

# Girls in the Game

# Impact Framework

 UpMetrics



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# Impact Framework Summary



## Who are we serving

The people that you serve and are helping.

- 01 Empower girls to participate in sports 1 KIs
- 02 Create safe spaces for participants 1 KIs
- 03 Amplify girls' voices 2 KIs



## What are we delivering and how much

The programs or services you are delivering for the people you serve.

- 01 Girls will be introduced to traditional and non-traditional sports 2 KIs
- 02 Girls in the Game staff will provide sports programming to a wide variety of spaces 2 KIs
- 03 Ensure coaches have the time and capacity to engage individually with participants 1 KIs
- 04 Provide high-quality, consistent training to coaches 1 KIs
- 05 Have consistent programming 1 KIs
- 06 Teens will be trained in how to lead curriculum for younger participants 2 KIs
- 07 Middle school participants will direct their own curriculum topics 2 KIs
- 08 Staff will speak at public engagements about the topic of girls' needs 1 KIs

# Impact Framework Summary



## What is the quality of our delivery

How you ensure what you are delivering is quality and that your team is executing at a high level.

- 01** Girls will have a positive experience with the different sports 1 KIIs
- 02** Girls will participate in a wide variety of programs within Girls in the Game 1 KIIs
- 03** Coaches will build positive relationships with participants 2 KIIs
- 04** Participants indicate that the program is a welcoming space 1 KIIs
- 05** Participants will feel more comfortable speaking up for their needs and beliefs 1 KIIs
- 06** Staff will improve their ability to engage the public around the topics of girls' needs 1 KIIs



## Are those we serve better off

How the people you serve are better due to the quality services you provided.

- 01** Girls will participate in more physical activity and sports 1 KIIs
- 02** Girls will experience a wide variety of sports 1 KII
- 03** Girls will be exposed to sports teams and sports partners who they can participate with outside of Girls in the Game 1 KII

# Impact Framework Summary



## Are those we serve better off

How the people you serve are better due to the quality services you provided.

- 04 Girls will have fun! Safe spaces mean participants can enjoy programming 1 KIIs
- 05 Girls will feel safe and comfortable at Girls in the Game 2 KII
- 06 Girls will see themselves as leaders 1 KII
- 07 Teens will see that they can make a difference in their community 1 KII



## Community Contribution

Impact is a collective effort. There are two types of community contribution, direct and indirect. Direct contribution is an extension of your better off KII. Indirect contribution is often tied to your vision statement. Your defined target community should take geography and demographics into consideration.

- 01 Equal opportunity for girls to play sports 1 KIIs
- 02 Equitable opportunities for girls of color to play sports 1 KIIs
- 03 Girls will continue to participate in sports as they age 1 KIIs
- 04 Increase the number of women who continue on in sports-related careers 2 KIIs
- 05 Coverage of women's sports will increase 2 KIIs
- 06 Create greater awareness around girls' needs 1 KIIs
- 07 See more women in political leadership 2 KIIs

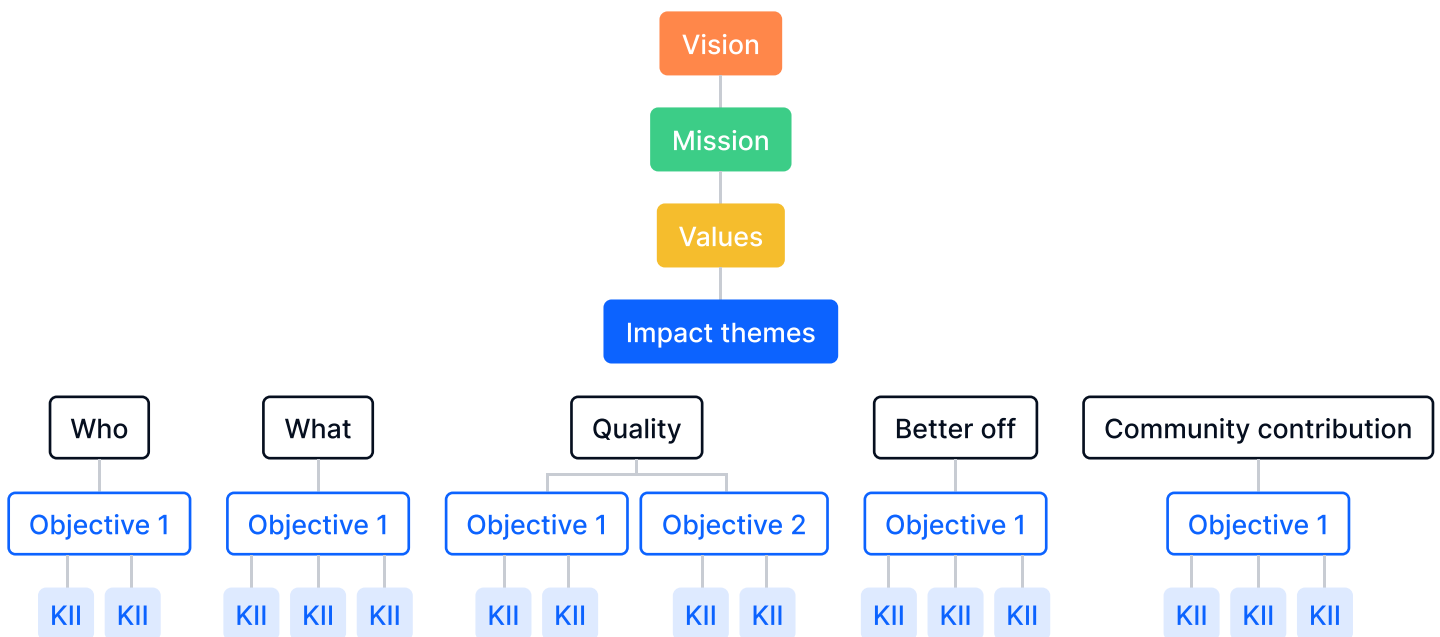
# What is the Impact Framework?

