



# IMPACT REPORT 2023

**HER**  
SPORTS

# About Us

HER Sports is a non-profit organization dedicated to promoting girls' participation in sports. Our goal is to address the challenges and barriers that hinder girls' involvement in athletics, ensuring they have equal opportunities to succeed. Through our initiatives, we aim to inspire, empower, and support girls to pursue their passion for sports, fostering a community where every girl feels encouraged and valued.



At HER Sports, we believe in the transformative power of sports to empower and uplift girls. Through our innovative programs and collaborative partnerships, we're breaking down barriers and opening doors for girls of all backgrounds to discover their potential on the field and beyond. With a focus on inclusivity, leadership development, and community engagement, we're making a tangible difference in the lives of young athletes, helping them build confidence, resilience, and lifelong skills.

# Our Vision

HER SPORTS envisions a future where sports serve as a powerful tool for success, breaking down barriers and empowering girls to excel. We are committed to pioneering a blueprint that fosters inclusivity, opportunity, and achievement in girls' sports, inspiring a generation of confident and resilient athletes who thrive both on and off the field.



# Our Mission

HER SPORTS aims to foster positive youth development through sports, focusing on **EMPOWERMENT**, **EDUCATION**, and **ENGAGEMENT**. We strive to address disparities, overcome obstacles, and break down barriers, creating pathways for increased participation in girls' sports.

Our program is guided by the core values of **HUSTLE**: Health is Wealth, Unity is Community, Strive For Excellence, Trust the Process, Lead the Next, Earn Respect. These principles shape our culture, influence our decisions, and keep us aligned with our mission and vision.

# Our Programs

We offer inclusive programs for girls' holistic development by collaborating with local organizations and experts to provide evidence-based programming focusing on social, emotional, and cognitive skill building for positive youth development.

## Hustle Academy

In its second summer, the HUSTLE Academy passionately empowered more than 35 girls through programming dedicated to character building, mental health, strength & conditioning, and health & wellness, culminating in an inspiring trip to a Washington Mystics WNBA game that left lasting memories of empowerment and camaraderie.

Gratitude to our partners: **Balanced Chiropractic & Physical Therapy, Blessed Beyond Basketball, City of Promise, and Wartime Fitness Warriors.**

## Travel Basketball Team

Our exciting startup venture in Fluvanna County, was dedicated to fostering player development and providing a unique opportunity for girls to experience diverse levels of play in Central VA.

We were committed to empowering 11 female athletes through skill enhancement, teamwork, and exposure to different competitive environments.

**Through our efforts, we've reached 641 individuals, while our dedicated team of 25 volunteers continues to make a meaningful difference.**



## HER Sports Day

The 3rd Annual HER SPORTS DAY in Fluvanna County on August 5, 2023, was a tremendous success, bringing the community together for a day of impact and fun.

The event featured a dynamic back-to-school drive, offering essential supplies for local youth, dunk tank, alongside free sports clinics catering to girls aged 14 and under. The day was further enriched with a vibrant car show, creating an atmosphere of excitement and community spirit.

Notably, the event forged new partnerships and successfully engaged more young girls in yet another area, amplifying the reach and impact of HER SPORTS' commitment to empowering the next generation of female athletes.

## Gratitude to Our Partners and Supporters

Thank you to the attendees, Fluvanna Athletics, Fluvanna Parks and Recreation, vendors, Michelle's Soul Food, Moe's Italian Icey, Wartime Fitness, Blessed Beyond Basketball, CAVSFuture, DJ Flatline and DJ Swirlout, JerseyMikes, and all those who donated back to school supplies.

## Special Thanks to the Sponsors of the Event



**TOYOTA**  
Charlottesville



**Mercedes-Benz**  
of Charlottesville



“HER SPORTS is a game-changer! They're bringing resources and opportunities to our community that were never there before. Seeing the impact they're making on these young girls is truly inspiring. Keep up the amazing work, HER SPORTS!”

-Supporter

## 1st Annual Play it Forward Gala 2023

The 1st Play It Forward Gala held on Saturday April 8, 2023 at The Center at Belvedere, proved to be an overwhelming success as it not only sold out of tickets but also celebrated and recognized the outstanding achievements of local female athletes, coaches and businesses who have played pivotal roles in advancing women and girl sports.

The event was a momentous occasion, filled with gratitude and admiration for individuals like Mary Coleman, Megan Perry-Hughes, and Phil Stinnie, who were honored for their unwavering dedication to breaking barriers in sports.

The Play It Forward Gala showcased a powerful commitment to fostering inclusivity and acknowledging the remarkable accomplishments of those who continue to make a positive impact on women's sports.

### Winners

Congratulations to all the winners: ADAPT, Leah Bryant, Charlottesville Lacrosse, Kymora Johnson, Mary Johnston, Taber Martin, Rachel Proudfoot, and Ericka Tucker.

### Gratitude for Gala Support and Contributions

Special thanks to for their sponsorship: Beyond Fitness with Sabrina, Carter's Contracting Group, City of Promise, Emily Schropp, Juanika Howard, STABs Black Student Union X-Rayz Window Tinting, XtraMile Youth Services and Zyahna Bryant.

HER SPORTS rocks! The HUSTLE Academy is like a treasure chest full of cool stuff for staying healthy and feeling good. I'm super glad I signed up. I'm telling all my friends, even the ones who aren't into sports, because HER SPORTS workshops are just that cool! Jessica and her crew are the best—they make staying healthy and active, feel like a blast!

