



# Strategic Plan 2023-26



**Mission:** At Girls in the Game, every girl finds her voice, discovers her strength and builds confidence through fun and active sports, health and leadership programs.

**Vision:** Girls in the Game empowers all girls to speak up, stand out, and inspire future generations.

## Values:

**We nurture the whole girl.**

Our programs encourage physical and emotional health and promote active minds, bodies and hearts.

**We believe in the power of girls.**

Our girl-centered programs create a space for participants to discover and grow their strength and leadership.

**We push for equity.**

Recognizing the unique structural and institutional barriers that girls of color face, we prioritize girls and communities that need our programs most.



**We drive innovation.**

We respond to the evolving needs of girls through data-driven practices, taking risks and boldly embracing change.

**We stand for inclusivity.**

Moving beyond the binary of “girl”, we welcome LGBTQ+ youth and gender-expansive participants regardless of gender identity or expression.

**We create safe spaces.**

Collectively with participants, we design programs where girls are safe to be vulnerable, build resilience, and explore who they are and who they want to be.

# Priorities

## Strengthen our team

*Girls in the Game will champion our staff at every level, creating a culture of growth to better serve girls.*

**Goal 1:** Reevaluate our coaching staffing model to achieve consistency and support program growth.

**Goal 2:** Continue to develop and invest in full time staff and a positive organizational culture.

**Goal 3:** Explore programming and career development options for alumni and people 18-24.

## Revitalize our community-based strategy

*Girls in the Game will evaluate our current community strategy and implement new practices that will allow us to engage the areas that need us most.*

**Goal 1:** Reassess our community strategy to ensure we are staying up-to-date with the changing needs of the communities we serve.

**Goal 2:** Develop a process (e.g., indicators, success measures, etc.) to identify and prioritize new communities that need us most.

**Goal 3:** Plan our community engagement and resource development strategy.

## Foster deeper collaboration

*We will expand our collaboration with partners to deepen access and reach for under-resourced communities and populations.*

**Goal 1:** Expand our capacity to meet the needs of girls through new partnerships with organizations with specialized expertise.

**Goal 2:** Expand programs outside of schools.

**Goal 3:** Align our staffing strategy to address community need.

## Amplify girls' voices

*We will use data, our own expertise and girls' perspectives to build greater awareness and support for their needs.*

**Goal 1:** Partner with collaborators to increase awareness around girls' needs.

**Goal 2:** Share our experience and knowledge to build the visibility of the girls-serving space.

## Inclusion Policy

Girls in the Game aims to be a positive, supportive environment for girls and gender-expansive youth. **When we say "girls", we mean that we welcome participants regardless of their gender identity and gender expression.** We welcome all those who identify as girls or are exploring their gender identity or expression, regardless of their assigned sex at birth. This applies to both to participants who are already in our program and incoming participants.

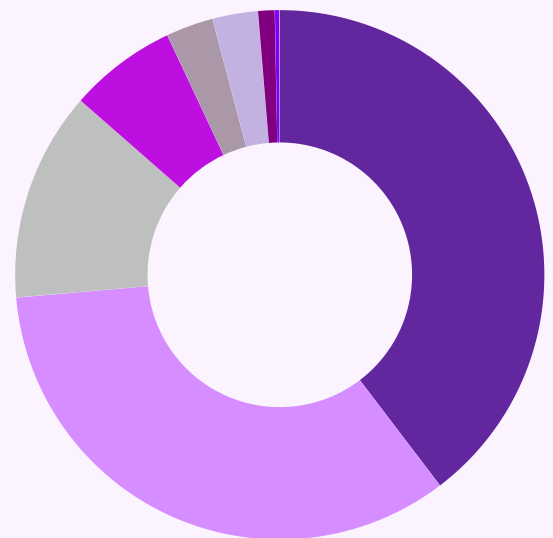
We respect a young person's wishes to be called by the name and pronoun they choose and ensure that all participants do the same. We will listen and learn in order to ensure we do not make mistaken assumptions based on outward appearance or performance of gender. We will continue to dedicate ourselves to maintaining a safe, welcoming environment for all participants.



## Who We Serve

Who do we serve? Whoever needs us. We work in Chicago (our home base), Baltimore and Bloomington to provide programs in schools, parks and community spaces. However, we prioritize girls of color who have been systematically and historically denied access to both sports and vital services.

## Girls in the Game Participant Demographics



- Black or African American (39.66%)
- Hispanic/Latina (33.97%)
- Prefer Not to Identify (12.8%)
- White (6.6%)
- Two or More Races (2.89%)
- Asian (2.77%)
- Other (1.02%)
- American Indian or Alaskan Native (0.26%)
- Native Hawaiian or Pacific Islander (0.03%)