



BILLIE JEAN KING
Leadership Initiative

BILLIE JEAN KING
LEADERSHIP INITIATIVE

Impact Report

Billie Jean King and Ilana Kloss

RELENTLESS ADVOCATES FOR CHANGE



As sports champions and social activists, Billie Jean King and Ilana Kloss live their lives according to the principles of

Equity, Empowerment, and Access.

They envision a world where everyone has an equal opportunity and recognize that the playing field looks different for all.

They want to see a world free of discrimination and inequality and are calling on brave leaders to help them chart a new course.

Because they both know – *pressure is a privilege and champions adjust.*

BJKLI

WHY THIS? WHY NOW?

WHILE PROGRESS HAS BEEN MADE, AND KING AND KLOSS HAVE BEEN FRONT AND CENTER FOR MOST OF IT, THE STATISTICS STILL BARE THE HARD TRUTH THAT THERE IS A LONG WAY TO GO.

30 WOMEN

6%

OF CEOS IN FORTUNE'S TOP 500 COMPANIES ARE FEMALE.

As of 2020.

CLOSING THE GAP

82¢

OF EVERY DOLLAR IS THE AMOUNT WOMEN MAKE VS THEIR MALE COUNTERPARTS.

And that gap is wider for African American and Hispanic women. At this rate, pay parity won't be achieved until 2059.

KEEPING PACE

2/500

CEO POSITIONS IN THE FORTUNE 500 ARE OCCUPIED BY WOMEN OF COLOR.

By 2050, minority groups will make up over 50 percent of the U.S. population.

RAISE THE BAR

50%

OF MEN THINK WOMEN ARE WELL REPRESENTED IN LEADERSHIP ROLES.

Only one in ten senior leaders is a woman.

INSUFFICIENT PROGRESS

4%

OF THE WAGE GAP BETWEEN MEN AND WOMEN HAS CLOSED.

2010-2020.

*Research is still in its infancy on non-binary people

BILLIE JEAN KING LEADERSHIP INITIATIVE

Our Vision

Everyone, regardless of race, gender, religion, ability, or sexual orientation should have equal rights, opportunity and access.

We must ensure people feel comfortable to bring their authentic selves to work every day.

Inclusion and equality should be celebrated.

People in positions of power must use their platforms to advance positive change.

Our Purpose

TO PROMOTE
equality, access, and inclusion

TO ADVOCATE
for equal pay for equal work

TO SUPPORT
organizations that align with our vision

TO PARTNER
with leaders who are making positive change



Our Strategic Framework

We ensure that all of our work, research, and philanthropic commitments align with our three pillars, which support research, action, and advocacy.

Listen

Research and Discovery

The BJKLI has collaborated with *Deloitte*, *Harvard Business Review*, and *Girls Leadership* to uncover the obstacles that stand in the way of inclusion and help individuals and organizations make change.

Learn

Constructive Conversations and Symposiums

Every year, the BJKLI convenes thought leadership platforms that look to develop and empower the next generation of leaders by exposing them to an accomplished and diverse professional network of individuals across the globe who can inspire and encourage them to build their own networks, coalitions, and alliances to help drive change within their companies.

Lead

Recognizing Those Guiding the Way

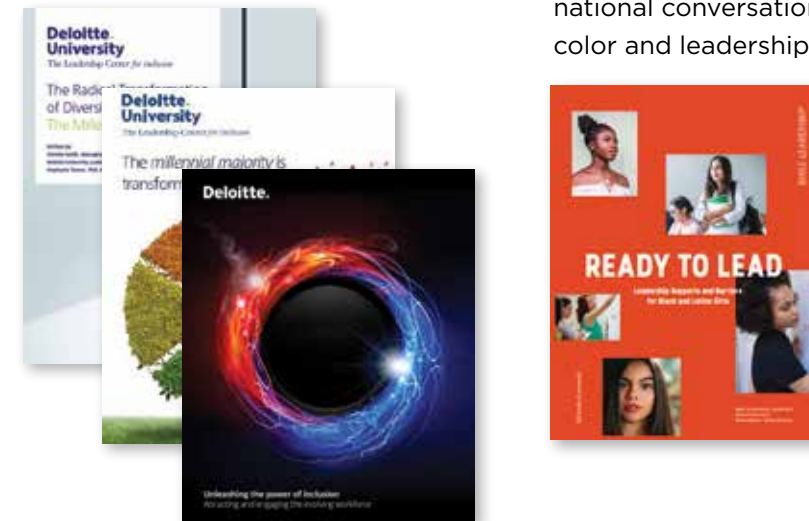
The BJKLI presents the Inspiring Leader Award at the BJKLI Symposium every year. We believe it is important to recognize those leaders who are paving the way and to spotlight their efforts.

