

“The Women’s Sport and Fitness Foundation (WSFF) is the charity that campaigns to make physical activity an integral part of life for women and girls in the UK.”

Sue Tibballs Chief Executive



“Looking after myself means I can look after my family, do my job better and have more fun with my friends.”

Women's Sport and Fitness Foundation

3rd Floor, Victoria House,
Bloomsbury Square, London
WC1B 4SE

Tel: 020 7273 1740
Fax: 020 7273 1981
www.wsff.org.uk

Women's Sport and Fitness Foundation Company Limited by Guarantee.
Registered in England No. 3075681. Registered charity number 1060267

“For me being fit and healthy means looking good, feeling good and having the confidence to take on anything.”



Inspiring active women

Women's
SPORT
AND
FITNESS
FOUNDATION



"Sport's taught me how to compete for what I want in life."



A crisis on the scale of climate change

In the UK today, more than 80% of women are not sufficiently active to maintain their health. In 20 years, seven out of every ten women will be overweight. The Government has called the public health threat posed by obesity "a potential crisis on the scale of climate change".

Funding, participation, elite performance, leadership and media coverage of sport are dominated by men and male sports. Even the most popular team sport, football, is played by only one percent of women. There is still not a single professionally paid woman playing team sport in Britain.

Yet playing sport and exercising can make us look better, feel better and give us greater confidence and self-esteem; teach us the values of competition, discipline and teamwork and increase social cohesion, reduce crime and build communities.

So why aren't women and girls doing more?

A cultural problem

Time, money and people to be active with are all considerable issues. But the most significant barrier to greater female participation in physical activity is cultural.

Nearly a quarter of women say that PE at school put them off sport and exercise for life. Half of men believe that girls aren't given as much encouragement as boys to do sport. Taking part in traditional sports is considered by many to be unfeminine.

At the same time, the way that women are portrayed in fashion and the media makes the majority - especially young girls - feel being attractive, irrespective of the cost to health and state of mind, is more important than being active. Nine out of ten women believe there is too much pressure to be thin. A third of 18-24 year olds and nearly half of 25-34 year olds feel under greater pressure to be thin than to be healthy.

"Every evening after work I put on my trainers and my ipod and just go out and run. That's my time and my space. It's what keeps me sane and strong."

To change behaviour we have to change our culture. Sport needs to be as much a place for women as it is men. Girls need to grow up aspiring to be active, and fit and healthy women must be held up as role models.

Women's Sport and Fitness Foundation

At WSFF, we believe in a society which encourages, enables and celebrates active women and girls. And we are clear on how we will achieve our vision.

We will campaign

We will authoritatively and creatively campaign to:

- Make sport as appealing to women and girls as it is to men and boys
- Make women aware of the importance of being active
- Make fit and healthy women and girls social and cultural role models.

We will conduct innovative research that can provide insight to the barriers to sport and exercise, and help create the innovative solutions that can overcome them.

We will work in partnership with Government - across sport, health and education - and with business and the media to inform and influence policy at the highest level. We will provide consultancy and advice to those delivering sport and exercise and to help ensure that what they do is designed with women in mind.

London 2012: leaving a Legacy?

The Olympic Games in 2012 present us with a unique opportunity. By using their profile and momentum and uniting all those that can make a difference we will achieve a step change in how women and girls experience and participate in sport and exercise. Together, we will create the Legacy.



"I urge you to support the Women's Sport and Fitness Foundation as they take their campaign forward. This is a great opportunity and we should all get behind it."

Gordon Brown Prime Minister

Share the passion and join our campaign

We believe that WSFF can be the catalyst to place physical activity at the heart of women's and girl's lives. But this is an issue for all of us.

As representatives of a critical national cause, some of our staff and operational costs are funded by the Government. However, we are reliant on establishing and maintaining wider partnerships throughout Government, Parliament, the public sector and the worlds of sport and education to support and work with us.

Enlightened commercial organisations such as Scottish Widows have seen the high profile rewards of working with WSFF. We understand how to create mutually beneficial partnerships, how to help build brands and how to put our expertise at the service of business.

As a campaigning organisation we know how to generate stories for the media that are topical, relevant and thought-provoking, how to capture and hold the attention of an audience and how to work together to change behaviour.

We keep our partners and individual supporters informed and motivated through regular e-zines, events and briefings.

If you share our vision and would like to help us achieve our goals, please do get in touch. Whether a potential partner, someone with a public profile, or a committed individual, we'd love to hear from you and have your support.

Women's Sport and Fitness Foundation

www.wsff.org.uk
info@wsff.org.uk
020 7273 1740