

JOIN THE MOVEMENT

STRATEGIC PLAN 2020–2022





FOLLOW US ONLINE

@GUMULTIMATE



REP GUM WITH GEAR FROM SPIN ULTIMATE

A PORTION OF ALL PROCEEDS GOES TOWARD GUM.

[SPINULTIMATE.COM/COLLECTIONS/GIRLS-ULTIMATE-MOVEMENT](https://spinultimate.com/collections/girls-ultimate-movement)

WHAT IS GUM?

THE GIRLS' ULTIMATE MOVEMENT (GUM) IS A COMMUNITY-WIDE OUTREACH PROGRAM DESIGNED TO INCREASE GIRLS' PARTICIPATION IN THE SPORT OF ULTIMATE.

WHY DO WE NEED GUM?

CURRENTLY, ONLY 26% OF USA ULTIMATE YOUTH MEMBERS ARE FEMALE, BUT THE SPORT IS AN EXCELLENT OUTLET FOR YOUNG GIRLS. WITH ITS EMPHASIS ON SPIRIT OF THE GAME" AND TENETS OF EQUITY AND INCLUSIVENESS, ULTIMATE CAN HELP GIRLS BECOME AMAZING ATHLETES, BUT ALSO LEADERS AND CONTRIBUTORS TO SOCIETY.

THE GIRLS' ULTIMATE MOVEMENT (GUM) RECOGNIZES THAT PLAYERS USE MANY TERMS TO DEFINE THEIR GENDER OR GENDER IDENTITY. GUM IS INCLUSIVE OF YOUTH IDENTIFYING AS FEMALE, NON-BINARY, GENDER FLUID, TRANSGENDER AND/OR USING OTHER SELF-IDENTIFYING TERMS.

GOAL

1

BECOME A MORE WELCOMING AND INCLUSIVE
SPORT BY EMPOWERING AND ENABLING GIRLS
TO PROACTIVELY RESPOND TO INEQUITIES
THEY MAY EXPERIENCE.

HOW TO MAKE IT HAPPEN

INVITE A FRIEND TO THROW,
PLAY ULTIMATE WITH YOU,
OR ATTEND YOUR GAME.

INSPIRE MORE GIRLS AND WOMEN
TO PARTICIPATE IN YOUR LOCAL
ULTIMATE COMMUNITY.

ENCOURAGE GIRLS AND WOMEN TO
BE MORE INVOLVED PARTICIPANTS
IN LOCAL GAMES, AND SUPPORT
THEIR ACTIVE VOICE.



WELCOME GIRLS OF ALL IDENTITIES
AND BACKGROUNDS WHO ARE
NEW TO THE SPORT, AND INCLUDE
THEM IN THE COMMUNITY.

GOAL

2

INCREASE THE VISIBILITY OF ALL LEVELS OF GIRLS' AND WOMEN'S ULTIMATE THROUGH CONSISTENT AND TARGETED MEDIA EXPOSURE THAT CONNECTS THE ULTIMATE COMMUNITY TO THE GIRLS' ULTIMATE MOVEMENT AND ITS MISSION TO INCREASE GIRLS' PARTICIPATION IN ULTIMATE.

HOW YOU CAN HELP

- CHECK OUT OUR WEBSITE.
- READ THE GUM BLOG.
- SHARE THE STORIES OF FEMALE ATHLETES IN ULTIMATE.

SUPPORT WOMEN AND GIRLS IN ULTIMATE!

- ATTEND WOMEN'S AND MIXED ULTIMATE GAMES.
- WATCH WOMEN'S AND MIXED ULTIMATE GAMES WHEN THEY'RE ON TV OR LIVE STREAMED.



[GUM.USULTIMATE.ORG](https://gum.usultimate.org)

GOAL

3

CREATE ENVIRONMENTS FOR GIRLS THAT
PROMOTE AND TEACH SKILLS THAT LEAD TO
MEANINGFUL CONTRIBUTIONS ON THE FIELD
AS WELL AS CONNECTIONS FOR CONTINUED
POSITIVE INVOLVEMENT IN ULTIMATE.



SHARE YOUR EXPERIENCE!

BECOME A GIRLS' OUTREACH COORDINATOR (GOC).

- RUN GUM PROGRAMMING AND SERVE AS A RESOURCE FOR YOUR LOCAL COMMUNITY.



BECOME A COACH.

- USA ULTIMATE WILL COVER THE CERTIFICATION COSTS FOR FEMALE COACHES AND COACHES OF FEMALE ATHLETES.





RUN A GUM CLINIC.

- IT'S EASY! LEARN MORE AT [GUM.USULTIMATE.ORG](https://gum.usultimate.org).



START A NEW GIRLS' LEAGUE.

- FUNDING IS AVAILABLE TO HELP YOU GET STARTED!
- LEAGUES COME IN ALL SHAPES AND SIZES!
- FOR MORE INFORMATION, CONTACT GIRLSULTIMATEMOVEMENT@USULTIMATE.ORG.

START A NEW GIRLS' HIGH SCHOOL TEAM, AND APPLY FOR THE GIRLS' TEAM STARTUP PROJECT (GTSP).

- GTSP PROVIDES UP TO 3 YEARS OF FUNDING, RESOURCES AND SUPPORT TO HELP NEW TEAMS BECOME COMPETITIVE AND SELF-SUSTAINING.
- [GUM.USULTIMATE.ORG/GIRLS-TEAM-STARTUP-PROJECT](https://gum.usultimate.org/girls-team-startup-project)





GUM.USULTIMATE.ORG



GIRLSULTIMATEMOVEMENT
@USULTIMATE.ORG

@GUMULTIMATE



#DARETOBE