GROUNDING IN RESEARCH

The BJKLI and Deloitte have produced three research publications focused on the tremendous power millennials have to influence the workforce composition of the future. It is clear that inclusion is a critical indicator when choosing an employer. Together with Deloitte, the BJKLI has demonstrated through this research series that diversity is a disruptor, inclusion is a business priority, and that the definitions of diversity and inclusion are shifting in the minds of today's professionals.

The BJKLI's partnership with Girls Leadership will see the development of the first research study to explore how young women of color achieve their fullest potential as leaders, what's holding them back, and why cultivating leadership for girls of color is crucial to workplace equity, inclusion, and innovation.

The results of the studies will help corporations understand the leadership paths of all employees, assist girl-serving organizations in identifying leaders, and start a national conversation on girls of color and leadership.



LEADERSHIP
GIRLS

FROM CONCEPT

To Reality



In 2014, Billie Jean King, Ilana Kloss, and a group of influential individuals designed and built the first philanthropic endeavor in Billie Jean's name. The BJKLI was founded to advocate for equity and inclusion globally.



On April 12, 2016, (Equal Pay Day) the BJKLI convened the first-ever Summit on Diversity and Inclusion in partnership with Valerie Jarrett and The White House.



Billie Jean King, Marc Benioff, Heather O'Reilly, Ilana Kloss & Paul Keary

On November 16, 2016, the BJKLI hosted its 3rd Annual Symposium & Gala. The theme focused on Men - playing from a position of power and leveraging their ability to make change. The 2016 presenting sponsor was Salesforce, with CEO Marc Benioff, the recipient of our Inspiring Leader Award.



Cyndi Lauper

On November 14, 2018, the BJKLI hosted a birthday tribute to honor Billie Jean King and help fundraise for the permanent display and digitization of her archives at the New-York Historical Society.

On June 18, 2019, the BJKLI supported the NHL's first Advancing Equity Summit to inspire progress in sports and society for women and people of color.



2014

On November 19, 2014, the BJKLI officially launched with an inaugural Symposium & Gala with presenting sponsor UBS. The gala honored Valerie Jarrett, Former Senior Advisor to President Obama and Gracia Martore, CEO of Tegna.

2015

In 2014, a research agreement was brokered between Deloitte and the BJKLI. Deloitte's expertise in developing and creating provocative and distinguished research differentiates the BJKLI in the marketplace.

2016

On December 9, 2015, the BJKLI hosted our 2nd Annual Symposium at Goldman Sachs in New York and honored Martine Rothblatt, CEO, United Therapeutics and Cyndi Lauper, Singer, Songwriter.

2017

On September 19, 2017, the BJKLI hosted an exclusive luncheon at the Rainbow Room in New York honoring trailblazers and legends and featuring a powerful conversation on the state of equality with Billie Jean King and Emma Stone.



2018

On September 6, 2018, the BJKLI convened a symposium at the US Open honoring Bob Iger and Robin Roberts for their commitment to always being "Open for Change."

2019

On September 5, 2019, the BJKLI hosted "Open for Equity" at the New-York Historical Society's Billie Jean King photography exhibition at the US Open. Jopwell, UBS, Male Champions of Change, and Gail Boudreaux from Anthem spoke about their powerful work in advancing equity.



