

NATASHA WATLEY FOUNDATION

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STRATEGIC PLAN



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A Message From Our Founder

Ensuring girls have opportunities for growth, development, and empowerment will require a community effort. Will you join us?

As a young girl growing up in Southern California, I found strength, confidence, and purpose through the game of softball. It became a foundation for my dreams, a space to cultivate leadership, and a pathway to community. The Natasha Watley Foundation (NWF) was born from my desire to extend this same opportunity to girls in underserved communities, empowering them to discover their potential both on and off the field. Over the next three years, our vision is clear: to expand access to quality programs that build not just athletic skills, but life skills—resilience, teamwork, and self-confidence.

Together, we aim to inspire a generation of strong, capable young women ready to lead their communities and chase their dreams.

By 2028, NWF will deepen its impact by broadening the reach of our 4 Points of the Diamond Summer Camp and Skills-Building Clinic, increasing our capacity to serve more girls and extending summer programming from one week to five. We are also committed to forging new partnerships with schools, local nonprofits, and community leaders to strengthen pathways for girls' mentorship, leadership development, and holistic growth. Through this strategic plan, we aim to empower over 500 girls annually, ensuring they not only thrive in their youth but grow into the leaders and changemakers their communities need. My vision is for every girl in Los Angeles to know she has the power to dream, achieve, and lead—because when girls are empowered, communities flourish.



Natasha Watley, 2X Olympian
Founder & CEO, NWF

Introduction

The Natasha Watley Foundation empowers girls from underserved communities through softball.

The Natasha Watley Foundation (NWF) was founded by Natasha Watley, a two-time Olympic medalist and one of the first Black women to play on the United States Olympic Softball team. As a lifelong softball player, Natasha understands the opportunities softball can create for girls, especially those from underserved communities, such as confidence building, character development, healthy life habits, school scholarships, and nontraditional career options. Recognizing the need for diversified girl-centered programming in her Los Angeles community, Natasha founded NWF to ensure that self-identifying girls from historically marginalized communities were able to learn and build community through the sport that she credits with shaping the positive trajectory of her life and career.

Since 2009, the Natasha Watley Foundation has served over eight thousand girls across the nation, with a programming concentration in Los Angeles County. The Foundation's signature programming includes the 4 Points of the Diamond Summer Camp, the Natasha Watley Softball League, professional skill-building softball clinics, and athletic scholarships for girls and young women to further refine their softball skills. As a result of these programs, girls have achieved significant personal development milestones, as reported by the participants themselves and their parents.



Why We Do What We Do

Historically, girls—particularly those from underserved communities—have faced systemic barriers to accessing athletic opportunities, limiting their potential and reinforcing inequities. By ensuring equitable access to sports, we create an environment where girls can thrive, regardless of socioeconomic background.

Investing in girls playing sports is essential for fostering physical health, self-confidence, leadership skills, and overall positive life outcomes. Participation in sports helps girls build strength and resilience, both physically and mentally. Sports also create opportunities to develop teamwork, goal-setting, and problem-solving skills, which are crucial for personal and professional success. When girls play sports, they are more likely to develop a sense of agency and self-efficacy, empowering them to take on challenges and lead with confidence in all aspects of their lives. Data shows that girls who participate in sports are more likely to stay in school, achieve higher academic outcomes, and go on to serve in leadership roles in their communities. Beyond the individual benefits, sports participation also helps break down gender stereotypes and demonstrates that girls are equally capable of excelling in competitive and physically demanding environments. By investing in girls' sports, we invest in a healthier, more equitable, and more vibrant future for all.

Sports are a microcosm of our society at large; when girls and women are denied opportunities in sport, they are most likely being denied opportunities elsewhere.

- Women Sports Foundation



of women believe they have carried the skills and lessons from sports into adulthood

Play to Lead: The Generational Impact of Sport on Women's Leadership. 2024

Our Vision

We know that girls who play sports become women who will change the world. As such, we envision a world in which girls have equal opportunities to grow and develop critical life skills through their participation in organized sports.

Our Mission

Our mission is to empower girls from underserved communities through softball.

2025-2028 Strategic Pillars

A strategy to maximize girl development across Los Angeles

The Natasha Watley Foundation's 2025-2028 strategic goals are an outgrowth of twelve months of prior work to build a solid organizational foundation upon which to grow. These goals are designed to create a sustainable framework for lasting impact on girls across Los Angeles. Our goals are deeply interconnected, reflecting our holistic approach to empowering girls and building a stronger, more supportive community. Together, these efforts will position NWF to transform more lives and deepen our impact over the next three years.



EXPAND PROGRAMMING FOR GREATER IMPACT

Increase the number of girls participating in NWF programs, with a focused emphasis on serving girls from East LA and South Central, through strategic partnerships with local youth-centered entities.



STRENGTHEN COMMUNITY ENGAGEMENT AND PARTNERSHIPS

Build and expand strategic partnerships with schools, youth-centered nonprofits, and community organizations to enhance program delivery and community impact.



