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Women's Sports Foundation Showcases Title IX's Economic Impact In Washington, D.C. For National Girls & Women In Sports Day

Theme: Voice & Visibility

Women's Sports Foundation Showcases Title IX's Economic Impact In Washington, D.C. For National Girls & Women In Sports Day

Co-authored by Caroline Fitzgerald, Forbes

From: https://www.forbes.com/sites/c...

39 years ago, the Women's Sports Foundation (WSF) co-founded National Girls & Women in Sports Day (NGWSD) as a national celebration and advocacy initiative recognizing the achievements of girls and women in sports. Today, NGWSD remains both a celebration and a call to action—honoring strides made, while advocating for the necessary changes to close the remaining gaps in sports for girls and women.

This year, WSF athletes, staff, and Trustees spent NGWSD in Washington, D.C. meeting with Senators, Representatives and their staff on Capitol Hill to advocate for legislation and policies that support girls and women in sports. The WSF also conducted a briefing for legislators that showcased the economic impact of Title IX, highlighting the organization's new research, <u>Play to Lead: The Generational Impact of Sport on Women's Leadership</u>. The report examines the economic impact that comes with providing access to sports for girls and women, tying the leadership skills that come from playing sports to more strong, well-equipped leaders entering the workforce.

The Economic Benefits Of Title IX

The findings reveal that the longer girls play sports, the more likely they are to hold formal leadership roles. Per WSF, 69% of women who played sports held at least one formal leadership role outside of the family and half of women in the study credit the skills acquired through sports for their leadership development.

"We want to make sure that girls can play sports for as long as possible, because when girls play, they lead, and we all win," said WSF CEO, Danette Leighton. "Sports are not a 'nice-to-have' for girls and women; they're a 'must-have."

The report's findings are the latest proof point that the skills, traits and experiences girls learn through playing sports have the ability to build a vibrant leadership pipeline that benefits society and bolsters the economy.

Title IX And The Growth Of Women's Sports

In addition to speaking about the connection between girls playing sports and holding leadership positions later in life, Leighton also spoke to other key impacts of Title IX. Those impacts include the emergence of a new wave of leaders and decision makers that have all grown up with women playing sports at every level, plus the economic boom that the women's sports industry is currently experiencing. Leighton shared that the growth spurt that women's sports are having is no "coincidence"; it is the direct result of WSF's 50-year legacy fighting to protect Title IX.

"This legislation matters. It doesn't just impact these women's lives, it also impacts the economy," said Leighton. "It's a beautiful bipartisan bill and one which is working."

50 Years Of Advocacy

Back in 1974, tennis legend and social justice pioneer Billie Jean King founded the <u>Women's Sports Foundation</u> to place a spotlight on why it's imperative to maintain the progress gained for girls and women across the sports landscape. Since then, WSF has spent five decades championing opportunities for women and girls in sports. Namely, WSF works to protect Title IX and advocate for greater awareness and compliance, to build and fund programs that make it possible for girls and women to play and coach at all levels of sport, to combat inequities that occur across the women's sports ecosystem, and to educate the public on the longstanding positive impact of sports participation.

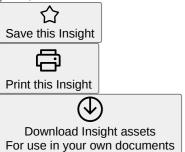
"Sport has been such a great platform; a space to instill confidence, resilience, determination, and learn how to rise again after disappointment and failure, which are all really vital leadership skills and tools," said WSF President and Paralympian, Scout Bassett. "I wouldn't be who I am today or where I am in my life without the gift of the ability to play sports."

The Work Continues

The WSF hopes that this year's NGWSD celebration will serve as a reminder that there is still much work to be done to ensure equity and access at all levels. To conclude the WSF's 2025 NGWSD briefing in Washington, D.C., the organization encouraged legislators to support three relevant pieces of upcoming legislation, including the Fair Play for Women Act that will look at a wide range of Title IX compliance, the Women in NCAA Sports (WINS) Act that will establish a commission to explore NCAA tournaments and

promote equality and fairness between men's and women's programs, and the Safer Sports For Athletes Act which will implement feedback from athletes on how to make sports safer for athletes.

