# CELEBRATING THE 2021 ANNUAL REPORT 50 ANNIVERSARY OF TITLE



**SG UNITED FOUNDATION** 

# From The Director

### Dear Friends,

On June 23, 1972, Title IX of the Civil Rights Act was signed into law by President Richard Nixon. Title IX declared sex discrimination in educational settings illegal, thereby expanding access and opportunities for girls and women. Among the many notable statistics in The State of Women in College Sports report put out by the NCAA this year, girls' high school sports participation rate is greater than 11 times what it was when Title IX was passed, an increase of more than 1,000%. However, current girls' participation numbers have never reached the boys' 1971 – 72 level. In 1972, when Title IX was passed, boys' sports participation numbers were 3,666,917, which is 264,184 more than the number of female participants in 2019.

Like the effects of Title IX, SGU has followed a similar arc—there has been observable progress made by our little grassroots organization and there continue to be opportunities for growth. One major goal in founding this organization was to empower girls and promote greater participation in sport. We looked to combat the dropout rate seen in girls at age 14 and the sport specialization and burnout that became all too common, and to level the playing field with opportunities for girls and women (right down to empowering girls to play on the courts and fields during school recess!). In working toward this goal, our focus has been on multi-sport activities, mental skills, and mentorship.

Overall, I am filled with gratitude, excitement, and optimism as we wrap up our 2020 – 2021 year and share a sneak peak at our latest initiatives. The year had many "records" for SGU. We had 215 mentors and mentees involved in FAM, over 400 college athletes and youth girls involved in Strong Girls U programs and nearly 250 college athletes and K-8th grade girls involved in Title IX events hosted by colleges. We also had a record 326 individual donors.

One of the partnerships that has helped propel us forward was becoming an official charity partner with New York Road Runners (NYRR) for the 2022 United NYC Half Marathon where we had four runners complete the 13.1-mile course through the City. We also welcomed 10 runners for the 2022 TCS New York City Marathon in November 2023; they started their hard training and fundraising efforts in the spring. I can't wait to share more about that in next year's Annual Report. Of particular note again this year is the number of college female athletes who raise their hand to add another commitment to their already full plates and join our organization. They inspire me every day and I am so grateful to every one of them. We believe that we can do as much for them as they do for the next generation and have focused some time and efforts in supporting them. To that end, we were able to hire Skyler Espinoza as Associate Director of FAM in a part-time role to support our mentors. She has been an inspiration herself as she trains as a professional athlete while supporting the whole FAM.

Toward the end of this report, you will see a sneak peek of our latest initiatives. We continue to get creative in ways we can bring programming to more people and need to continue our work in reaching diverse audiences.

Thank you for your continued support.

Lani Silversides



### **Our Mission**

To empower girls to be strong, confident, and resilient through sports, mentorship, and mental health programming.

### **OUR VISION**

Every girl recognizing her inner I CAN.

### **OUR CORE VALUES**

Our core values are grounded in the FUEL that helps each person recognize their inner ICAN and the collective power it creates.





# 2021-2022 PROGRAMS AND IMPACT

145

June marked the 50th anniversary of Title IX which has made an impact on girls and women

free Title IX events for their communities:

We helped to support four universities in running

240 **COLLEGE ATHLETES & K-8TH GRADE GIRLS** AT TITLE IX EVENTS ON **COLLEGE CAMPUSES** 

280

GIRLS

STRONG

United States shall, on the basis of sex. he excluded from participation in, he denied the benefits of. or be subjected to discrimination under any education program or activity receiving Federal financial assistance."

"No person in the

### Southern Maine Davidson College

University of

TITLE IX

**EVENTS** 

(Women's Lacrosse)

TITLE **IX** 

**Bowdoin College** 

**Tufts University** 

in sport throughout the years.

215

MENTEES & MENTORS

### **Our Programs & Impact**

### FAM

At SG United Foundation, we've realized that mentorship is one of the most powerful aspects of our programming-- it can change girls' lives. This is why we've created a dedicated one-on-one mentorship program: to give girls the role models they need to succeed.

This program has been designed to pair a Strong Girl (elementary or middle school aged) with a female college athlete mentor. Through this program, young girls will have the opportunity to cultivate meaningful relationships with strong female role models. They meet virtually at least twice a month throughout the school year and follow our curriculum that aims at teaching every girl to find their POSSIBLE:



Nearly half of mentees received a

for anything."

-MENTEE

"She inspired me to always be

courageous and never give up

scholarship to participate.

**40 of 107** mentors from our 2021 – 22 cohort are continuing to mentor during the 2022 – 23 school year.



"I will always remember that day, when I met a role model that has changed everything in such a positive way for me! It felt like a big weight was lifted off of my shoulders ever since I started talking with her!"