Gracia Martore

Valerie Jarrett



Martine Rothblatt



BJKLI Equity Allies

Partnerships & Commitments THAT MATTER



Caesars Entertainment Announces Commitment to Achieve Gender Equality in Management by 2025

Billie Jean King Leadership Initiative to help support company's enhanced commitment to workplace fairness.

Starbucks developed a set of principles and best practices designed to address systemic barriers impeding equal pay for equal work. We believe that companies around the globe should join us in adopting these principles and best practices.



The BJKLI has proven to be an incredible *ambassador and advisor* to multiple corporate and sporting entities.

We believe that companies and their *executives should hold themselves accountable* by tracking results using comprehensive surveys and benchmarks.

We *help organizations understand* how they are doing, where they can improve, and who needs to improve.



Positivity THROUGH EFFECTIVE BRAND PARTNERSHIPS

LEVERAGING BRAND ASSETS



Billie Jean King is an adidas Global Ambassador, and the BJKLI worked with adidas around the US Open to launch the "Here to Create Change" campaign, which included a film highlighting the lack of representation of female athletes in sports media coverage. People had the opportunity to "BJK" their shoes at the US Open and also engage with the BJKLI's positive messages about inclusion and equality.



The BJKLI worked with Pearle Vision to spread the message to young people everywhere that having glasses does not limit potential, only strengthens it.



Billie Jean King and students from Girls Prep Lower East Side, NYC.

BJKLI Giving Pillars

PILLAR 1 VISION

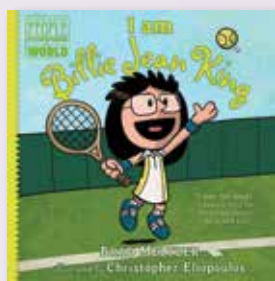
Vision

“If You Can See It, You Can Be It.”

Billie Jean King always says, “If you can see it, you can be it,” and she knows that so many young children do not have access to proper vision care. The BJKLI worked with Pearle Vision and One Sight to provide free vision screenings and eyeglasses to children in need.



The author Brad Meltzer wrote the children’s book I am Billie Jean King, which the BJKLI donates to children as a medium to educate a new generation about gender equality. This book is filled with positive messages and inspiration.



The BJKLI partnered with product design company FCTRY to create a real life action figure of Billie Jean King.

Partnering with Mattel’s “Inspiring Women Series”

Mattel’s Inspiring Women Barbie Doll collection pays tribute to women throughout history who have broken boundaries and shaped history. The BJKLI and Mattel promote the doll series to inspire the next generation to define their own path forward. The Billie Jean King Barbie features the doll in an outfit, glasses and sneakers based on Billie Jean King’s victory during the 1973 “Battle of the Sexes” match against Bobby Riggs.



BJKLI Giving Pillars

PILLAR 2 ACCESS

Access

Billie Jean King Youth Leadership Award Recognizes Individuals Who Use Sport to Create Social Good

The BJKLI partners with ESPN to present the annual Billie Jean King Youth Leadership Award as part of the ESPN Sports Humanitarian Awards. The Billie Jean King Youth Leadership Award recognizes a selection of high school and college students who use sport to create social good. Award recipients have the opportunity to attend the ESPYS and receive a \$10,000 scholarship to use toward furthering their education or a non-profit of their choice. The partnership extends to provide the recipients with ongoing programming and support via Beyond Sport, a global organization that uses sport to address social issues.



Billie Jean King Youth Leadership Award recipients (L to R): Yasmine Sanchez, Matt Diaz, Lisa Parks, Harrison Barnes



BJKLI Supports Scholarships and Educational Exhibitions

In order to ensure that the next generation of leaders have access to learning and inspiration, the BJKLI supports scholarships and educational



CAL STATE LA
CALIFORNIA STATE UNIVERSITY, LOS ANGELES

exhibitions. The BJKLI contributes to Cal State LA to ensure that student athletes in need of financial support have the means to continue their education. The BJKLI also fundraised for the digitization and permanent display of Billie Jean King's archive collection at the New-York Historical Society, providing global access and awareness to her story.



