



natasha watley foundation

ANNUAL

R E P O R T

2018





CONTENTS

3 – Message from Founder Natasha Watley

4 – Mission and Vision

4 – Programs

5– Program Impact

8 – Impact Story 1

9 – Impact Story 2

10 – Financial and Program Support

11 – Board of Directors

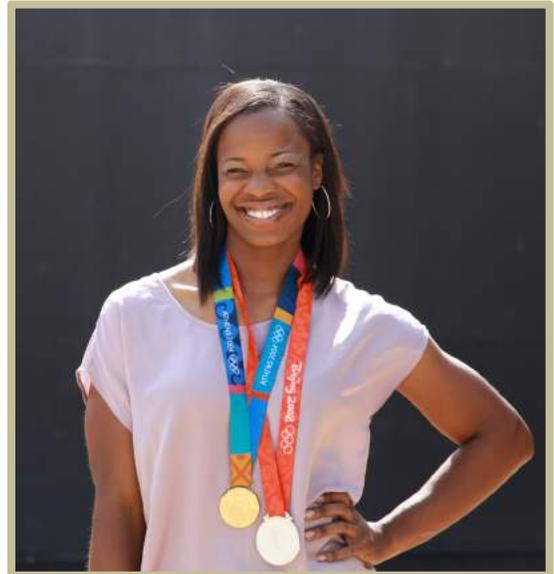
12 – Looking Forward

Message from Natasha Watley

Dear NWF friends,

This Natasha Watley Foundation (NWF) had quite the year! In our 8th year of existence, we were able to successfully continue our vision of changing the lives of young girls in underserved communities by giving them the opportunity to learn and play softball. We entered the year with more intention and emphasis on equipping our Coach mentors with the tools to best serve our girls.

This summer we celebrated our 10th season of our Natasha Watley Softball League (NWSL). The NWSL doubled in size with players and coaches. In addition to our College athletes we added High School CM for our 10U division. Our partnership with *Los Angeles City Department of Recreation and Parks* has been stronger than ever and continues to grow as we enter a new year.



In 2017, we also entered into new partnerships and received our first grant. As *Dodger Foundation* grant recipients & community partners, our Coach Mentor program was able to expand and increase the program's reach with coaches attending a series of Dodger RBI events. Another collaboration with the *Positive Coach Alliance* aided us in developing a workshop as a resource for our coaches. This workshop was designed to give coaches additional tools to be successful mentoring their players and will be the cornerstone of our goals for 2018—to expand our coaching mentorship to a certification program where coaches will receive comprehensive training in the skill and the art of coaching.

A special THANK YOU to our partners, NWF supporters & board for making this summer season a success. We still have a lot of work to do and look forward to continued growth with your support in 2018.

With Duty, Discipline, Dedication, and Dignity,

Natasha Watley, Founder

MISSION: The Natasha Watley Foundation was formed to address the gap in resources and available sports programming for girls in underserved communities while creating professional development opportunities for aspiring coaches

VISION: We believe in a future where all girls in underserved communities have access to quality softball programs and coaching, and eventually where girls everywhere have access to all the benefits of participation in softball.

Programs



Softball League Program

The softball league program is designed to introduce softball to girls who have never played softball or would not otherwise have access to quality coaching and team experiences. Teams play during the summer and fall for 8 weeks. During that time, they learn not only technical softball skills, but also teamwork, sportsmanship and positive skills for relationship building with peers and adults. Games and practices are played at fields throughout South LA.



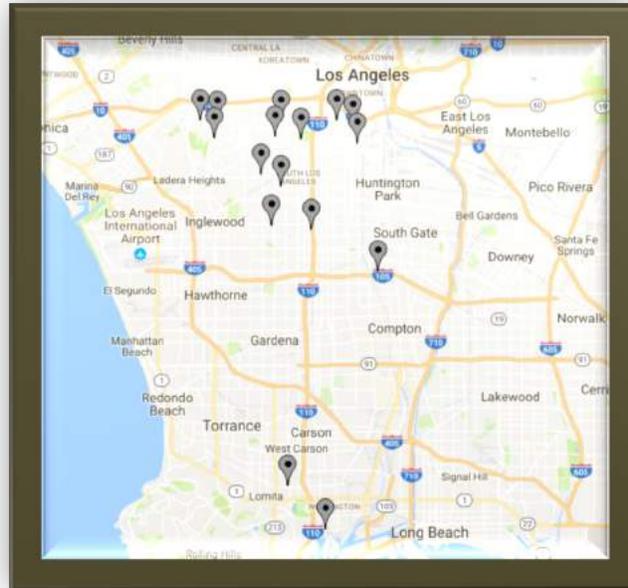
Coaching Professional Development Program

The professional development program for coaches is a new arm of the NWF still 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.

