



**HER SPORTS**

# Impact Report

2020-2022

## A MESSAGE FROM OUR FOUNDER JESSICA CARTER



**HER SPORTS** envisions a world where ALL girls have the opportunity and support to play sports regardless of their race, ethnicity, sexual orientation, or economic status. Research proves that sports can be a safe space in which girls can cultivate strong identities and hone skills they need to succeed as they transition into adulthood.

Unfortunately, a huge percentage of our girls will never benefit from participating in sports. Why? The cost is expensive. The lack of access to facilities, uniforms, and passionate coaches. Low self esteem. Balancing academics. Gender stereotypes. Home life. Last but not least, mental health.

Here at **HER SPORTS**, it is our **mission**, to address these disparities that will break down barriers to create new pathways for engagement so that our most vulnerable can have access. As a former athlete, overcoming obstacles throughout my career, helped shape me into the strong, resilient and healthy woman I am today. It is important that I reciprocate that into our girls by **EMPOWERING**, **EDUCATING**, and **ENGAGING**, in a healthy and positive way.

With your continued support and advocacy, we can develop more leaders, influencers, CEOs, and policymakers for our future to come. Sports is at the front line of change and **HER SPORTS** is here for it.

Thank you for inspiring us and for joining the movement in supporting girls in sports.

*-Jessica Carter,*

### HER SPORTS

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### BOARD OF DIRECTORS

Annie Gerstenmaier  
Bridgit Gianakos  
Carolyn Schyuler  
Kim Thompson



# The H.U.S.T.L.E

*Our programs are inclusive to addressing holistic needs of girls at various stages of their personal and athletic development. We provide evidence based programming by collaborating with our local organizations and experts who seek to integrate social, emotional, and cognitive skill building used to develop, model, and foster positive youth development.*



**HER SPORTS** served,

**222** participants from **7** different counties to included: Albemarle, Augusta, Charlottesville, Fluvanna, Harrisonburg, Penn Laird, and Waynesboro. We programmed all girls no matter their race, ethnicity, economic status, sexual orientation, abilities ,and disabilities. Between ages **7-17**.

Participants had access to different **13** sporting activities: **Basketball, Boxing, Field Hockey, Football, Lacrosse, Roller Derby, Rugby, Self Defense, Soccer, Strength & Conditioning, Swimming, Volleyball, and Weight lifting.**



Along with workshops, seminars, and clinics that promoted healthy and personal development that focused on over **14** life skills to include: **Accountability, Advocacy, Community Service, Confidence, Financial Literacy, Mental Toughness, Mindfulness, Nutrition, Public Speaking, Social Media Usage, Team Work, Time Management, Self Love, and Substance Abuse.**

**75%**

of the girls participated in more than one program.

The high retention rate resulted from feeling **SAFE, EMPOWERED, EDUCATED, and ENGAGED**



# Unity is Community

*To help break down barriers in girl sports participation, it is very important that we create a unified front with other organizations, businesses, and local professionals to help provide our girls limitless opportunities to unlock their potential. Over the past two years (2020-2022) we have had the pleasure to collaborate with over*

**55**

**PARTNERS**



Thank you for your willingness to give your time and services to support **HER SPORTS** as we continue to fulfill our mission and serve our young girls in the community.