An Impact Framework is a structured approach that helps mission-driven organizations define and operationalize their impact - allowing teams to identify, measure, and communicate their social or environmental impact.

## Why is this important?

UpMetrics' impact measurement and management platform helps purpose-driven organizations maximize positive social outcomes by making it easy to collect and use data to measure, improve, and report on impact - then share their story with the world. This structure is valuable in creating a data-driven story of impact and tying quantitative measures to how your organization is driving towards the success of your vision.

Find out more about the framework including what terms like dimensions, objectives and KIIs are at [UpMetrics.com](https://UpMetrics.com)



# Vision

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

# 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.

# Themes

Sports

Life

Leadership



# Who are we serving

## Objective 1

### Empower girls to participate in sports

- # of participants

## Objective 2

### Create safe spaces for participants

- # of participants

## Objective 3

### Amplify girls' voices

- # of participants in the program
- # of FT staff





# What are we delivering and how much

## Objective 1

**Girls will be introduced to traditional and non-traditional sports**

- # of traditional sports covered in a year
- # of non-traditional sports covered in a year

## Objective 2

**Girls in the Game staff will provide sports programming to a wide variety of spaces**

- # of sites served across all programs
- # of types of sites (schools, parks, partners)



# What are we delivering and how much

## Objective 3

Ensure coaches have the time and capacity to engage individually with participants

- coach-to-participant ratio in After School programs

## Objective 4

Provide high-quality, consistent training to coaches

- # of trainings they receive throughout the year

## Objective 5

Have consistent programming

- # of sites that have 7 or more sessions during a season



# What are we delivering and how much

## Objective 6

Teens will be trained in how to lead curriculum for younger participants

- # of teens who participate in training
- # of sessions teens coach with younger participants

## Objective 7

Middle school participants will direct their own curriculum topics

- # of middle school participants
- # of health & leadership topics that MS participants cover

## Objective 8

Staff will speak at public engagements about the topic of girls' needs

- # of public speaking engagements



# What is the quality of our delivery

## Objective 1

Girls will have a positive experience with the different sports

- % of participants who report having fun at Girls in the Game

## Objective 2

Girls will participate in a wide variety of programs within Girls in the Game

- # of participants who participate in more than one program



# What is the quality of our delivery

## Objective 3

### Coaches will build positive relationships with participants

- % of participants who report that their coaches expect them to try hard and do their best
- % of participants who report that their coaches took time in their day to listen and learn about them

## Objective 4

### Participants indicate that the program is a welcoming space

- % of teens that would recommend the program to a friend



# What is the quality of our delivery

## Objective 5

**Participants will feel more comfortable speaking up for their needs and beliefs**

- % of participants who maintain or improve their agreement score with the sentence "I feel comfortable in standing up for what I believe in"

## Objective 6

**Staff will improve their ability to engage the public around the topics of girls' needs**

- % of staff who have spoken publicly



# Are those we serve better off

## Objective 1

**Girls will participate in more physical activity and sports**

- % of girls who report an increased enjoyment of physical activity

## Objective 2

**Girls will experience a wide variety of sports**

- Average # of sports a girl experiences during a year at Girls in the Game

## Objective 3

**Girls will be exposed to sports teams and sports partners who they can participate with outside of Girls in the Game**

- # of sport partners who guest coach



# Are those we serve better off

## Objective 4

**Girls will have fun! Safe spaces mean participants can enjoy programming**

- % of girls who report a high “fun” score during programming

## Objective 5

**Girls will feel safe and comfortable at Girls in the Game**

- % of participants that report feeling safe and comfortable at Girls in the Game
- # of alum that continue to work with Girls in the Game





# Are those we serve better off

## Objective 6

### Girls will see themselves as leaders

- % of girls who agree with the statement "I am a leader"

## Objective 7

### Teens will see that they can make a difference in their community

- % of teens that improve or maintain their community impact score



# Community Contribution

## Objective 1

### Equal opportunity for girls to play sports

- # of opportunities that girls have to play sports v. boys at the high school level (Women's Sports Foundation)

## Objective 2

### Equitable opportunities for girls of color to play sports

- % of sport opportunities for girls of color is representative of the population (Women's Sports Foundation)



# Community Contribution

## Objective 3

**Girls will continue to participate in sports as they age**

- Middle school drop-out rate from sports (girls compared to boys)

## Objective 4

**Increase the number of women who continue on in sports-related careers**

- % of women in professional coaching roles
- % of women in athletic director roles

## Objective 5

**Coverage of women's sports will increase**

- % of time devoted to coverage of women's sports on major sports broadcasting networks
- Viewership of regular season women's sports events (NWSL, WNBA)



# Community Contribution

## Objective 6

### Create greater awareness around girls' needs

- Increase the % of funding in the US that goes to women and girl-serving organizations (Women Philanthropy Institute)

## Objective 7

### See more women in political leadership

- % of women in Congress
- % of women who hold the office of mayor