ENHANCE BOARD CAPACITY AND COMMUNITY CONNECTION

Recruit dynamic new board members and expand the board's capacity to serve as ambassadors for NWF, actively engaging in fundraising, partnership development, and community advocacy.



DIVERSIFY AND STRENGTHEN FINANCIAL RESOURCES

Ensure financial sustainability by diversifying revenue streams, including the pursuit of earned income opportunities, grants, and individual donations.

Expand Programming for Greater Impact

Increase the number of girls participating in NWF programs, with a focused emphasis on serving girls from East LA and South Central, through strategic partnerships with local youth-centered entities.

Activity / Project

Anticipated Outcomes

Key Indicators

Identify and build relationships with schools and nonprofits in East LA and South Central that align with NWF's mission through informational sessions and collaborative planning meetings.

Pursue partnerships with local schools to develop on-site clinic and camp offerings.

Strengthened relationships with schools and nonprofits in East LA and South Central, creating a foundation for long-term collaboration.

Increased program accessibility for girls in East LA and South Central through localized offerings.

Enhanced community trust and collaboration on girl development.

Increased visibility of NWF as a local partner committed to youth development.

Strengthened relationships with local schools and community organizations, leading to a sustainable pipeline of program participants

Creation of at least 4 new partnerships with local schools and 2 new partnerships with local nonprofits

Increased enrollment of girls from East LA and South Central in programs by 20% and 25% respectively.

Establishment of 2 new on-site clinics and camps developed and implemented at partner locations.

Growth in community engagement metrics, such as attendance at informational sessions and collaborative events.

Strengthen Community Engagement and Partnerships

Build and expand strategic partnerships with schools, youth-centered nonprofits, and local families to enhance community connection and program delivery .

Activity / Project

Anticipated Outcomes

Key Indicators

Host community engagement events to introduce NWF programs and gather input from families and local mission aligned organizations.

Develop and formalize partnerships with schools and youth-centered nonprofits to co-host clinics and camps.

Facilitate regular check-ins and collaborative planning meetings with partners to align on joint program goals and delivery.

Strengthened community trust and recognition of NWF as a valued partner in girl development.

Increased program enrollment local families and target communities.

Enhanced program relevance and effectiveness through co-created initiatives with local stakeholders.

Improved family engagement in NWF activities, creating a sense of shared ownership and advocacy for the programs.

Implementation of monthly community engagement activities.

Implementation of quarterly engagements with community partners.

Increased feedback scores from families and partners regarding program accessibility and impact.

Growth in the number of family ambassadors actively promoting and supporting NWF programs.

Enhance Board Capacity and Community Connection

Recruit dynamic new board members and expand the board’s capacity to serve as ambassadors for NWF, actively engaging in fundraising, partnership development, and community advocacy.

Activity / Project

Anticipated Outcomes

Key Indicators

Establish an Ambassador Board for emeritus Board members.

Recruit and onboard new diverse individuals who bring valuable skills and network to the Board.

Work with the board to develop annual community engagement plans.

Increased number of NWF community ambassadors.

A more diverse and skilled Board with increased representation from various professional backgrounds, communities, and networks.

Enhanced organizational visibility and engagement in the community.

Strengthened organizational governance and fundraising capacity through new Board members' expertise and connections.

Increased alignment between Board activities and the mission and goals of NWF.

An active and engaged Ambassador Board.

Onboarding of at least 5 new board members, reflecting diversity in demographics and professional expertise.

Completion and execution of annual community engagement activities by the Board.

Growth in fundraising contributions and sponsorships linked to new Board members' networks.

Diversify and Strengthen Financial Resources

Ensure financial sustainability by diversifying revenue streams, including the pursuit of earned income opportunities, grants, corporate sponsorship, and individual donations.

Activity / Project

Anticipated Outcomes

Key Indicators

Develop a comprehensive fundraising strategy.

Launch an earned income strategy in partnership with locals schools and youth-centered nonprofits.

Engage corporate sponsors and individual donors through the annual end of year fundraising event

Build a donor cultivation and stewardship strategy to strengthen relationships with existing and prospective donors.

Identify and pursue grant opportunities from foundations aligned with NWF's mission.

Increased annual revenue year over year to support program expansion and operational stability.

Greater financial independence and sustainability through a diversified mix of income sources.

Establishment of a predictable, recurring revenue stream from earned income opportunities.

Increased donor retention rates and expanded individual donor base.

Total annual revenue increases by 10% in the first year of the strategic plan, 15% in the second year, and 20% in the third year.

Increase the number of grants submitted by 50%.

Secure at least two corporate sponsorships annually.

Generated at least 20% of annual operating budget from earned income opportunities.

Increase the number of individual donors by 10% each year.

Acknowledgements

This work would not be possible without the dedication and support of our community of changemakers including:

our board of directors, our long-term contractors including Strategic Disruption Consulting and 24 Sports Marketing, the Dodgers Foundation, GPLA, UCLA Softball, Baldwin Hills Fast Pitch, and the Boys and Girls Club of Los Angeles Harbor.

**Thank you for your
continued support of our
efforts to ensure all girls
in Los Angeles have the
opportunity live healthy,
successful lives!**

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