Program Impact

In 2017, the NWF expanded to 36 teams across 16 locations in Southern California:

- Green Meadows
- Harvard Park
- Van Ness
- St. Andrews
- Baldwin Hills
- MLK Jr.
- Rancho Cienega
- Jim Gilliam
- Central
- Denker
- Wilmington
- Imperial Courts
- Ross Snyder
- Trinity
- Harbor City
- Expo



The map (above) shows the location of the 16 locations where NWF teams played in 2017.

Player Demographics

The girls who played in 2017 were a diverse group mirroring the demographics of the neighborhoods they played in:

Average Age: 10

2nd-10th Grade

**43% Never
Played Softball
Before**

**46%
African-
American/Black**

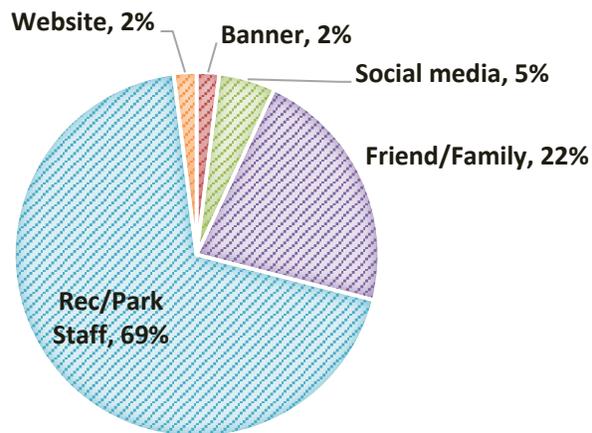
**37%
Latino/Hispanic**

**10%
Other Race**

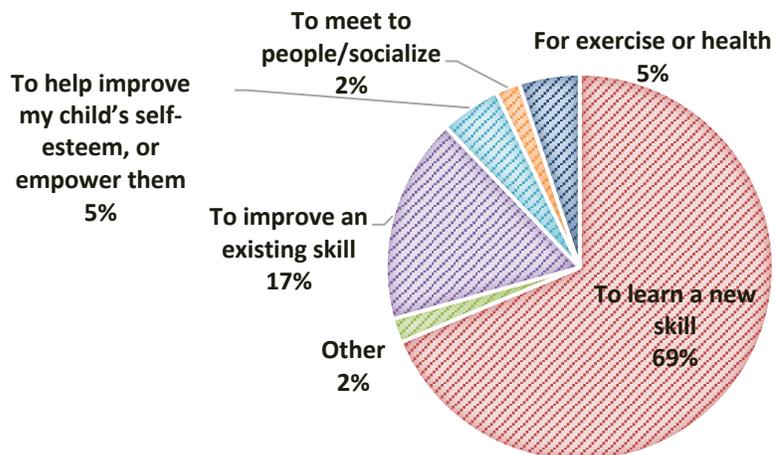
Program Statistics



NWF PLAYER REFERRAL SOURCE



REASONS FOR PROGRAM ENROLLMENT





2017 New Programs

In 2017, the Natasha Watley Foundation began the process of developing a coaching certification program with an all day training on coaching techniques, conflict resolution skills, and team building exercises



2017 New Partnerships

The NWF gained new partners this year! The Dodgers Foundation, the Los Angeles County Department of Recreation and Parks, and the Watley Legacy Donors Program were formed to support the foundation.



League Play



Teamwork



Mentorship



Coaching Development

Softball Leagues

427

Girls Played

36

Teams Formed

288

Games Played

Professional Development for Coaches



Summer 2017



Fall 2017

Since founding in 2009 the Natasha Watley Foundation has given new coaches the opportunity to develop their mentorship skills and broaden their experiences with new coaching techniques.