-MENTOR



### **SURVEY SAYS**

### After participating in FAM, mentees reported

increased confidence in practicing mental skills

discovering more about themselves

more confidence trying new things

thinking more about their future

becoming better at handling fear, stress, and anxiety,

practicing mindfulness exercises outside of FAM sessions

learning about being a good leader

### Those parents who completed a post-program survey reported:

Increased interest in physical activity or sports

Increased interest in mental health and mental skills

Increased confidence

Willingness to try new things and get out of their comfort zones

Feeling connected to a mentor/role model

"I have really enjoyed that my daughter got to know her mentor so well and had such a strong connection with her too. I think it was really inspiring to my daughter to get to know somebody in college and who plays college sports. My daughter was inspired to play different sports by getting to know her mentor!" -MENTEE PARENT

Photo: Don Whelar

**Our Programs & Impact** 

### STRONG GIRLS

### **STRONG GIRLS U**

Through fitness, sports, mindfulness, and positive education curriculum, these programs teach girls how to build their strong bodies alongside how to tap into their compassionate hearts, and their unstoppable minds.

We partner with colleges and universities to train interested athletes to coach a 6 week program together for underserved girls in their area.

### STRONG BODIES. Kind Hearts, Unstoppable Mind



"It excites me to talk to younger girls about playing sports because I wish I had had a mentor like this."

#### -COLLEGE ATHLETE VOLUNTEER

"It has made me reflect on my own life and make sure I am applying the things I am teaching to my own struggles."

#### -COLLEGE ATHLETE VOLUNTEER

"Just a quick note to say how very much my daughter continues to love being involved with SG United. She is clearly seeing it as part of her identity now. She jumps at the chance to participate in any extra events provided, and we've seen such improvement in her confidence and an openness to playing soccer at recess and to playing on a soccer team when it is possible."

-PARENT

### WHO WE SERVED IN 2021-2022

Over 145 athletes were involved and trained to coach programs that worked with over 280 girls.

### Family Income

71.7%	20,000-45,000
22.6%	45,000-75,000
5.7%	75,000-120,000

### Race & Ethnicity

African American/Black	30%
Hispanic/Latinx	34%
Multiracial	8%
White	28%



## **Empowering Strong Girls for Life**

That's our tagline and we are moving closer to having programming for ALL ages. We became an official charity partner of the 2022 United NYC Half Marathon. Thank you to Amanda Becker, Hannah Levy, Hannah Mason, and Emily Dumont for running for SGU!

This has become a great opportunity for athletes who have graduated and "retired" from college sports to continue being part of a team, pursuing athletics through running.

We look forward to hopefully many more SGU Marathons! Be sure to visit our site for future opportunities to join our team!











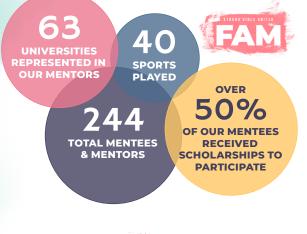
### **Looking Ahead**



We partnered with Up2Us Sports and were recipients of 3 Americorp Summer VISTAS in the summer of 2022.

Thank you to Jai'lyn Edwards, Caroline Manna, and Amanda Kaufmann who served in those roles! We also welcomed a full year VISTA, Sophie Slovenski for the 2022 – 2023 year.

### We began a third year of FAM with:





With the help of a new sponsor in Wiss, LLP, we began a Book Club, open to all, aimed at connecting more people around the country with our mission. And, with the help of the V

And, with the help of the Women's Foundation of Boston we will be launching Next Level FAM, a program for 7 – 12th grade girls.

### Thank you for being on this journey with us!



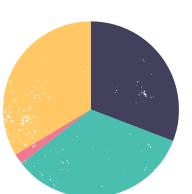




### Statement of Activities

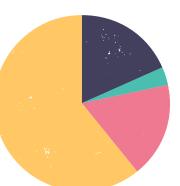
### Revenue & Support

Grants	\$31,400
Individual Donations	\$34,072
Other	\$1,818
Program Registration Fees	\$33,916
Total	\$101,206



### Expenses

General & Administrative	\$17,195
Marketing	\$3,127
Fundraising & Development	\$16,267
Program Services & Materials	\$56,631
Total	\$93,220



### DONORS

BANGOR

SAVINGS BANK

Bangor Savings Bank





### Individuals

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### **SG UNITED FOUNDATION**

Empowering strong girls for life

SG United Foundation PO Box 670 York, ME 03909

hello@sgunitedfoundation.org

### STRONG BODIES. KIND HEARTS. UNSTOPPABLE MINDS.

To empower girls to be strong, confident, and resilient through sports, mentorship, and mental health programming.

### How can you help?

Donate at mightycause.com/donate/Stronggirlsunited »»



Start a program

Spread the word!



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