



Girls Leading Goals

(formerly Girls Leading Girls)

FAQs for parents, coaches, players about the rebrand

Thank you for reviewing our FAQs related to our organizational rebrand. We understand that change can be hard, our journey over the years has been a learning experience and imperfect especially challenging during COVID. Yet, we've been able to pivot and adjust time and time again since inception in 2014 to sustain our mission and provide a positive, safe space for our girls and coaches. We want to thank our community for their trust and continued support in our leadership as we move forward together.

General FAQ

Question	Answer
Why is Girls Leading Girls changing to Girls Leading Goals?	Girls Leading Girls is changing to Girls Leading Goals to be more inclusive of youth that are non-binary and to connect soccer to our name through the word Goals while maintaining our original mission of training and empowering female leaders.
When is the change happening? Will this impact our current Spring 2023 season and programming?	The change officially launches on April 17, 2023. You will see the new website launched. However, the current Spring season will run the same under the Girls Leading Girls name. The launch is happening in April in advance of Fall 2023 club tryouts and team registration which is due May 15, 2023. Summer programming will also begin under the new name. Starting June 1st, 2023 all systems and processes will be fully transferred over to the new name.
Will any of GLGs programs or offerings change?	No, we will continue to offer the same programs we have been year round: Fall and Spring club soccer, summer camps, free after school programming, tournaments, travel trips, clinics, and leadership events.

<p>Will our name abbreviation change?</p>	<p>No, we're still GLG SOL for the club and GLG for all else.</p>
<p>Will your mission/values/soccer training change? Does this affect the approach to coaching?</p>	<p>This rebrand does not affect the foundation of our organization's mission, values, and current approach to coaching. The only change in this area is that we will be going back to our foundation of focusing on leadership and soccer. We will no longer be including advocacy as part of our curriculums so that we can focus on what we've done well over the years. We will continue to advocate for women's and girls' rights on and off the field as an organization.</p>
<p>Will we be serving boys or biologically male youth?</p>	<p>Our After School Program (ASP) will be the first program to immediately include boys and anyone biologically male in separate groups from our female youth. We will continue to adapt and serve the needs of our communities while staying true to our mission of training women and girls in leadership through soccer. Including boys in our programs has been an on-going discussion for years with staff and Board members. So we're starting with including boy groups in our ASP program only first. We will not have boys teams in our club program at this time.</p>
<p>Does this change our aim to support girls?</p>	<p>No, in order to promote a positive change in lifting up girls' and womens' potential, we must connect with our allies (men/boys) to directly demonstrate our mission and vision.</p>
<p>Our players' jerseys have the old logo and name on them. Do we need to order new ones?</p>	<p>It is not required for players to order new jerseys. Players can continue wearing their jersey until they need a new one.</p> <p>New jerseys with the new logo and name can be ordered via our online store at soccer(dot)com once updated.</p>
<p>What happens if I send an email using the old @girlsleadinggirls.org tag? Will my email still be received?</p>	<p>All emails sent to the old @girlsleadinggirls.org tag will be automatically forwarded to our @girlsleadinggoals.org email.</p>
<p>Will Girls Leading Goals still provide Free After School Programs and scholarships & financial aid for players in need?</p>	<p>Yes! We will continue to offer financial aid to support those who otherwise may not have the opportunity to participate. And our free after school program schools and partners will continue to be able to fund our</p>

	service even with these changes.
Why and what are the structural and entity changes being made to GLG?	As part of our rebrand, we are changing our organization entity to an S-corp and will be accepting donations and grants through our old name Girls Leading Girls, that will remain a 501c3 non-profit and be our non-profit arm. This was a unanimous decision made by the Board of Directors. Why? The fundraising efforts did not align with our organizational capacity. Additionally, changing our core to an S-corp will open up more earned revenue opportunities like expansion to other cities within and outside of the Bay Area through a franchise model. We will continue to provide free programming and financial aid to players in need through the nonprofit arm.
Does this rebrand impact any of GLGs major processes or structures?	The only change in this area will be our entity core structure. We will be an S-corp and have a new EIN number under Girls Leading Goals. However, we will be able to accept donations and grants through our 501c3 nonprofit arm that remains Girls Leading Girls.
Does any other organization do this?	Yes, in fact there are a number of Bay Area based soccer organizations that have various arms to their work under different names and entities. Here's some examples (there are also youth soccer clubs in SF that have similar models): <ul style="list-style-type: none"> • Oakland Roots and Soul pro soccer club also has Roots & Soul nonprofit Foundation • Street Soccer USA also owns I Play For (an adult soccer league)
Can we still donate to GLG?	Yes! Same process as before.
Will GLG still offer an Annual Event and other events? And will fundraising still be a part of these events?	Yes, we will still host our two annual events (5K run in the Spring and our End of Year Gala in December). People can still donate directly to GLG and read how to do that on our Donate page. However, fundraising will no longer be a priority for our organization. Instead we will be focusing on our earned revenue programming and partnerships, and expansion.

What has been the history and timeline of GLG since its inception in 2014? And what is the vision going forward into the future?	We've created a timeline identifying our key moments over the years since we began in 2014. And have included our vision for the future!
Who is helping with the rebrand?	We're working with Brand Mechanic , a branding firm we've been working with since 2017 and is female owned and run, and Culture Circle , a culture consulting firm that is also female owned and have been working with us since 2021.
Is there someone I can talk to about these changes?	Yes, please submit your questions via this form and a GLG staff member will respond within 48 business hours.

Specific Coach FAQ

Question	Answer
Will there be a live virtual or in-person training that will outline the changes and how we can be carriers and accurate reflectors of this rebrand?	Yes, coaches are invited to a virtual zoom with the founder and CEO on 4/5.
How will this impact our pay and amount of hours we work?	It will not impact your compensation or hours at all.
What changes could we see related to other benefits like transportation stipends?	None.
What will need to change about our approach to coaching when coaching boys groups? How can we empower boys to be allies and ensure that girls' voices remain central and are elevated and not overpowered by boys?	We will continue to adapt the curriculum to best suit our boys groups. All programming will remain gender split, we will not be offering co-ed groups.

Specific Parent FAQ

Question	Answer
Will there still be a Board of Directors?	We will still have a board containing three roles for each arm: President, Secretary, and

	Treasurer.
Will there still be an Advisory Council?	Yes, the application process is still the same.
Will this increase how much programs cost with this transition?	No.
Will GLG still accept donations?	Yes! Same process as before.

Specific Player FAQ

Question	Answer
Will there be co-ed teams, programs and summer camps? Or will boys and girls remain separate? Or will there be a combination of both?	All programming will remain gender split, we will not be offering co-ed groups. Our After School Program will be the first program to immediately include boys and anyone biologically male in separate groups from our female youth.
If I am born biologically male but identify as female what are my options to play with Girls Leading Goals?	Players in this scenario will be able to participate in our summer camps, clinics, and after school program with our girls groups. Players in this scenario that want to play on a club team will need to abide by the league rules in which our teams participate in, such as: San Francisco Youth Soccer League and Norcal Premier League . We follow their rules. "SFYS and SAY Soccer do not discriminate on the basis of gender. Players may play as they identify in SFYS leagues. Families will provide the league with additional documentation to support their player's registration in accordance with SAY Non-Discrimination policy."