GIRLS WHO PLAY
BECOME WOMEN WHO LEAD

Bay Area Women’s Sports Initiative Impact Report, 2022
ABOUT BAWSI

Founded in 2005, BAWSI (The Bay Area Women’s Sports Initiative) is a 501(c)(3) nonprofit that provides sports opportunities to children who are typically left on the sidelines.

BAWSI Girls is a free after-school sports and leadership program for girls in under-resourced communities. Our award-winning program harnesses the power of sport as a tool for leadership development and levels the playing field for girls with the least access to sport.

BAWSI’s new Leadership Accelerator expands our programming to middle school and high school girls with a focus on sports participation, leadership, and career exposure.

DEMOGRAPHICS

The BAWSI Girls program takes place at schools where an average of 71% of students are socioeconomically disadvantaged. BAWSI Girls 2021 participants' race/ethnicity:

1. Girls refers to gender-expansive youth (cis girls, trans girls, non-binary youth, gender non-conforming youth, gender queer youth and any girl-identified youth).
2. “Socioeconomically Disadvantaged (SED) students are defined as students: (1) who are eligible for the free or reduced-price meal (FRPM) program (also known as the National School Lunch Program, or NSLP), or have a direct certification for FRPMs, or (2) who are migrant, homeless, or foster youth, or (3) where neither of the parents were a high school graduate.” - California Department of Education
3. Based on average 2021 School Accountability Report Card (SARC) data.
As we began building our Leadership Accelerator for girls in grades 2 through 12, we sought to understand the long-term impact of BAWSI Girls programming on our earliest participants. We hired Danielle Hollar, PhD of Healthy Networks Design and Research to conduct an independent evaluation of BAWSI Girls alumni from 2006 to 2012.

This study was made possible thanks to funding from the Honda Chen Family.

BAWSI leadership created a set of questions to assess the outcomes of BAWSI Girls alumni based on existing research and reports from the Women’s Sports Foundation and EY/espnW. Because local data sets were not available for all measures, Dr. Hollar identified comparison groups for outcomes of interest from local, regional, and national data sets.

4. Healthy Networks Design and Research (HNDR) assists organizations with health-related project development, implementation, evaluation, and research functions to improve the health of communities they serve. Activities led by HNDR have been funded by the National Park and Recreation Association, the United States Department of Agriculture, the W.K. Kellogg Foundation, and the World Bank.

5. https://www.womenssportsfoundation.org

QUANTITATIVE RESULTS

BAWSI GIRLS ALUMNI...

- REPORT HIGH RATES OF SELF-ESTEEM, SELF-EFFICACY, AND POSITIVE BODY IMAGE.
- REPORT STRONG LEADERSHIP QUALITIES.

**HIGH SCHOOL GRADUATION**

rates are higher than peers; and most report continuing their education afterwards.

- BAWSI Girls Alumni: 95%
- East Side Union High School District: 72%
- Santa Clara Unified School District: 85%

**HIGH SCHOOL SPORTS PARTICIPATION**

rates are higher than national averages.

- BAWSI Girls Alumni: 66%
- YRBSS United States Hispanic or Latino Females: 48%

**DRUG USAGE**

rates of tobacco, marijuana, and electronic vapor product in high school are lower than peers.

- Marijuana use in high school:
  - BAWSI Girls Alumni: 31%
  - YRBSS San Francisco Hispanic or Latino Females: 45%
- Electronic vapor product use in high school:
  - BAWSI Girls Alumni: 25%
  - YRBSS San Francisco Hispanic or Latino Females: 37%

**DAILY EXERCISE**

rates as young adults are higher than national averages.

- BAWSI Girls Alumni: 65%
- NHANES Data, Hispanic or Latino Females: 52%

**KEY FINDING:**

Playing sports in high school was a greater predictor of leadership positions AFTER high school than holding a leadership position DURING high school.

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**BAWSI GIRLS ALUMNI...**

- **EDUCATION**
  - Graduate high school: 95% (1+ year in BAWSI), 95% (3 years in BAWSI)
  - Continue education after high school: 85% (1+ year in BAWSI), 90% (3 years in BAWSI)

- **SPORTS**
  - Participate in daily exercise: 65% (1+ year in BAWSI), 86% (3 years in BAWSI)
  - Play sports while they are in high school: 66% (1+ year in BAWSI), 90% (3 years in BAWSI)

- **LEADERSHIP**
  - Are able to "help others move ahead": 95% (1+ year in BAWSI), 100% (3 years in BAWSI)
  - Can "show others how to get things done": 98% (1+ year in BAWSI), 100% (3 years in BAWSI)
  - See themselves as a leader: 84% (1+ year in BAWSI), 90% (3 years in BAWSI)

Most of the positive findings appear to be even stronger for BAWSI Girls alumni who were in the program for three years.
WHAT DO YOU REMEMBER ABOUT BAWSI?

“BAWSI was always a positive environment to be in. It taught us many qualities that we needed growing up like leadership and working as a team.

I remember having the step trackers and always checking to see if I had met the goal I set for myself. I also remember the little purple notebooks where we wrote down our goals. I remember being really physically active and having a good time doing so with many other girls my age.”

“Smiles, role models, exercise, fun, empowering.”

HOW WOULD YOU DESCRIBE BAWSI TO A FRIEND?

“Definitely an amazing, revolutionary program that helps young girls have a better perspective on themselves and to learn the true meaning of self-love.

An after-school program that exposes young girls to sports and physical activity while incorporating crucial values of leadership, confidence, and empowerment!

An amazing way to connect to the other young girls in your community that's free, and showcases strong female leadership. A program that increases young girls' self-confidence and appreciation for their bodies.”

DO YOU HAVE A MEMORY THAT STICKS WITH YOU FROM YOUR TIME AT BAWSI?

“When we would write in our journals. I was always proud of what I wrote. It was my first exposure to expressing how I felt. To this day, I like to write in my own journal about how I feel.

[BAWSI Coaches] would encourage us to keep trying harder and I always thought to myself I wanted to be like them someday.”

“The way it made the girls feel, stronger.”
WHAT ARE YOU MOST PROUD OF?

"Being first generation doctor in my family.

I am proud to say I am who I am today because of BAWSI. Without BAWSI I wouldn’t have many of the characteristics I have and wouldn’t be a role model to those who look up to me.

So many things but I think they can all be encompassed by saying I am proud of me for surviving through adversity and choosing to try my best to thrive despite the obstacles.

ANYTHING ELSE YOU WOULD LIKE TO ADD?

"To this day I am still extremely thankful for BAWSI. It was and still is one of the greatest opportunities I was given as a young girl.

Really enjoyed having college student mentors, felt like they were someone I could look up to and hoped to be in their shoes one day.

My parents could never afford to put us in after school programs ... so BAWSI was the first fun, sports, community activity I ever did.

WHAT'S NEXT

BAWSI will continue our expansion to middle and high school with our Leadership Accelerator, improving health outcomes and life success.

A special thank you to all alumni who participated in our study.
"I REALLY LIKE THAT AFTER YEARS, BAWSI IS STILL CHECKING IN WITH FORMER BAWSI GIRLS."

- BAWSI Girls Alum