26 Coaches



6 coaches

In 2017 32 new NWF coaches gained nearly 900 hours of coaching experience with girls ages 8-14, nearly half of whom had never played softball before.



Players who stated they want to play softball again in 2018

Impact Stories

The NWF is not just about softball, it also is about family. Below are just two of the countless stories that have become memories to new and returning players and have become part of the experience-based skills that NWF coaches develop with their girls.

The Ferris Family



**Imani Ferris with
Natasha Watley
in 2017**

Liyah Ferris was the 2013, 4 Points of The Diamond Essay Winner. She started at MLK Park playing softball for the first time with the Natasha Watley League at nine years old.

In Liyah's own words: "I was a beginner, so I didn't really know what to do but I got catching and throwing down quickly. And then I decided to learn pitching and catching and that's where it really made me love the sport more."

During her time with the NWF, Liyah had a coach mentor who was a college Junior at Cal State Fullerton. Liyah's Dad became involved in helping coach pitching and catching skills. As a result of the family involvement, Liyah has continued to play softball at MLK Park with the Lady Dodgers and envisions herself playing in high school and dreams about playing softball in college (ideally, at Natasha's Alma Mater UCLA or Oregon).

Liyah's younger sister, Imani, has become involved in the program as well after seeing her older sister's love of the game develop. That has kept the whole family involved; even traveling with Chicago with the NWF to Natasha's National Professional Championship Game as her guests.

More than the trips and games though, the Ferris sisters are benefiting from the mentorship of powerful women leaders. Bobbie Ferris explained the "it's very big, I mean there's so many things that women can do, and they just need to see other women be able to do it. When they see it that builds them enough confidence to go out there on their own...there are a lot of lessons that the coach mentors were able to imprint on the girls. [W]hen it comes to responsibility its huge and just taking pride in everything that they do."



Impact Stories Continued

Loren Williams

Loren Williams has been coaching with the NWF since 2014, after graduating from college. From coaching in NWF, Loren has learned about the complexity of dealing with kids from diverse backgrounds, many of whom might not have other positive influences. According to Loren, “it’s not always just about softball, it’s more so about the girls, they’re kids, they have trouble in school, they have troubles at home, and them coming out on the field is 9 times out of 10 is like a release. They can come out and get out any frustrations.”



Loren Williams in 2017

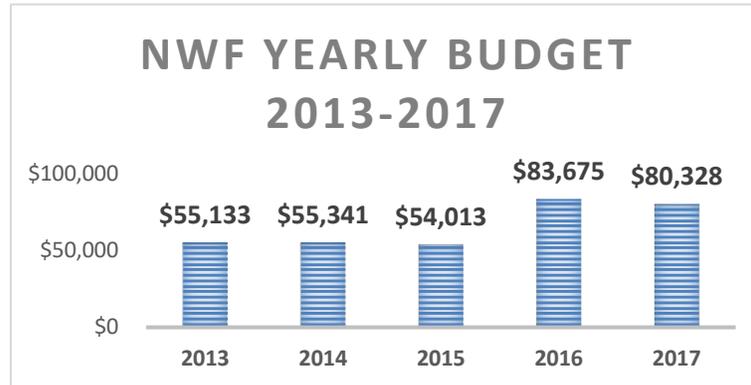
One of the most important lessons Loren learned as a NWF coach was that often as an adult in charge, “we can’t even get to the technical softball skills unless they can actually feel like they can trust you and talk to you and they know that it’s more than just softball.” Winning the game is not the whole story, but letting girls grow as individuals is an equally important part of the process; which is what keeps Loren, and many of the other NWF Coaches coming back each summer.

From this 4th year of coaching, Loren’s biggest inspiration has been the idea that it’s never too late: “There is always another kid that you can reach, someone’s life you can change.” Teaching girls to learn to accept outcomes, move forward, and at the end of the games to go down the line and high-five the other team with the same respect you would want if you were in their shoes has been a lasting takeaway in 2017. Loren’s experience on the field coaching girls is also something she’s able to apply to her own life, taking listening skills and adaptability into any new work situation.

