

the women's sports foundation
2004 annual report

a force for change





Founded in 1974 by Billie Jean King, the Women's Sports Foundation is a national charitable educational organization seeking to advance the lives of girls and women through sports and physical activity. The Foundation's Participation, Education, Advocacy, Research and Leadership programs are made possible by gifts from individuals, foundations and corporations. The Foundation is located in Nassau County, N.Y.

For more information, please contact the Foundation

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WomensSportsFoundation.org

AOL Keyword: WSF

GoGirlGo.com



Dear friends,

To all of you who have made this successful year possible, all of the girls and women served by the Women's Sports Foundation thank you for being a member of our team as we celebrated our 30th anniversary year in 2004.

As one of the top public operating foundations funding girls' and women's issues in the United States, the Women's Sports Foundation distributed more than \$10,000 per week to provide opportunities for socioeconomically underprivileged girls to participate in sports and physical activity. Annually, thanks to donations from yourself and other individuals, corporations and foundations, we were able to:

- Answer more than 100,000 inquiries about women's sports issues,
- Deliver GoGirlGo! Project educational kits to more than 117,000 girls and 7,000 coaches and adult group leaders,
- Serve more than one million people through events and outreach projects and
- Distribute more than two million education publications.

With your support, Foundation grants made a direct impact in the lives of approximately 150,000 girls in 2004. However, less than 10% of those seeking funding received grants, which means that for every girl the Foundation's participation grants put on the playing field in 2004, nine of our grant applicants remained on the sidelines, waiting for funding.

In 2004, we continued our efforts to help more than 1,000 parents, coaches and concerned citizens with gender equity issues. Continued work on these fronts is critical to the success of the quality of sports and fitness experience of our daughters.

Thank you for making the work we do possible.

Yours in health,

Dorothy G. Blaney, Ph.D.
Chair, Board of Trustees

Donna A. Lopiano, Ph.D.
Chief Executive Officer

women's sports foundation timeline



1974: The Women's Sports Foundation is founded by Billie Jean King in San Francisco. Since then, more than 200 Trustees from the worlds of sport, business, law, education and entertainment have volunteered and led the way towards carrying out its mission and vision.

1975: The Foundation publishes the first *College Athletic Scholarship Guide for Women* at a time when few opportunities existed for women to compete in college athletics and there was virtually no media coverage of the few existing competitive opportunities. Thanks to the relentless work of the Foundation on Title IX, women currently make up 40 percent of the participants in intercollegiate athletics and receive about 43 percent of the scholarship dollars at NCAA institutions.

1976: The first Executive Director, Eva Auchincloss, is hired and heads up the office of the Foundation on only \$5,000 and a donated office space in San Mateo, Calif. Today the Foundation has a \$6 million operating budget and a donated home in Eisenhower Park in Nassau County, N.Y.

1977: The first official Women's Sports Foundation newsletter is distributed to its members. Today, a weekly e-mail newsletter is sent out to more than 38,000 recipients, the *Women's Sports Experience* newsletter is circulated to 15,000 members per quarter and *GoGirl News* reaches 5,000 members per quarter.

1977: The first grant programs, including summer camp scholarships, are established by the Foundation. Since then, more than \$9 million in cash grants and scholarships and \$43 million in educational materials and services has been provided to individuals, teams and grassroots organizations.

1979: Donna de Varona becomes the Women's Sports Foundation's first president, setting the standard for athlete involvement in the organization's leadership. de Varona serves as Chair for Government Relations for the organization.

1980: The first Annual Salute to Women in Sports Awards Dinner is held. 2004 marked our 25th year of honoring the women who are dedicated to making a difference, advancing participation and who dare to compete.

1980: The inaugural induction class of the International Women's Sports Hall of Fame is honored. With 124 members of the Hall of Fame, the organization continues to direct and advise hundreds of other non-sport organizations to salute women athletes and coaches as leaders and award recipients across all areas of society.

1981: The Foundation's toll-free information line opens. The Foundation now receives more than 100,000 requests for information each year, sends more than 10,000 general information packets each year and distributes more than 2 million pieces of material each year to girls, parents and program leaders.

1982: The Foundation's Internship Program begins. More than 450 young professionals have learned professional skills, provided assistance in the implementation of programs and have gone on to successful careers.

1983: The New Agenda Conference brings together the leaders of women's sports, business and government to create a blueprint for the future of women's sports.



1984: The Foundation's first Travel and Training Fund grants are awarded. To date, more than \$1,200,000 has been awarded from this fund so that athletes can continue their dreams of competing at the highest level.

1985: The High School All-Star program begins and provides recognition for more than 1,700 outstanding high school female athletes. Since then, the Foundation has granted more than \$1,000,000 in college scholarships to deserving female athletes in need.

1986: The Women's Sports Foundation relocates to New York City and hires its second executive director, Deborah Slaner Larkin, who serves until 1992.

1986: The Women's Sports Journalism Award program is created to honor women's sports media coverage. In the 15 years that this award was given, 117 journalists from around the country were honored for excellence in media coverage of women's sports.

