

Guiding Framework



Our strategy is shaped by a guiding framework that includes Play Like a Girl’s vision, mission, core values, organizational commitments and theory of change. As part of our 2025 strategic plan, we streamlined and evolved this framework to reflect our commitment to vastly increasing our reach and impact, while also reinforcing the essential principles upon which the organization was founded.



Our Vision

Play Like a Girl envisions a world where every girl reaches her full potential.



Our mission

We are leveling the playing field for girls by leveraging sport to build a diverse pipeline of young women in science, technology, engineering and mathematics (STEM).



Our Tagline Inspiring Play. Unlocking Potential.



Our Promise

We champion equality and economic opportunity for all girls, no exceptions. We deliver on this promise every single day--without fail.

WHAT WE VALUE

1 COMMITMENT

We pledge our loyalty to girls in the game--no matter how long it takes or how great the challenges that arise.

2 RELEVANCE

We promise programs and information that are proven, compelling and easy to fit into any girl’s life.

3 INCLUSIVITY

We believe that every girl has the right and ability to live a happy and healthy life, regardless of her circumstances.

4 COLLABORATION

We recognize the power of women helping women, girls helping girls, and communities rallying together to support a cause.

5 OPTIMISM

We see the best in every girl and wholeheartedly believe we can transform her motivation to achieve success both on and off the field of play.



OUR ORGANIZATIONAL COMMITMENT

During our recent strategic planning process, we took the opportunity to reinforce our organizational commitments and lead by example when it comes to creating positive change in the world. Over the next five years, we are boldly committing to strengthening gender-inclusive and racially/ethnically diverse practices in our organization and will share progress through internal and external communications channels.