For 2018, Loren is a school office manager for Magnolia Science Academy in Santa Ana, CA, using the mentorship skills she gained with NWF and hopes to coach young women again soon!

Financial and Program Support

Every year the NWF has grown its base of supporters who contribute to making softball dreams come true for players. Below is a graph outlining our growth over the past 5 years.



A Special Thank You to the Following Donors:

Grant Donors

The Dodger Foundation
The Dream Big! Foundation

Watley Legacy Club

Rachel and Hannah Allen
Tara Henry
Andrea Duran
Gina Vecchione
Nate McKean
Heather DeLuca

All Star Supporters of \$1,500+

Susan Enquist- Board Member
Sloan Blocker- Board Member

Other Donors

Monica Abbott
Julie Adams
Jill Allen
Leah Amica
Cait and Kara Benyi
Julie Berman
David Block
Sydney Broderick
Kaitlin Calogera
Brittany Cervantes
Mercedes Corey
Chelsey Crossman

Stacey Deniz
Jordan and Shauna Edmond
Michael Eizenberg
Monica Eustice
Jennie Finch Daigle
Tairia Flowers
Misti Guenther
Amy Hillenbrand
Karen Honey
Amy Symons Hughes
Karen Johns
Tim Kane
Kansas City Softball Academy
Cheri Kempf
Christopher Kirk
Jeremy Koenig
Kelly Kretschman
Lakewood/Long Beach General
Operating Account
Michael Lebovitz- Board Member
Cindy Malone
Medina Softball Clinics
Jessica Mendoza
Michael Meyer- Board Member
Yvonne Miller
Ryan Moorman
Veronica Nelson
Trena Peel
Shelby Pendley

Stephen Perry
Michelle Pierce
Previnex, LLC
Ann Pride
Fran Reckers
Marcia Reed
Maria Rodriguez-Board Member
Angela & Louis Robles
Soroptimist International of
Kayla Spanel
Angela Stanley
Randy Sterling
Crystal Stevens
Strive Softball
Dorothy Smith
Jordan Taylor
Nicole Trimboli
Charlotte Watley
Iberia Watley
Gregg White
Angelique White
Tristan White
Sabrina Watley
Megan Wiggins
Earl Willbright
Megan Willis
Heather Yee

NWF Board of Directors



Natasha Watley
Board President,
Founder



Michael Lebovitz
Board Secretary



Becky Gaines
Chief Financial Officer



Sue Enquist
Board Member



Sloan Blocker
Board Member



Michael Meyer
Board Member



Carolyn Watley
Board Member



Marcia Reed
Board Member



Maria Rodriguez
Board Member



Julie Stanley
Board Member

Looking Forward

In 2018, the biggest goal for the NWF is to increase the league and coaching/mentorship activity, deepen the relationship among new and returning players, and establish long-term sustainability for a future providing softball to girls through Southern California. More specifically this will mean:

- Raising the organizational budget to accommodate the increased activities
- Establishing a curriculum for coaches and players that can be licensed
- Raising the profile of the organization for fundraising and educational purposes
- Increasing the staff and volunteer capacity to run a robust organization
- Further refining the league program model and coaching certification process

In 2018, objective accomplishment will look like an organization that has a clear plan for fundraising and development, has an active coaching certification program, and a structure for operations and administrative support.

We Need Your Help

These are some big goals though! Which means we'll need the help of new donors, foundations, and partners to accomplish everything on our to do list. 2017 was a huge accomplishment, but we can do even better in 2018 and beyond.