1987: The inaugural National Girls and Women in Sports Day (NGWSD) celebration is held in Washington, D.C., as a day to remember Olympic volleyball player Flo Hyman for her athletic achievements and her work to ensure equality for women's sports. Since that time, 18 years of NGWSD celebrations have acknowledged the past, recognized current sports achievements and celebrated the move toward equality and access for women in sports.

1988: The Foundation's second major research study, *The Wilson Report: Moms, Dads, Daughters and Sports*, is published. To this day, it is recognized as the first large-scale, nationwide intergenerational study of the female sports experience.

1988: Kristi Yamaguchi receives a Travel and Training Grant for her athletic success and promise in figure skating. Four years later at the 1992 Olympic Games, she becomes the first U.S. woman since Dorothy Hamill in 1976 to win the women's Olympic figure skating gold medal.

1990: The first "Grants for Girls" are awarded. The program's direct descendant, the GoGirlGo! grants, awarded more than \$1 million in its first three years, 2002-2004.

1991: Soccer player Michelle Akers receives a Travel and Training Grant. Nine years later, she is named the Federation Internationale de Football Association (FIFA) Player of the Century and Best Female Soccer Player Ever.

1992: The Community Awards and Grants Program (later the Community Action Program) is established. This program brings together community leaders from youth-serving agencies, sports organizations, schools and businesses to promote girls' and women's sports in their local communities. Through the Take Action and Spread the Word awards, granted to more than 100 grassroots organizations across the country, communities are encouraged to celebrate participation and support the achievements of girls and women in sports and fitness. Current CEO Donna Lopiano is hired.

1992: The Minority Internship Program begins, giving more women of underrepresented populations the experience to make their mark in sports-related careers.



1993: The Women's Sports Foundation gets a "new home" in Nassau County, N.Y., when the eight full-time staff and two interns move into the Lannin House in Eisenhower Park. In 2004, 29 full-time staff, nine part-time staff and consultants, and 14 interns share their passion for the cause on a daily basis.

1993: Michelle Kwan is named a recipient of the Travel and Training Grant. Four years later, during the 1997-98 season, she becomes the first woman to earn a perfect score at the U.S. national championship when she earns seven 6.0 scores in the short program.

1994: The Athletes' Speaker Service is officially launched. Since its inception, hundreds of athletes have educated and motivated people at schools, companies and conferences.

1995: The Annual Salute to Women in Sports Awards Dinner is televised on TNT. This is the first of a total of five times that the Dinner is televised on a major cable network.

1996: The Olympic Games in Atlanta include 45 Foundation Travel and Training grant recipients competing for the United States. Twelve of them win 16 medals, including Mary Ellen Clark in diving (bronze), Kerri Strug in gymnastics (gold) and Brooke Bennett in swimming (gold).

1996: The Foundation launches a Web site www.WomensSportsFoundation.org. Millions of people around the world have accessed the Foundation's information via the Internet.

1996: The first Wilma Rudolph Courage Award is given to Jackie Joyner-Kersey. Since then, eight other women who have demonstrated the ability to overcome adversity, make significant contributions to sports and serve as inspirations and role models for others have received this prestigious honor.

1997: The Foundation publishes *The Women's Sports Foundation Gender Equity Report Card*. This is the only publication to examine the compliance with Title IX of more than 700 National Collegiate Athletic Association (NCAA) colleges and universities.

1998: *The Women's Sports Foundation Report: Sport and Teen Pregnancy* is published. Until this study, there was little or no recognition among teen pregnancy prevention experts and policymakers that athletic participation helps reduce many girls' risk for pregnancy. The report is so successful that it is quoted in major newspapers such as *USA Today*, *San Francisco Chronicle*, *Boston Globe*, *Los Angeles Times* and international outlets, generating about 250 million media impressions.

1998: The Foundation is granted United Nations Consultative status for being concerned with matters related to women's health within the competence of The Economic and Social Council. To date, the Foundation is the only non-governmental sport organization in the world to receive such status.

1999: *The Women's Sports Foundation Report: Addressing the Needs of Professional and Amateur Athletes* is published. With this data, the Women's Sports Foundation helps National Governing Bodies address issues of importance for female athletes.



2000: The Foundation's first bilingual (English/Spanish) guide, the *Parent's Guide to Girls' Sports*, is published. Since its first printing in 1986, more than 1 million copies have been distributed.

2000: The Foundation is awarded the International Olympic Committee's first-ever Women in Sport Award for the Americas.

2001: The Foundation publishes *The Women's Sports Foundation Report: Health Risks and the Teen Athlete*. Now, program leaders, educators and policymakers have solid evidence that sports participation is a fundamental solution to the health risks faced by teen girls.

2001: The first grant in The Project to Eliminate Homophobia in Sports is awarded. An educational curriculum and video entitled "It Takes A Team" is created to offer athletes, coaches and administrators nationwide a resource to discuss tolerance and diversity.

2001: GoGirlGo! education and grant programs are established in honor of founder Billie Jean King. More than 280,000 girls aged 10-14 have been educated about avoiding health-risk behaviors and more than \$1,000,000 has been given to support girls' physical activity opportunities.

