



2020

ANNUAL REPORT



# A Letter From Our Executive Director

Wow! What a year. Like everyone else, I'm sure you were happy to get through one of the toughest years. 2020 definitely was a test, but somehow we still found a way to persevere. There was a ton of pivoting and a lot of lessons learned. The one thing that remained is our supporters and donors who still continued to support our mission and the work we do.

The biggest and obvious pivot we made was omitting any in-person programming and taking everything to virtual. Although this limited our usual athletes' participation, we were still able to serve and provide competition, connection, and a ton of softball training resources and content.

This opened our eyes to another avenue of possibilities. We learned that there are still so many ways to reach young girls to teach them this great game of softball.

There are also MANY girls outside of the Los Angeles area who still want that connection and access to learn. After pivoting to online, we had over 23% of international girls that joined our program. This has fired us up, and we are ready to give more because now it's been confirmed that the work we are doing is needed!

We are now prepared and ready for whatever 2021 brings!

With Love

**Natasha Watley**



# 2020 IN REVIEW

## NWF GROWS ITS TEAM

In 2020 we grew the number of employees in our organization by bringing on board Lexi Madrid in the Fall after her serving over four years as a coach mentor. Lexi is running our SOS & Fall Virtual league as a coach mentor, and she over delivered!

We had eight coach mentors virtually serving our students.

## COVID-19 RESPONSE

To Continue serving our girls in 2020, we created two new virtual programs to introduce the sports to girls worldwide.

Our mentors and staff were so resilient to execute and continue to work in our programs to serve our girls!

## 2020 CHALLENGES

One of our main challenges was adapting our sports program to the virtual landscape while making sure our students remain engaged and learned the valuable lessons we want to transmit with the use of softball. We created two virtual programs to respond to this need, redesigned our curriculum, and trained our mentors to keep serving our girls.

# 211

## GIRLS SERVED

SOS program: 27  
Summer Virtual League: 77  
Fall Virtual League: 64  
Partner Events: 43

# 168

Girls served online

# 188

Hours of online training



# NWF Programs

## SOFTBALL LEAGUE

Our program introduces softball to girls who have never played or would not otherwise have access to quality coaching and team experiences. During eight weeks, girls learn technical softball skills and teamwork, sportsmanship, and positive skills for relationship building with peers and adults. Games and practices are played at fields throughout South Los Angeles.

### Natasha Watley Virtual League

During COVID-19, NWF created a six-week all skill comprehensive program to introduce the sport and provide challenges in teams and individually to replicate softball competition in the virtual landscape.

### Natasha Watley Virtual Skills Training

This is a next-level program that does a deep dive into specific skills (i.e., hitting, baserunning, pitching, fielding, catching). Athletes have the opportunity to choose the skill that they would like to go deeper in, and for six weeks, they go through a 30 min interactive training session each week with a coach mentor.

## COACHING DEVELOPMENT

We believe that the quality of the training we give our coaches will reflect on the quality of the training for our girls. The professional development program for coaches is a new aspect of the NWF that is currently in development. It is designed to help coaches gain technical skills in teaching, skills in handling conflict, self-esteem building, and mentorship skills that are important to developing coaching talent.

% of  
new  
coaches  
in 2020

42%

# Financial Support

## Support Income

\$62,900

Total Support Income in 2020

## Total Expenses

\$55,287

Total Expenses in 2020

\$27,437+

Invested in our programs  
benefiting girls and women.

49%

49% of total expenses in 2020 went directly to our girls. 51% covered overhead and fundraising expenses.





# OUR IMPACT

The Natasha Watley Foundation exists to address the gap in resources and sports programming for underrepresented girls, girls in underserved communities while creating professional development opportunities for aspiring female coaches.

## IN 2020 WE REACHED GIRLS ALL OVER THE WORLD

Opening our classes online allowed us to expand our reach and served more girls all over the United States and the world.



## CREATING A POSITIVE ENVIRONMENT

NWF uses the sport of softball to teach our girls positive body image, leadership, and resilience. In an effort to provide #SoftballGirls with an after-school activity in today's virtual landscape, we got together to create this FREE two-week program.