Every Penny Matters

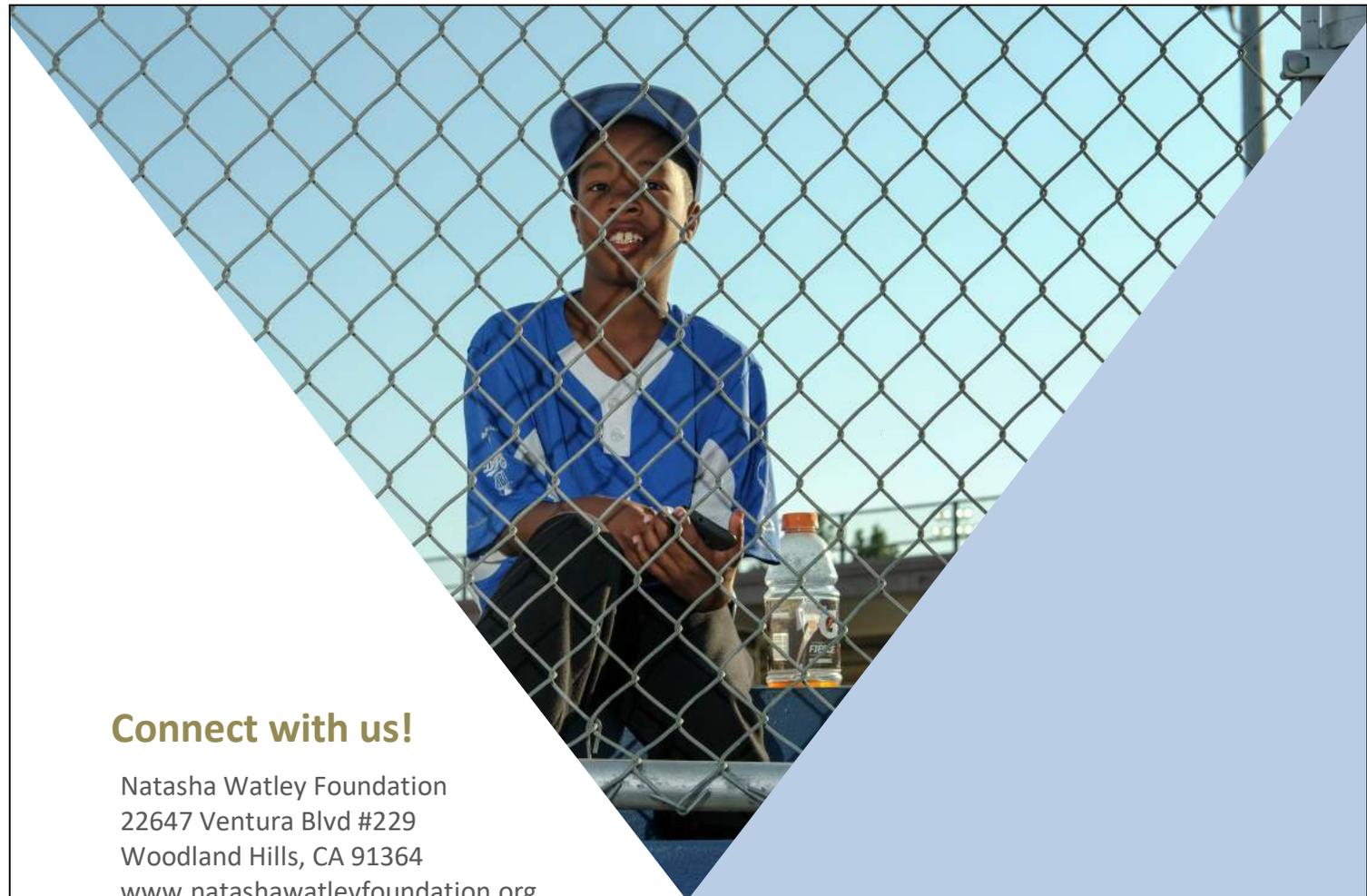
There's no donation too small and we have created several different options to make giving convenient and easy:

- 1) Join the Watley Legacy Club to become a recurring donor! See our website for more info
- 2) Partner with us or sponsor a team! Contact us directly for more info on packages
- 3) To donate by mail:
Natasha Watley Foundation
22647 Ventura Blvd #229
Woodland Hills, CA 91364
- 4) Or donate via Mobile Cause by texting "NWF" to 41444



Volunteer and Help Make a Difference

If you'd like to volunteer with league programming send us an email:
info@natashawatleyfoundation.org



Connect with us!

Natasha Watley Foundation
22647 Ventura Blvd #229
Woodland Hills, CA 91364
www.natashawatleyfoundation.org
info@natashawatleyfoundation.org



ANNUAL

R E P O R T

2018