



IX Pledges: *All In* for the Women's Game

Kathy Carter, Candidate for U.S. Soccer President

I have fought my entire life for women's rights. Most often, this was a quiet battle, fought individually and personally, each and every day. My goal was always clear: equality for all women, now and for future generations, whether on the pitch or in the boardroom. Over my 25-year career, I am proud to have mentored, hired, and supported hundreds of women who are excelling in positions across various sports. I invested this time to help break down barriers, and clear the path for more women to ascend to leadership positions in sports. And now, based on my accomplishments, I have the opportunity to advocate for our women athletes, the women's game and women in the game in a way that would not have been possible until this point in my career.

In 1999, the FIFA Women's World Cup was a watershed moment for women and girls in the U.S. Almost twenty years later comes another moment in sports and society for women to stand up for equal treatment. As a lifelong player, fan, and leader, I have an obligation and opportunity to use the platform of President of U.S. Soccer to ensure the Women's National Team program and our athletes, the development programs for girls, the NWSL and all women in our game are provided with equal resources and respect. I believe the future is now, and that it is time to step up and take more responsibility for leading women's soccer and our entire soccer community to new heights. With this in mind, I pledge to do the following to advocate for the women's game and women in the game in the U.S.

KATHY CARTER

I. I will stop at nothing to achieve fairness and equality for women in soccer

- I unequivocally support equal pay and greater investment in the women's game
- Treat the Women's programs with equal respect, ensuring equity across training, travel arrangements, accommodations, facilities, quality of fields, and more

II. I will prioritize Federation efforts to maintain our global leadership position in women's soccer

- Invest in girl's development programs to ensure future generations continue to set the global standard of play for women's soccer
- Hire strong and qualified women technical staff to lead our game on the pitch

III: I will dedicate the necessary resources to solidify the long-term stability and growth of the NWSL

- Commit the Federation to a longer investment period in the NWSL to create stability and predictability for current and potential owners, players, investors and sponsors
- Develop short- and long-term growth plan for NWSL alongside current owners, league executives and players
- Utilize experience as an MLS founding executive to recruit new owners into the league, both MLS/USL-affiliated and non-MLS/USL independent owners
- Secure new marketing and advertising partners to grow the women's game beyond its current fan base

IV: I will clarify, align and connect the player development pathways for girls and women

- Clarify alignment between Youth Association, Club and Federation development programs for girls
- Establish a College Pathways Program for young women to ensure clear and accessible pathway from the youth game to college
- Create specific entry points and recruiting efforts into youth soccer for girls of all ethnicities and socio-economic status

V. I will create training and mentorship programs at the Federation that assist women athletes in their transition into jobs in sports or business after their playing careers have ended

- Partner with sports leagues, corporations, non-profits and national governing bodies to create new career training programs and pathways for athletes
- Host an annual summit for women soccer leaders to network, train, share ideas, and promote women in sports

VI. I will address and remove the entry barriers we face as women when we seek to become coaches and leaders at all levels of our game

- Spearhead an increase in training and licensing for women coaches, including women-only, in-person coach's education and free entry-level licensing instruction for women
- Create special designation and incentives for youth clubs with equivalent representation of women in their coaching ranks, administrative staffs and Boards

VII. I will use my professional experience in marketing and television to focus on promoting women's soccer and our athletes

- Highlight our elite women athletes in new communications, public relations, and marketing programs
- Hold partners and sponsors accountable for increased investment and promotion of women athletes and women's soccer

VIII. I will represent U.S. Soccer on the global stage with integrity, dignity, professionalism and distinction

- Advocate to increase FIFA prize money for all women's events
- Partner with women's players to advocate for women's rights and equality around the globe

IX. I pledge to *listen to you, hear you, and include you*

- Collaborate with current and former USWNT players to create a "Time is Now" Committee that will meet quarterly and be empowered to hold the Federation, and me, accountable for these pledges and to provide a forum for additional ideas to grow the women's game
- Utilize the collective wisdom and experience of our women in soccer to continue to elevate our game
- Always maintain an open, honest and collaborative relationship

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