# 23%

OF PARTICIPANTS WERE  
INTERNATIONAL

# 96%

OF PLAYERS STATED THEY HAD A  
POSITIVE EXPERIENCE WITH VIRTUAL  
PROGRAMMING

# 60%

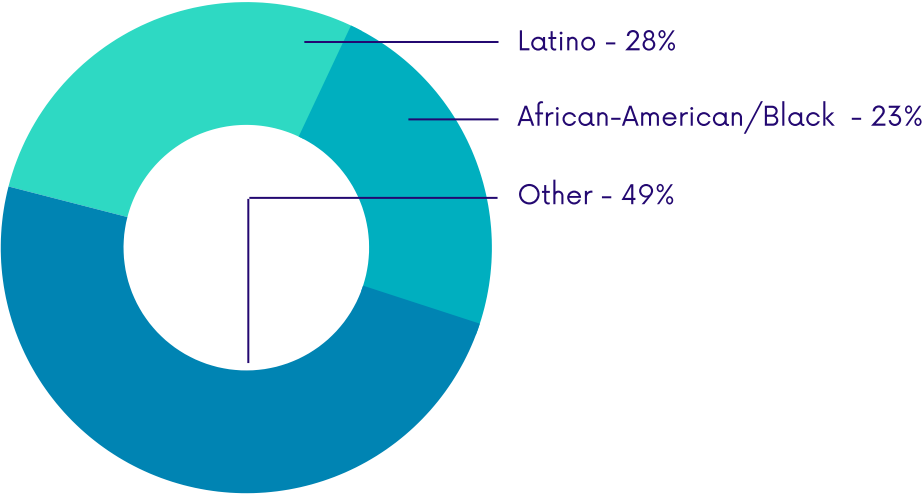
OF PLAYERS ARE NEW PARTICIPANTS  
TO THE FOUNDATION



# 2020 SCHOLARSHIPS

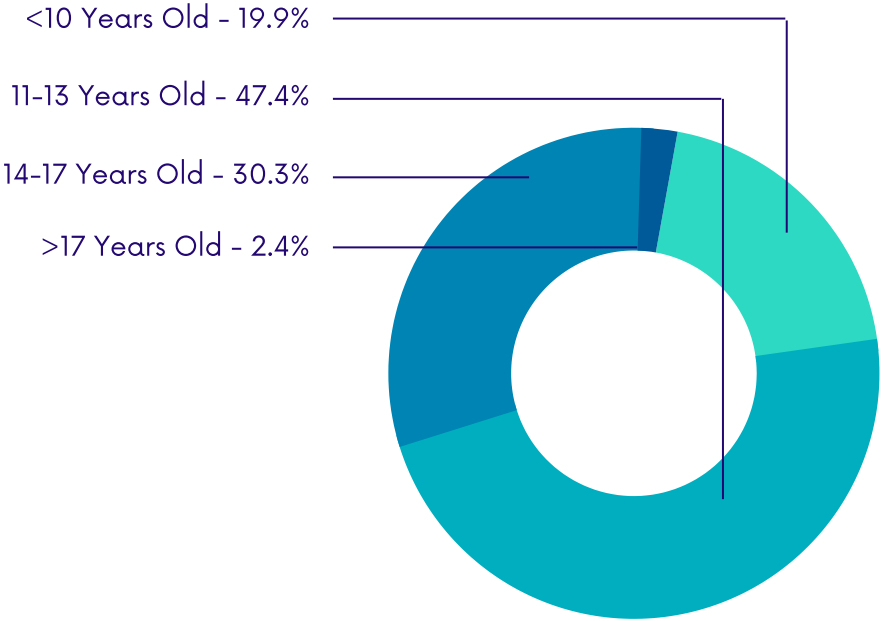
Geri Ann Glasco (1 recipient w/  
Wecoach & 1 recipient w/NFCA)

Scholarships 1 athlete to attend Jen  
Schro catching retreat



51%  
OF PARTICIPANTS COME  
FROM COMMUNITIES OF  
COLOR

72%  
OF ATHLETES RANGE FROM  
AGES 9-13





# OUR STORIES

We have many wonderful girls that come from all over the globe and make us proud! Learn more about their stories that inspire our work.

