

Girls Leading Girls

BUSINESS PARTNERSHIP TOOLKIT



GIRLS LEADING GIRLS IS THE *FIRST-EVER* ALL-GIRLS SOCCER ORGANIZATION WITH ALL WOMEN COACHES

Started in 2014 to serve all girls, Girls Leading Girls is a San Francisco–based nonprofit that trains over 500 young women every year ages 5-17 in leadership and life skills through soccer. Our programs run year-round, locally and internationally. Our unique approach combines all female role models as coaches with a girl-centered curriculum incorporating topics on nutrition, body image, career exploration, goal setting, and healthy relationships with soccer training to increase girls confidence on and off the field.



PROGRAM OUTCOMES

- Improved fitness & nutrition to reduce childhood obesity
- Increased technical & tactical skills in soccer to sustain participation in sports by girls
- Improved social relationships with peers & coaches to reduce violent behavior (gangs, foul language, fights)
- Increased leadership participation on & off the field to build women leaders in all sectors of society
- Improved academic attendance to reduce generational poverty

The Problem



All girls begin to lose their confidence around age 12.

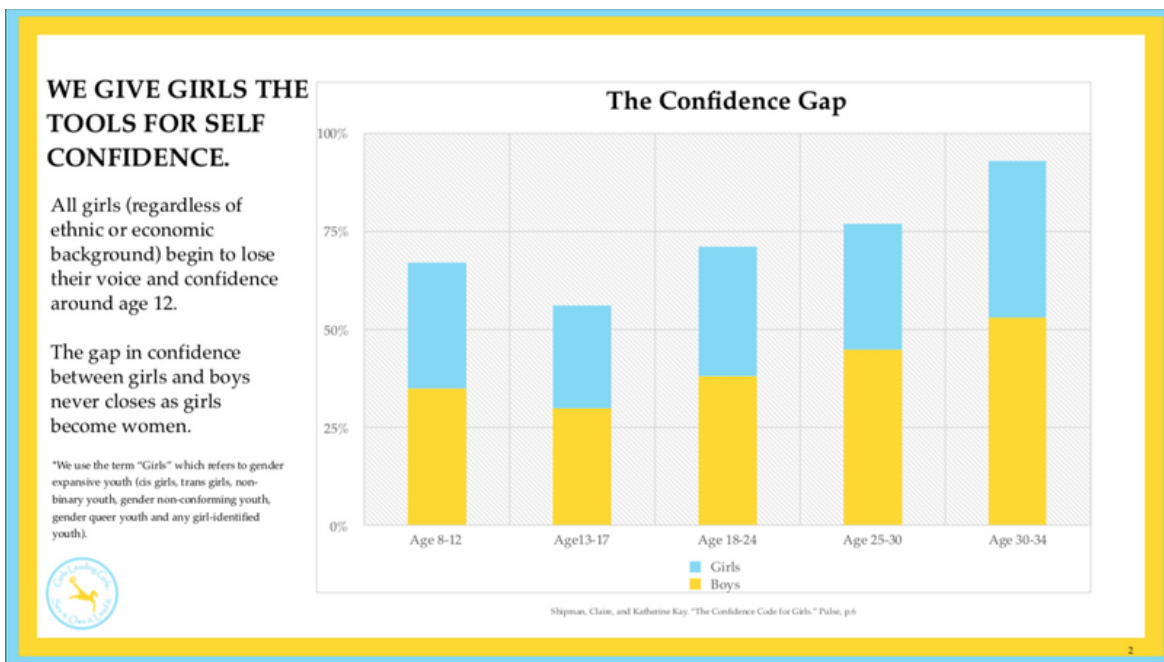
The Confidence Gap grows throughout puberty and never closes as girls become women. 70% of girls drop out of sports at a rapid rate faster than boys around age 13. Girls become women and only 28% of youth sports coaches in the USA are women.

Between tween and teen years, girls' confidence significantly drops by 30% - from 8.5/10 at age 8 to only 6/10 by age 12.

Girls are 18% less likely than boys to describe themselves as "confident." Girls are more likely than boys to describe themselves as stressed, anxious, shy, emotional, worried, depressed and ugly.

Nearly 8 in 10 girls want to feel more confident in themselves.

We are closing the Confidence Gap by training girls to be leaders through soccer. Research suggests that 50% of all girls who participate in some kind of sport have higher than average levels of self-esteem, less depression, and are more likely to graduate from high school and experience academic success than those who do not.