For the WSF, NGWSD is a reminder that despite tremendous growth that the women's sports industry has experienced in the last few years, there is still work to be done for progress to continue–especially when it comes to protecting and upholding Title IX.



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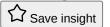
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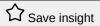
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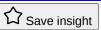
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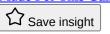
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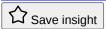
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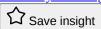
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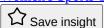
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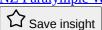
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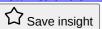
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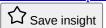
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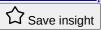
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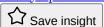
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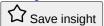
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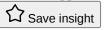
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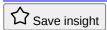
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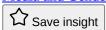
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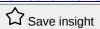


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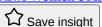
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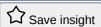
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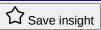
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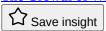
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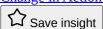
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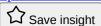
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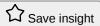
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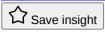


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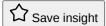


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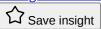
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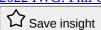
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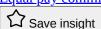
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Equal pay commitments set for women's sport in NSW, lead by female advocates



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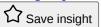
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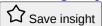


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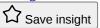
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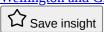
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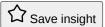
IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa



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IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa

Latest research from Women's Sport Trust delves into visibility and fandom of women's sport in 2023



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Latest research from Women's Sport Trust delves into visibility and fandom of women's sport in 2023



Future Talent: Paige Loggenberg

By Vincent Jones - Edged and Gone

New Women's Sport Trust Partnership With The R&A Reveals Women's Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures



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New Women's Sport Trust Partnership With The R&A Reveals Women's Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures

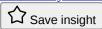
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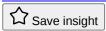
IWG: Troy Han - Celebrating Women In Sport



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IWG: Troy Han - Celebrating Women In Sport

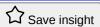
IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia



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IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia

New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games



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New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games

Grand Slam winner Routliffe, Sun to pair up for Paris tennis



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Men as Allies: supporting women and girls in community sport

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Men as Allies: supporting women and girls in community sport

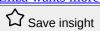
Olympic wāhine winning streak makes powerful case for more funding for women's sport



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Olympic wāhine winning streak makes powerful case for more funding for women's sport

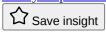
Eliza wants more than a last tango in Paris



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Eliza wants more than a last tango in Paris

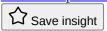
Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?



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Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?

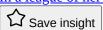
Women's Sports Trust: Report into the positive impact of women's sport sponsorship on brands



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Women's Sports Trust: Report into the positive impact of women's sport sponsorship on brands

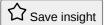
In a league of her own: WISPA Foundation Member Toni Bruce wins major award



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In a league of her own: WISPA Foundation Member Toni Bruce wins major award

<u>Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action</u>



Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to
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Yeah, Nah: Is Lydia Ko New Zealand's greatest ever sportsperson?

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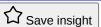
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2023 Women's Sporting Landscape

Who deserves New Zealand's highest sporting honour?



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Who deserves New Zealand's highest sporting honour?

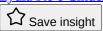
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Revealed: Portia's next career step

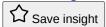
By Suzanne McFadden - LockerRoom Lydia Ko's Cinderella story



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Lydia Ko's Cinderella story

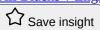
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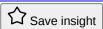
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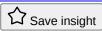
Sail GP: how many women on the water this weekend?



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Sail GP: how many women on the water this weekend?

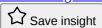
Taranaki Thunder bought by sports media company



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Taranaki Thunder bought by sports media company

Kiwi wins gold in groundbreaking women's event



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Kiwi wins gold in groundbreaking women's event

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Paris Olympics throw spotlight on needs of athlete mothers

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SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - Embracing boobs and babies

The ROI of Women's Sports: A Blueprint for Value Investing



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Dalton's special connection to Southland lives on through foundation's gift



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A PERIOD THAT STARTS A CONVERSATION: FEMALE ATHLETES BREAK THE TABOO ON MENSTRUATION IN ELITE SPORT



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