

# **STRONG GIRLS UNITED**

## 2022 – 2023

### **Did you know?**

94% of women who hold C-suite level positions are former athletes according to research from Ernst & Young and *espnW*. 90% of women who are CEOs reported playing sports at some point and 54% at the university level ([Orr, 2017](#) »). Yet women hold only 25% of critical C-suite positions and account for only 6% of CEOs across the country. ([Korn Ferry, 2019](#) »)

### **So how do we make a more equitable society?**

We get girls in the game and **keep them** in the game.

**sg United Foundation** (“Strong Girls United”) is a 501(c)(3) nonprofit organization with a mission to empower girls to be strong, confident, and resilient through sports, social connection and mental health and well-being activities.

Partnering with colleges and universities, we provide leadership training for female student-athletes to empower them to coach and mentor youth girls.

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Girls have **1.3 million fewer opportunities** to participate in high school sports than boys ([Sabo & Feliz, 2008](#)).

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By age 14, girls drop out of sport at **twice the rate of boys** the same age ([Sabo & Feliz, 2008](#)).

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Only **31% of girls ages 6–12** play sports on a regular basis ([Aspen Institute, 2018](#)).

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And **77% of female leaders** reported that a lack of female coaches and role models limits girls’ sports participation ([Female Leaders in Sport Survey, 2019](#)).

**WATCH THE VIDEO**



### **OUR IMPACT BY THE NUMBERS:**

*Parents observed several positive changes in their daughters after participating:*

- 90%** Increase in confidence
- 93%** Willingness to try new things and get outside of their comfort zones
- 97%** Feeling connected to a mentor/role model
- 83%** Increased interest in mental health and skills
- 90%** Increased interest in physical activity or sports.



**STRONG BODIES.  
KIND HEARTS.  
UNSTOPPABLE MINDS.**



STRONG GIRLS UNITED

**FAM**

**STRONG  
GIRLS U**

**Strong Girls United is a pathway for social change**

We have developed innovative programs to not just get girls in the game but give them the skills that build resilience and confidence so they stay in the game. We infuse mental skills training into everything we do — for the kindergartners through the female college athletes serving as mentors and coaches — because we know mental health matters.

Our **FAM** (Female Athlete Mentorship) program has served over 400 girls and young women nationwide in the last two years ranging from age 5 to 26. In **FAM**, elementary and middle school girls are matched 1:1 with a college or professional female athlete for the year. Mentors represented 38 colleges and universities and 19 different sports.

Our Strong Girls U programs collaborate with Universities to train female student-athletes in leadership and mental skills and supply them with the tools and support to run a team program for youth girls in need in their surrounding area. In the last two years we have had nearly 400 athletes involved coaching local Strong Girls U teams and campus events, impacting approximately 500 elementary and middle school girls.

*"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!"*

—5TH GRADE MENTEE

*"Being a mentor has made me more confident in my ability to connect with younger kids. It's been really exciting to feel like I'm making a difference in my mentee's life, and the program has even made me consider becoming a teacher."*

—COLLEGE VOLUNTEER



In an effort to be as inclusive as possible and reach more underrepresented and underserved girls, these programs are offered free to the participants. **AND WE NEED YOU!**

Sponsorship packages include opportunities to have your name and logo on our website, shout-outs on social media, name and/or logo on registration pages, and more!

For more information or to email your commitment, contact Lani Silversides at [lani@sgunitedfoundation.org](mailto:lani@sgunitedfoundation.org).

**Help us achieve our impact goals for 2022-23**

**By mail**

SGU HQ Mailing Address\*  
PO Box 670  
York, ME 03909

**Online**

Individuals at your organization can contribute online at: [mightycause.com/stronggirlsunited](https://mightycause.com/stronggirlsunited) or through your company matching programs.

**WE  
NEED  
YOU!**

[SGUNITEDFOUNDATION.ORG](https://SGUNITEDFOUNDATION.ORG)

➤ Research informing our "whys" can be found at [sgunitedfoundation.org/fam-research](https://sgunitedfoundation.org/fam-research)

\*SG United Foundation is a 501(c)(3) nonprofit organization—incorporated in MA, NY, and ME—whose mission is to empower girls to be strong, confident, and resilient. Tax ID #: 84-2731661