

AUDIENCES	SELF-IDENTIFIED GIRLS (8-14)	LEADERS IN TRAINING (14-18)	ROLE MODELS (18+)	ADULTS*	PARTNERS/ SUPPORTERS
HOW	<ul style="list-style-type: none"> EVENTS** PROGRAMS *** MEDIA/COMMS 	<ul style="list-style-type: none"> EVENTS** PROGRAMS *** MEDIA/COMMS YOUTH COUNCIL 	<ul style="list-style-type: none"> EVENTS & PROGRAMS ROLE MODEL PROGRAM MEDIA/COMMS 	<ul style="list-style-type: none"> WORKSHOPS MEDIA/COMMS 	<ul style="list-style-type: none"> SHOWCASE PROGRAMMING HOST/FUNDER ACKNOWLEDGEMENT ACCESS TO F&F PROGRAMMING & SUPPORT
WHERE	<ul style="list-style-type: none"> VIRTUAL SPACE IN THE COMMUNITY SOCIAL MEDIA & NEWSLETTER 	<ul style="list-style-type: none"> VIRTUAL SPACE IN THE COMMUNITY SOCIAL MEDIA & NEWSLETTER 	<ul style="list-style-type: none"> VIRTUAL SPACE IN THE COMMUNITY SOCIAL MEDIA & NEWSLETTER 	<ul style="list-style-type: none"> VIRTUAL SPACE IN THE COMMUNITY SOCIAL MEDIA & NEWSLETTER 	<ul style="list-style-type: none"> VIRTUAL SPACE IN THE COMMUNITY SOCIAL MEDIA & NEWSLETTER
SHORT TERM OUTCOMES	<ul style="list-style-type: none"> INCREASED SENSE OF SOCIAL BELONGING CONNECTION (BRIDGE) TO COMMUNITY OFFERINGS CONNECTION TO ROLE MODELS 	<ul style="list-style-type: none"> INCREASED SENSE OF SOCIAL BELONGING CONNECTION (BRIDGE) TO COMMUNITY OFFERINGS CONNECTION TO ROLE MODELS 	<ul style="list-style-type: none"> EDUCATION, CONNECTION & AWARENESS CONNECTION TO ROLE MODEL NETWORK 	<ul style="list-style-type: none"> EDUCATION, CONNECTION & AWARENESS 	<ul style="list-style-type: none"> INCREASED GIRL PARTICIPATION/ RETENTION INCREASED BRAND/ORG AWARENESS REFERRALS EXPOSURE TO ROLE MODEL NETWORK
LONG TERM OUTCOMES	<ul style="list-style-type: none"> CONTINUED ENGAGEMENT IN SPORT PRIORITIZING HEALTH (MIND, BODY & HEART) 	<ul style="list-style-type: none"> CONTINUED ENGAGEMENT IN SPORT PRIORITIZING HEALTH (MIND, BODY & HEART) 	<ul style="list-style-type: none"> INCREASE REPRESENTATION OF DIVERSE WOMEN LEADERS EVERYWHERE CREATE AND INFLUENCE A MORE INCLUSIVE ENVIRONMENT FOR GIRLS FROM EQUITY-DESERVING GROUPS A SAFE SPORT CULTURE FOR GIRLS 	<ul style="list-style-type: none"> CREATE AND INFLUENCE A MORE INCLUSIVE ENVIRONMENT FOR GIRLS FROM EQUITY-DESERVING GROUPS A SAFE SPORT CULTURE FOR GIRLS 	<p>*Parents, Guardians, Coaches, Teachers, Allies</p> <p>** Single touchpoint; in-person & virtual</p> <p>*** Multiple touchpoints (i.e. 3-4 week series); in-person & virtual</p>

Keep self-identified girls healthy and active in sports.