2002: The National Public Service Announcement campaign "Do you know who I am?" is created thanks to Element 79 Partners, Seven Worldwide and the many individuals who donated their time and expertise. The campaign appears more than 18,000 times in print, on television and on the radio and generates 500 million media impressions.

2002: The Olympic Winter Games take place in Salt Lake City, Utah. Travel and Training grant recipients win four of the 11 Olympic medals earned by United States women and seven medals, four of them being gold, in the Paralympic Games.

2003: The Foundation helps lead a 12-month campaign with a coalition of more than 100 organizations to engineer grassroots demonstrations in seven cities to oppose the administration's attempts to dismantle Title IX. Without these efforts, high school participation opportunities for women might have fallen by 163,000, college rates by 43,000 and as much as \$103,000,000 might be lost in college athletic scholarships annually.

2004: The GoGirlGo! National Campaign to get one million inactive girls active and to keep one million active girls motivated to participate is launched. One in seven young people is obese and one in three is overweight. The Foundation is addressing these health risks one girl at a time.

2004: *SuperWomen: 100 Women-100 Sports*, is published. The book shows everyone that female athletes come in all races, ages and body types and that there is a sport for everyone.

2004: The GoGirlGo! educational curriculum receives a gold National Health Information Award from the Health Information Resource Center, a national clearinghouse for consumer health information programs and materials.

endowed and restricted funds

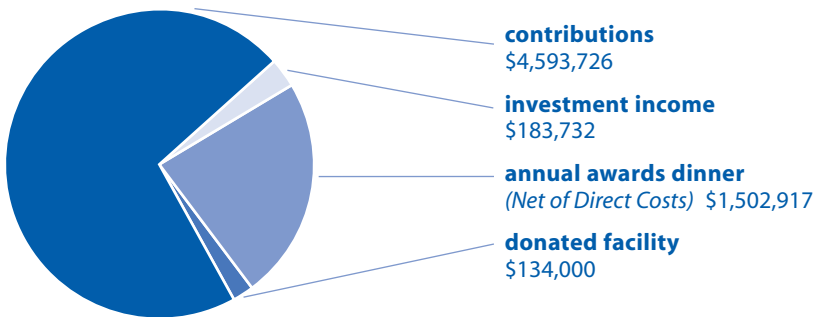


2004 balance sheet

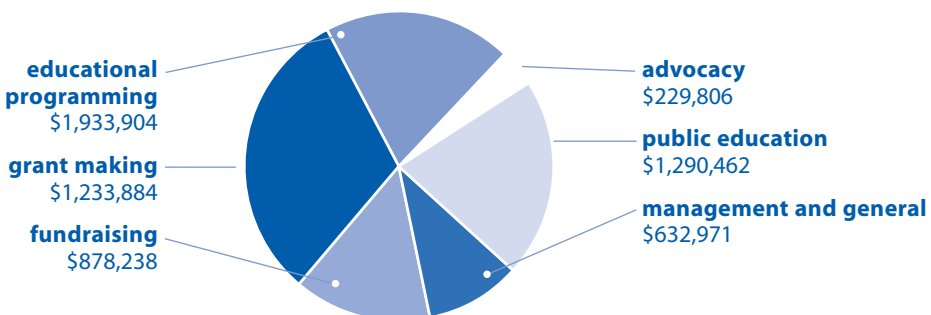
(Dec. 31, 2004)

	total 2004	total 2003
assets		
Cash and Cash Equivalents	\$704,532	\$707,054
Accounts Receivable	970,949	592,685
Prepaid Expenses and Other Assets	44,168	47,068
Investments	3,740,708	3,794,265
Property and Equipment	387,999	376,260
Total Assets	\$5,848,356	\$5,517,332
liabilities		
Accounts Payable	\$521,584	\$419,128
Deferred Income	31,000	0
Capital Lease Payable	0	0
Deferred Compensation	15,693	33,235
Total Liabilities	\$568,277	\$452,363
net assets		
Unrestricted/Restricted	\$5,280,079	\$5,064,969
Total Net Assets	\$5,280,079	\$5,064,969
Total Liabilities and Net Assets	\$5,848,356	\$5,517,332

total support and revenues



total expenses



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Inside cover:
Soccer in the Streets
Tami Keegan
Soccer in the Streets

Page 1:
The Florence Griffith Joyner Youth Foundation
Girls in Training
Wisdom Lane Levittown

Page 2:
Girls in Training
Gypsy Chicks
Hamden Women's Sports Federation

Page 3:
Hamden Women's Sports Federation

Page 4:
The Boys & Girls Club of Green Bay, Wis.
The Seeds Foundation
Trailblazers in the Community

Page 5:
The Young Family
©Women's Sports Foundation
The Fowler Community Health Initiative

Page 6:
Girls in Training
Ida B. Wells Public Housing Development
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Page 7:
The Young Family
Hyde Square Task Force
Gypsy Chicks

Page 8:
The Young Family
The Seeds Foundation
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Page 9:
Tutwiler Community Center
The Boys & Girls Club of Green Bay, Wis.
Soccer in the Streets

Page 10:
Girls in Training
Ida B. Wells Public Housing Development
Jessie Draper Unit

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