-McGraw



## **FLAG Football Clinic**

On December 16, 2024 in partnership with CavsFuture, led by Damien “Snake” Banks and Okiima “Sweet Feet” Pickett, we were thrilled to serve our community the inaugural flag football clinic designed exclusively for girls. This clinic marks the beginning of an exciting journey toward establishing an all-girls flag football league set to launch in late spring or early summer of 2024.

Our clinic aims to introduce and refine fundamental skills, foster teamwork, and instill a passion for the game among participants. Led by experienced coaches and mentors, this clinic will provide a supportive and inclusive environment, empowering girls to embrace the sport and pave the way for an incredible league ahead.

## **#SPEAKHERMIND Support Group**

We launched on December 11, 2023 with special guests from UVA Women's Basketball, Olivia McGhee and Paris Clark, a safe space in partnership with The Women's Initiative dedicated to nurturing the mental health and well-being of high school athletes.

This is a supportive group for girls to connect with one another and with mentors, learn about stress management, wellness, and how to care for their mental health.

## **Fluvanna County Department of Social Services Retreat**

HER SPORTS Executive Director, Jessica Carter, brings her expertise in communication and teamwork to Fluvanna Department of Social Services (DSS) as she leads their employee retreat. With a focus on enhancing collaboration and synergy, Jessica's guidance promises to ignite positive changes in how the team interacts and operates, ensuring a more cohesive and effective work environment.



“HER SPORTS is amazing! My daughter was hesitant about trying FLAG Football, but they made her feel so welcomed and supported. Now she can't wait for more events! Thank you for making a positive difference in our community”

- Parent

# Our Board of Directors

Our advisory board, comprising student leaders, sports coaches, principals, and a Licensed Professional Counselor, provides invaluable guidance and support to our programs, ensuring holistic development and success for all participants.

## **Kendall Ballard**

Field Hockey  
Head Coach

## **Zyhana Bryant**

Community  
Activist & UVA  
Student

## **Bridgit Gianakos**

Parent, Rivanna  
Water & Sewer  
Authority

## **Sabrina Feggans**

Beyond Fitness  
with Sabrina

## **Ashley Morani**

UVA Student

## **Carolyn Schuyler**

Wildrock  
Founder

## **Emily Schorpp**

Licensed  
Professional  
Counselor, CCS

## **Bria Stith**

NBC 29 Analyst

## **Kim Thompson**

BMS Asst.  
Principal

## **Chad White**

FCHS Asst.  
Principal



# Financial Overview

## Allocation of Resources

In 2023, our organization demonstrated resilience and commitment amidst challenging economic conditions. Despite facing total expenses of \$60,637.08, we generated a total revenue of \$38,251.48. We started the year with \$41,169.06 and ended with \$18,789.86. This financial snapshot reflects our dedication to our mission and the communities we serve.

### FINANCIALS YEAR 2023

**8**

Donors

**\$ 38,251**

Revenue

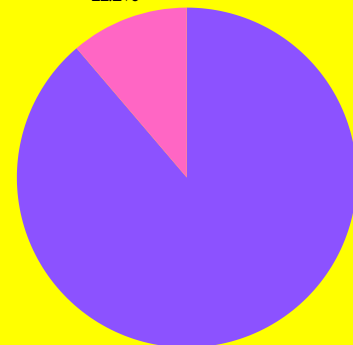
**\$61,496**

Expenses

Donations and Grants Received

Events

Events  
11.2%



Donations and Grants Received  
88.8%

**95% of our expenses have been dedicated solely to programming projects.**



# Message from the Founder

Dear Friends of HER SPORTS,

As we reflect on the past year, we are filled with gratitude for the incredible support, participation, and generosity that has fueled our mission. To everyone who has contributed in any way, whether through donations, volunteering, or simply spreading the word about our cause, thank you from the bottom of our hearts.

This year has been one of growth and accomplishment for HER SPORTS. We've taken significant strides forward in our programming, including expanding our board of directors to bring in fresh perspectives and expertise. We're thrilled to announce the addition of FLAG Football to our lineup, providing even more opportunities for girls and women to engage in the sport they love.

Moreover, we've extended our reach to the Fluvanna area, broadening our impact and ensuring that more individuals have access to the transformative power of sports.

At HER SPORTS, we believe that breaking barriers in girls' and women's sports requires a collective effort, and we are incredibly proud to have such a dedicated community supporting our endeavors.

As we look ahead, HER SPORTS remains committed to our mission of empowering girls and women through sports. Together, we will continue to push boundaries, challenge stereotypes, and create a more inclusive and equitable sporting landscape for all.

Thank you for standing with us on this journey.

Warm regards,  
Jessica Carter

**“At HER SPORTS, we believe that breaking barriers in girls' and women's sports requires a collective effort”**



# Acknowledgements

We extend our heartfelt gratitude to our generous donors and supporters who have been instrumental in driving our mission forward. Your contributions have enabled HER Sports to break down barriers and create opportunities for girls to thrive in sports. From the HUSTLE Academy to basketball programs and sport days, your support has empowered us to inspire, empower, and support girls to pursue their passion for sports.

Together, we've fostered a community where every girl feels encouraged, valued, and empowered to pursue her passion for sports. Your support has been instrumental in our efforts to create a brighter, more inclusive future. Thank you for championing HER Sports and for making a difference in the lives of girls!



Phone Number  
**434 906 8335**



Email Address  
**information@hersports.info**



Website  
**www.hersports.info**