**Able United Productions**

**ADAPT**

**Alkaline Vegan Family**

**BalloonMeNeNe**

**Beauty Within Girls**

**Benjamin Hair Just Swim for Life Foundation**

**Beyond Fitness W/ Sabrina**

**BCBA Elite Empire**

**Black Youth Action Committee**

**Boys & Girls Club - Cherry Ave**

**Blue Ridge Health Department**

**Bread & Roses**

**Buford Middle School**

**Camp Holiday Trails**

**C&F Bank**

**Charlottesville/Albemarle Rescue Squad**

**Charlottesville Derby Dames**

**City of Promise**

**CVILLE Pride**

**DJ Double U**

**DJ Swirl Out**

**D'Mary Mexican Food**

**DR1VEN Training**

**FACTS for Youth**

**Families First**

**Fight Like a GRRL Club (FLAG)**

**First Tee Blue Ridge**

**Girls On the Run**

**Indulge Alkaline Water**

**Julian's Juicebox**

**Kona Ice**

**LoveNoEgo**

**Martins Grill**

**Mom2Mom**

**PlayerZone**

**Primal Strength Gym**

**NextUp Publishing & Apparel**

**Region Ten**

**Rivanna Gear & Apparel**

**SARA**

**SHE**

**Sliced Cake Bar**

**Starr Hill Pathways**

**Super Fun Attractions**

**The Purple Hanger**

**Trinity Episcopal Church**

**USTA**

**UVA Athletics**

**UVA Equity Center**

**WarTime Fitness**

**WildRock**

**The Women's Initiative**

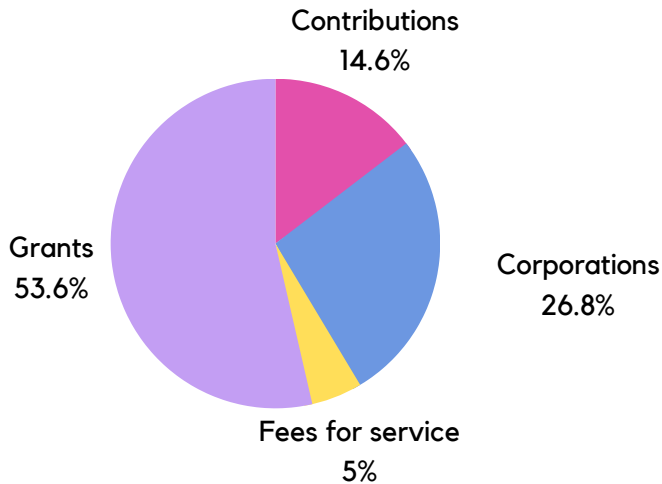
**X- Rayz Window Tinting**

**XtraMile Youth Services**

**YMCA**

# Allocation of Resources

Year  
2020-2021



**DONORS**

14

**REVENUE**

\$18,659.2

**EXPENSES**

\$3,567.1

**RESTRICTED**

0

**INCOME**

\$15,092.1

Year 2022

**DONORS**

23

**REVENUE**

\$46,067.4

**EXPENSES**

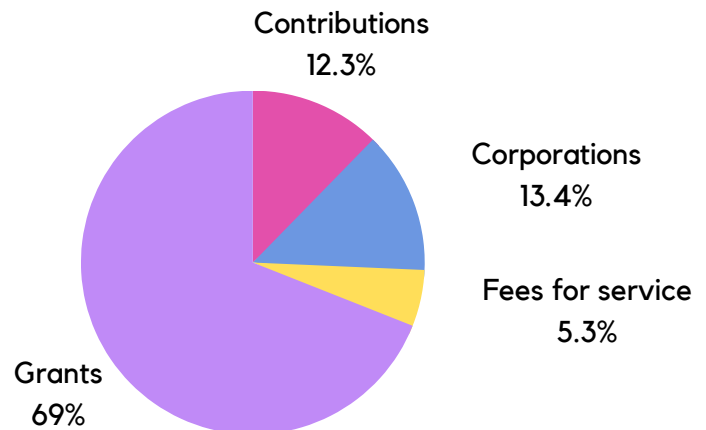
\$16,886.6

**RESTRICTED**

\$17,500

**INCOME**

\$11,680.8



95%

OF ALL EXPENSES HAVE BEEN USED FOR  
PROGRAMMING



We couldn't have  
done it without your  
generous *support.*

Thank you to all our donors  
*2020-2022* and volunteers.



### HALL OF FAME

**\$10,000+**

jJeff & Andrea Overweg  
Margaret A. Cargill Foundation

### ALL STAR

**\$1,000 - \$9,999**

Carter Contracting Group  
Community Emergency Response Fund at the  
Charlottesville Area Community Foundation  
XtraMile Youth Services

### MVP

**\$250 - \$999**

Zyahna Bryant  
Benevity Community Impact Fund  
Renee & Roy Carter  
Ashley Morani  
Shawn Pendleton  
Kevin & Carolyn Schuyler Fund  
X Rayz Window Tinting  
Kim & Sherman Thompson

### HONORABLE MENTION

**\$1-\$249**

Damien Altizer  
Kristin Breen  
Eric & Barbara Carter  
Minnie Carter  
Nicole Carter  
Erica Chapman  
Fantashia Cooper  
Charlottesville Derby Dames  
April Douglas  
Katriece Fitch  
Bridgit Gianakos  
Darryl Green  
Sheora Harris  
Joan Jay  
Jermaine & Tisha Jaudon  
Eric & Marcia Johnson  
Sharon Jones  
Daniel Lefkowitz  
Leslie McInturf  
Dominique McLaughlin  
Esther Mills  
Erin Sheffield  
Erica Thomas  
Carol Webb  
Maurice & Samantha Williams  
Angela Woodson  
Latoria White

