Our participants are engaged!



- This past year,
- 85% of BAWSI Girls say they want to be a leader!
 - 70% of our respondents like to exercise or increased their love of exercise
 - 71% of our respondents set goals for themselves
 - Weekly attendance rates have exceeded our target of 80% for each of the last three years

We have reach!



We are meeting an unmet need! BAWSI Girls has exceeded enrollment targets each year for the last three years. Some of our sites have waitlists for enrollment. We have a waitlist of school applications as well.



Quotes from BAWSI Girls:

"BAWSI made me not miss any school."

"I feel powerful and ready to do anything!"

"Before BAWSI, I sat on benches at recess but now I play fun games on the playground."

"My brother gets to go to the gym because my parents pay for it, but they don't have the money to send me to the gym, so BAWSI is what I get to do for exercise."

"...it helped my child to have positive relationships. She wants to do more exercise and she has more goals since joining BAWSI."

Quotes from BAWSI Rollers:

"Because of the condition I was born with, everyone, my family and friends treated me like a fragile doll. Since BAWSI, me and my family and friends know that I am capable to do many sports. BAWSI gave me confidence to try and I did and it was so fun. I made lots of friends."

"(BAWSI Rollers) makes me feel like someone special."

"I became braver!"

We are impactful!

When surveyed, our BAWSI girls consistently share that BAWSI has increased their:



- ✓ physical activity level outside of BAWSI
- ✓ enhanced their ability to make new friends
- ✓ improved their body image and social behaviors
- ✓ filled them with courage
- ✓ increased their desire to play new sports
- ✓ reduced their stress
- ✓ improved their feelings of strength and self worth

Elaine S. Elkin • Martin Family Foundation • Marilyn Rosenthal Foundation • Honda Chen Family
Lewis Family • Staley Family • Meyerson Zuckerman Family