Partnership Opportunities



- 1. Annual or fixed donation** • Give an annual or fixed donation to support our work.
- 2. Percent of sales** • Donate a percentage of sales for a fixed timeframe. Perhaps for the month of March in honor of Women's History Month.
- 3. Matching campaign gift** • Offer a matching campaign gift to GLG to boost donations from your employees & customers. For example, for every dollar donated to GLG by your employees or customers, your company would donate \$2 for a \$1:\$2 match.
- 4. Point of sale** • At the end of a transaction, ask your customers to donate to GLG in addition to their purchase. For example, you could ask customers to round up to the nearest dollar or donate a fixed amount at checkout during online/in-store purchases.
- 5. Transactional campaign** • Offer to donate to GLG in direct relation to customer action, such as customers who share a social media post or purchase a product.
- 6. Annual Fundraisers sponsorship** • Become a sponsor (includes promotional benefits) for either our annual spring fundraising event or our annual fall gala. Every May we host a 5K Run with our community & raise \$5,000+ towards our free programs. Every December we host a formal gala at the Airbnb HQs in SF with 300+ attendees, a panel of women speakers like Leslie Osborne, and raise over \$20,000 from donations & our silent auction.
- 7. Employee engagement** • Inspire your employees through employee engagement programs. There are many options to participate in GLG like recruiting women to coach, having volunteers for events, women mentors matched with our girls, & more! We have plenty of opportunities to go around.

"When communities come together in support of young women's efforts, we have the greatest success in empowering the next generation of young women." - Brianna "Bre" Russell, CEO and Founder

STEPS TO START

- 1. Get inspired:** Consider a cause-related partnership that will work best for your customers & company. Refer above for some ideas to get you started.
- 2. Contact us:** Bring us your best ideas & we'll work with you to bring them to life! Email us at brianna@girlsleadinggirls.org.
- 3. Begin your campaign:** Once you have received confirmation from GLG, it's go time! Publicize final results & highlight outstanding participants.

WE'D LOVE TO PROMOTE YOU TO OUR FOLLOWERS!



55
women
coaches



4,000



3,660

Our Solution Combines:



Accessibility
& low to no
cost for
all girls



Girl-centered
curriculum



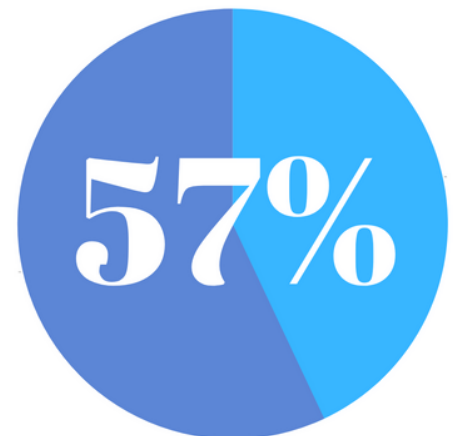
All women
coaches for
representation
& role
modeling



Year round
opportunities
to play



Multiple
programs
to reach girls
from all
backgrounds



More than **HALF** of all girls served are from historically underrepresented groups. This includes girls who are Black, Latinx, and from low-income households.

Girls Leading Girls reached over 800 girls annually and over 5,000 to date.

- **Free After School Program:** 350 girls in grades K-8th, and 85% are eligible for reduced lunch
- **SOL Soccer Club Program:** 385 girls in grades 2nd-12th, and we have recreational, competitive, & travel level teams with 15% of players on scholarships; players pay a sliding scale fee to join a team
- **Summer Camp Program:** 322 girls of all levels in grades 2nd-12th; 50% receive scholarships
- **Junior Coaching Program:** 15 girls in high school who volunteer and learn to become coaches
- **International Program:** 18 girls & coaches, ages 12 and up; previous trips include Nicaragua, Costa Rica, & France Women's World Cup)

Meet Nora



Nora was a player on the GLG SOL Warriors 03 Travel team for 5 years. During that time, she was also a volunteer junior coach. Now, after graduating high school, she has been promoted to be a paid head coach.

FROM PLAYER TO JUNIOR COACH TO HEAD COACH

I got involved in 8th grade. I played for another club in 5th grade and didn't have a good experience. I quit and didn't play in 6th grade at all. Two of my friends played with Girls Leading Girls and asked if I wanted to play. I started on one of the recreational teams and grew with them to a competitive team.

I always liked the energy created by the teams. I liked the coaches, and I always felt very welcome, even when I didn't know anyone at first. My teammates have become my closest friends, and they're the only friends I saw during Covid-19.

"The team makes me happy, no one is left out, and it feels like we're one big family. I joined this club because I had stopped playing soccer and missed it. Some friends of mine introduced me to the club and instantly I felt welcomed by the team. I also feel like the coaches actually care about us." - Nora, Head Coach

As a player, I just showed up and waited for my coach to tell me what to do. When I went into junior coaching, I wasn't sure how much the kids would actually listen to me. I didn't speak up much until the last season. I started leading activities more to prepare for being a Head Coach and talking to the players individually to help them learn, which helped me be more comfortable as a coach.

GLG has definitely made me more confident and influenced how I speak on and off the field. Now I've learned how to use my voice without being aggressive. I've learned to be assertive and when to stand my ground.



Learn More About Girls Leading Girls



GirlsLeadingGirls.Org



Brianna@GirlsLeadingGirls.org



@GirlsLeadingGirls



@GirlsLeadingGirls



[linkedin.com/company/girls-leading-girls/](https://www.linkedin.com/company/girls-leading-girls/)



Girls Leading Girls is a 501(c)(3) tax-exempt nonprofit.

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We use the term “Girls” which refers to gender expansive youth (cis girls, trans girls, nonbinary youth, gender non-conforming youth, gender queer youth and any girl-identified youth).