

Business Connection

Strengthening the local
economy and serving
members for 70 years



925.846.5858

www.pleasanton.org

January 2020

Business Spotlight

Empowering and educating females, one community at a time

Girls Soccer Worldwide™ is a Bay Area non-profit that began by fulfilling a promise made over 25 years ago in the small rural town of Coronel Bogado, Paraguay by Co-Founder/International Director Walter Pratte. In 1991, he was taken by the generosity of this community who had so little and gave so much. Upon leaving, he made a promise that if he was to make a way for himself, he would "come back to give back."

Five years ago, Walter returned to see poverty was still prominent and more importantly, girls were not given the same opportunities as boys in the game of soccer, simply because they were girls, losing out on important life skills gained from team sports. Walter returned to the U.S. with a vision to create opportunities for an equal playing field in a community 6,000 miles away that involved empowering local female athletes at the same time. In 2016, their first Ambassador-led trip was on its way.

Today, Girls Soccer Worldwide™ is a leadership program empowering girls to rise out of poverty through sports and education. They do this by creating opportunities for girls to have access to an equal playing field, which doesn't exist in most areas



Girls Soccer Worldwide will be launching their new Leadership Program for female student athletes that includes local outreach for areas of poverty in the Bay Area.

outside of the U.S., to stay in school, which is a concern in most areas of poverty, and to gain leadership skills, which is needed regardless of where she is born.

What's ahead: In January 2020, Girls Soccer Worldwide will be launching their new Leadership Program for female student athletes that includes local outreach for areas of poverty in the Bay Area. This nine-month experience is focused around gaining the confidence, courage, and character needed to be a voice for change within themselves and the community around them, as well as providing tangible skills to stand out and have an edge in a competitive environment. Also, November of 2020 will mark their fifth Ambassador-led trip to Paraguay. Details will be announced in March. International trips are funded

by those who travel ensuring all donations made to GSWW are applied where the strongest impact can be made for a girl living in poverty.

"We believe every girl should have access to the same opportunities regardless of where she was born and every girl has a voice that can change the world, starting with her own," said Co-Founder/President Pamela Jacobsen. "Girls are showing up to the field feeling proud to be a 'FEMALE soccer player' instead of carrying the shame once taught by social stigmas on a male dominated playing field," she added.

To ensure basic needs are met, GSWW delivers backpacks filled with supplies to partnered schools annually.

To stay updated and learn how to apply for both programs, email info@girlssoccerworldwide.org and learn more at www.girlssoccerworldwide.org.

