

GoGirlGo!

Changing the Way Girls Think About Themselves

Girls who get physically active are less likely than their inactive peers to become obese, develop diabetes or have other physical and emotional health issues. They also have higher self-esteem, which in turn results in fewer teen pregnancies and eating disorders.

The Women's Sports Foundation created its GoGirlGo! program to give girls access to physical activity, particularly those in underserved communities. GoGirlGo! gives girls the confidence they need to become the next generation of healthy and successful leaders.

Goals of the GoGirlGo! Program

The Women's Sports Foundation seeks to create change by increasing the level of physical activity and leadership skills of girls by accomplishing the following:

- Establish GoGirlGo! communities in the top-20 USA markets. Our goal? To reach 43 percent of the U.S. population.
- Expand opportunities for underserved girls, both nationally and in Atlanta, Boston, Chicago and San Antonio through the distribution of grants and by working in concert with 1,200 girl-serving organizations
- Establish programs to increase gender and racial diversity in sport participation and leadership by partnering with organizations such as the Tavis Smiley Road to Health Tour and by launching the Healthier Lives for Hispanic Girls Campaign sponsored by the Wm. Wrigley Jr. Company Foundation
- Shape the public perception of the benefits of sports and physical activity for girls and women by partnering with media organizations such as Clear Channel, Time Warner Cable and Univision
- Drive the adoption of federal, state and local government and national sports organization policy that increases sports and physical activity opportunities by educating and persuading elected officials



GoGirlGo! gets more girls active, particularly in underserved communities, and builds physically and emotionally healthy lives.

GoGirlGo! Program Elements

1. Free National Health Information Award-Winning Education Program

- Pre- and post-program surveys of participants show positive attitude changes on all and significant changes in attitude on nine of 29 health-risk behaviors.
- More than 2,500 organizations have delivered the program to almost one million girls.
- Educational program kits, delivered free to organizations that work with girls, consist of:
 - A special curriculum developed for coaches and other adult leaders
 - GoGirls! Guides to Life in which champion athlete role models talk to girls about inactivity and other risky health behaviors
 - GoGirls! Scrapbooks, meant to include journaling as well as photos and/or memorabilia (tickets, certificates, letters, etc.)
 - Parents' Guides to inform adults on the importance of getting the girls in their lives physically active and ways to help
 - Spanish and English language materials

- The GoGirlGo! Educational Program also includes:
 - The Ambassador program, which encourages active high school girls to get their sedentary girlfriends moving
 - GoGirlWorld.org, a comprehensive, interactive, dedicated girls' activity Web site supporting and motivating participation

2. GoGirlGo! Cash Grants — \$500,000 to \$1 million annually
Funding supports physical activity programs for girls through direct cash grants.

3. National Education and Activism Campaign
In order to educate and activate the public, the Foundation has created:

- National Research Summary, "Her Life Depends On It," the most comprehensive compilation of research to date about the impact of physical activity on the physical, psychological and cultural health of girls. In October of

2008, the Foundation released "Go Out and Play: Youth Sports in America," an exhaustive study of children's participation in sports and exercise, the first to document the benefit of sports to the wellness of families.

- Grassroots event series
- GoGirlGo.com, where adults can find resources to help get girls moving, and girls can connect at GoGirlWorld.org

4. GoGirlGo! Directory
This online resource provides leaders of community organizations with:

- The opportunity for to share best practices
- Free technical assistance to increase capacity of community organizations, in fundraising, recruiting and retaining girls, and identifying community resources

GoGirlGo! would not be possible without the generous support of the Foundation's national sponsors: Advanta and Gatorade.

	Year One	Year Two	Year Three	Year Four	Year Five	Year Six	Total
Organizations Receiving Free Curriculum	797	859	1,224	2,582	1,960	2,194	9,616
Girls Reached w/ GoGirlGo! Curriculum	68,669	89,214	117,804	253,026	96,336 ¹	106,296	731,345
Adult Leaders Reached	5,722	7,434	9,817	21,108	8,028	8,858	60,967
Parents Reached	—	—	220,000	220,000	144,504	159,444	743,948
Total Awarded in Grants	\$405,565	\$427,715	\$680,750	\$823,281 ²	\$614,148 ²	\$844,255 ²	\$3,795,714
Number of Grantee Organizations	228	140	145	132	81	140	866
Girls Served Through Grants	17,177	28,228	19,974	21,470	8,359 ¹	14,319	109,527
Average Overall Cost Per Girl	\$13.35	\$14.65	\$17.35	\$8.18	\$20.04	\$19.69	\$14.16
Program Expenses	\$916,932	\$1,306,645	\$2,043,451	\$2,069,173	\$1,930,285	2,092,897	\$10,359,383

¹ Number of girls declined due to lack of a print sponsor for the curriculum materials and reduction in the national grant pool.

² Number includes matching grants from local community Foundations.

Type of Organization	Orgs Requesting GoGirlGo! Kits	% of All Kit Requests	Girls Served	% of All Participants
Boys and Girls Clubs	1,270	13.21%	84,485	11.55%
Community Development	595	6.19%	43,934	6.01%
Community Recreation	1,449	15.07%	105,886	14.48%
Churches / Religious	182	1.89%	8,573	1.17%
Girls Incorporated	190	1.98%	19,959	2.73%
Girl Scouts	1,793	8.65%	98,727	13.50%
Jewish Community Centers	78	0.81%	6,084	0.83%
Juvenile Justice	28	0.29%	4,653	0.64%
Parks and Recreation Departments	326	3.39%	45,707	6.25%
Police Athletic Leagues	68	0.71%	21,486	2.94%
Schools	2,857	29.71%	259,566	35.49%
YMCA / YWCA	296	3.08%	19,601	2.68%
Other	484	5.03%	12,684	1.73%
Totals	9,616	100%	731,345	100%

Women's Sports Foundation