"The Science of Sports and Natasha Watley Foundation summer camp was such a fun experience because it combined my love of math and science while incorporating sports into it. My Spring Softball season was cancelled and I was very disappointed. This gave me an opportunity to be able to do some softball during the pandemic. I learned more about softball off the field from this camp. I didn't know much about launch angles or how to calculate my batting percentages before this camp. It also helped improve my baseball and softball IQ! I really like the lessons on nutrition and I made some healthy smoothies after camp each day. It was really cool when Natasha Watley came on zoom to tell us about her softball experience."

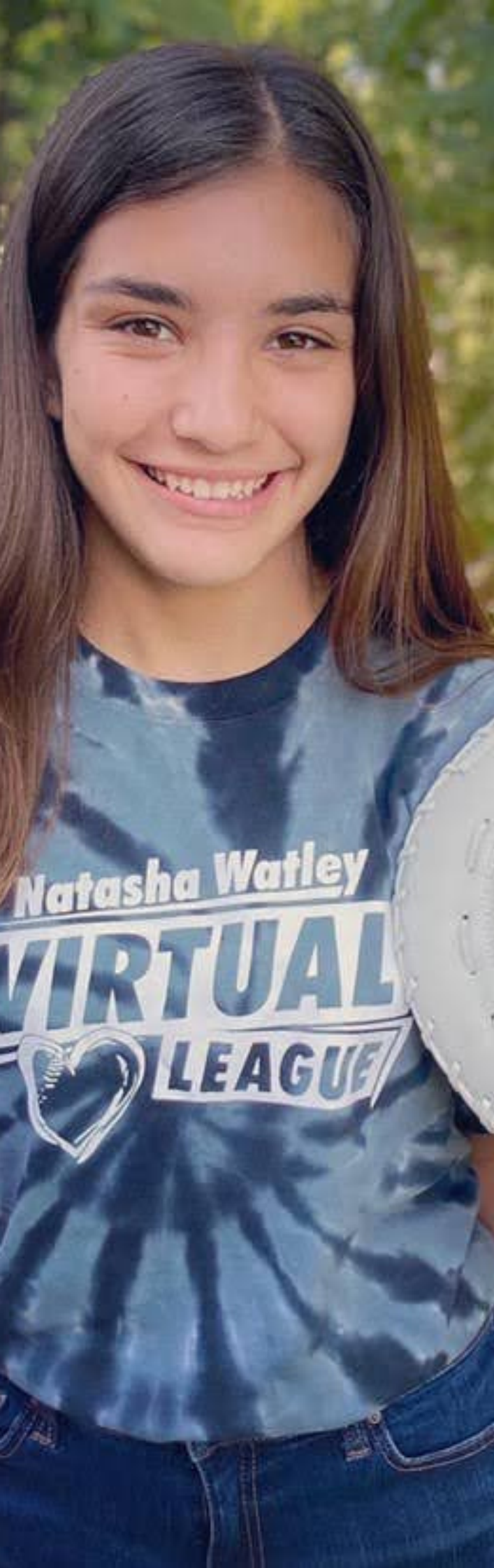
**- Sadie Kaplan (Age 11) - SOS x NWF participant**

"I have learned a lot from Natasha Watley Virtual League and Fall League from fielding, pitching, batting to mental toughness. Coaches provided clear instructions via Zoom with recorded sessions and videos posted on Facebook to those unable to attend live sessions. I was kept engaged with weekly challenges which I enjoyed and looked forward to doing weekly. Coaches and guests speakers were generous with their technical knowledge and shared life lessons that they learned from playing softball. We read chapters from Jennie Finch's Book- Throw like a Girl and study quotes, discussed its contents and meaning with our assigned coaches so we could apply them into our games. The virtual league gave me the opportunity to connect with experienced coaches and other kids from different countries. It was so cool. When all forms of softball training and games were cancelled during COVID in Melbourne, virtual league kept me connected to softball and I was able to continue to learn and have fun. Thank you so much NWF!"

**- Julia Tay (Age 12) - NWF Virtual League (Summer) & Fall League 2020 Melbourne, Australia**







I remember joining the Natasha Watley Foundation through my park the summer I turned 13. I was excited to try something new and from what my teammates told me, it was bound to be a fantastic experience. What I got was phenomenal. Through the foundation, I received a coach mentor who was able to answer any questions I had about a future in softball and provide me with feedback to make my game, both mentally and physically, stronger. My teammates and I were given quality practices that pushed us to work hard and strive for greatness. It was so incredibly amazing to have a program that kept me active all through the summer doing what I love, which is why, when the Coronavirus hit, I was disappointed at the idea that I wouldn't get to participate again. However, that didn't stop them from returning at all. Through zoom, the foundation found a new way to give an equally rewarding experience, holding classes nearly every day with new drills and videos for specific softball skills and breaking us up into teams so we could still be a sisterhood over hundreds of miles. The Natasha Watley Foundation has truly changed me for the better. Over the few years that I have been privileged enough to be included in this program, I have learned so much about myself and softball. I have had the opportunity to forge many relationships with new people and build a bond around softball that I hadn't gotten anywhere else. The most important thing the foundation has done for me, however, is to encourage me to become a leader. Through amazing resources and supportive coaches, I have been empowered to command my future and know that anything is possible with hard work and hustle. My only regret is that I didn't join earlier. I am so appreciative of what the Natasha Watley Foundation has done for me and that they have inspired me and so many young girls to be game changers

- Makena Ramirez (Age 14)



# Our Team

## 2020 BOARD OF DIRECTORS



E. Ashley Dean  
Board President



Zoe Quist  
Secretary



Sue Enquist  
Board Member



Marcia Reed  
Board Member



Maria Rodriguez  
Board Member

## 2020 NWF STAFF



Natasha Watley  
Founder & CEO



Lauren Lombardi  
Director of  
Partnerships &  
Community Outreach



Lexi Madrid  
Programs Manager



Myranda Bueno  
Social Media  
Manager

# A Look Ahead

An unusual past year leaves many unknowns as we look ahead to 2021. In NWF, we have set a plan for both in-person and virtual to allow us to adapt and serve our girls. Our goals for 2021 include:

## EXPAND OUR PARTNERSHIPS

Although things are uncertain as to whether we will get to meet in person, our objective is to have our in-person league in the Summer through the city and expand our partners.

## EXPAND THE WATLEY CREW

We have added one new in-person program with our partnership with softball university and Watley Crew (Natasha travel ball organization), called Watley Crew mobile training, where NWF will subsidize 30 athletes' training development over two months.

## EXPAND OUR REACH

Our NWF virtual training will continue every quarter. Our goal is to have our virtual summer league expand our reach to athletes outside of Los Angeles county.

# Thank you to everyone who makes our work possible.

Follow our journey and help us spread the word about our work:



[@nwfoundation](https://www.instagram.com/nwfoundation)



[/NatashaWatleyFoundation](https://www.facebook.com/NatashaWatleyFoundation)

**Become part of the Watley Legacy Club.** A community of monthly donors helping create a continued culture of positivity in young girls' lives through softball. \$29/month provides three girls with everything they need.

**Donate Here:** [natashawatleyfoundation.org/donate](https://natashawatleyfoundation.org/donate)

**Shop and help NWF.** Select NWF as your charity of choice in the Ralphs Rewards Program and Amazon Smile. A portion of your purchase price will be donated to NWF when you use your Ralphs Rewards Card or make eligible Amazon Smile purchases.

**Become a Corporate Sponsor.** We would love to have you hit a home run for NWF. If you'd like to change a girl or even a team of girl's lives, please reach out to us for a corporate sponsorship package. We have packages ranging from \$1000 - \$50,000 with tailored incentives and generous recognition on multiple platforms. [Contact us to learn more.](#)

Thank you to our amazing sponsors, partners & supporters!



Women's Sports Foundation



WeCOACH



SPORT SCIENCE



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