New Billie Jean King Main Library Offers Bright, Sustainable, Modern Space

The Long Beach Community and City Council unanimously voted in favor of the new Long Beach library being named the Billie Jean King Main Library. The Billie Jean King Main Library is LEED certified, and since its grand opening on September 21, 2019, it offers access to library materials, along with free programs, including services for veterans, immigrants, and special services for people with learning disabilities. The BJKLI is proud to support this important community and educational space through fundraising events.



BJKLI Giving Pillars

PILLAR 3 ADVOCACY

Advocacy

Pride at Wimbledon and US Open

The BJKLI joined forces with Nick McCarville, AELTC, and Pride Sports UK to discuss issues of sports, sexuality, empowerment, and individuality in a Wimbledon-first 'Inclusive Leadership' event ahead of the 2019 Wimbledon Championships. This event encouraged LGBTQ+ youth to be their authentic selves and provided them with the opportunity to interact and learn from people and organizations that they can turn to in times of need.

INCLUSIVE LEADERSHIP AT THE ALL ENGLAND LAWN TENNIS CLUB



Pride @ Wimbledon

In advance of the 2019 US Open, the BJKLI in partnership with the USTA organized an inclusive PRIDE event on the grounds of the USTA Billie Jean King Tennis Center. This public event brought athletes like former MLB player Billy Bean, former NBA star Jason Collins and current WTA players Alison Van Uytvanck and Greet Minnen, together with Billie Jean for a dialogue centered on the LGBTQ+ community. The athletes discussed the power of sports as a platform for advocacy for the LGBTQ+ community and how everyone can learn how to be an effective "ally".



Pride @ US Open



Driving Equality and Inclusion

Women's tennis remains the leader of equality in women's sports and the Fed Cup is the world's largest annual women's team sports competition. In 2019, the ITF named Billie Jean King the first Global Ambassador for the Fed Cup. The BJKLI works with the ITF on their Advantage All campaign to continue to drive equality and inclusion in the sport of tennis.



As part of a collaboration with UBS and BottleTop to promote UN Sustainable Development Goals, the BJKLI joined the #TOGETHERBAND's Gender Equality goal to eradicate prejudice and work for equal rights and respect for all. The sale of #TOGETHERBAND bracelets allows the BJKLI to raise awareness about gender equality.



BJKLI

Symposium Model

Since its founding in 2014, the BJKLI has customized annual symposiums that have brought together leaders from diverse industries to have honest conversations about the business case for diversity and inclusion.

These symposiums seek to:

- Elevate the dialogue about equity and inclusion as a business imperative.
- Determine the requisite actions required from CEOs and corporate leaders to position themselves as true advocates for equality to meet the demands of a changing workforce.
- Gather influencers across government, academia, non-profit, entertainment, business, sports and other sectors to be a catalyst for action.

Each year worthy individuals receive the BJKLI *Inspiring Leader Award* – recognizing them for using their platforms to drive positive change.



Advocacy in Action

BJKLI LANYARDS

Every year at the BJKLI symposium we employ a variety of lanyards that enable people to have constructive dialogue about diversity and inclusion. These lanyards start conversations and allow participants to demonstrate commitment to advocacy and allyship.



2014

LAUNCH EVENT

Symposium & Gala

On November 19, 2014, the BJKLI hosted its launch event, made possible by presenting sponsor UBS. The event took place at The Powerhouse, at the Museum of Natural History. The afternoon symposium included TED-style talks by leading academics and business professionals and each talk was followed by powerful breakout sessions. The evening event kicked off with a cocktail reception followed by a musical experience, to showcase the importance of inclusion.

CONVERSATION PANELISTS

Christine Smith
VP, Inclusion & Diversity, Apple

Patrick T. Quinn
Partner, Cadwalader

Kristian Ribberstrom
Partner, The Medici Group

BJKLI INSPIRING LEADER AWARD HONOREES

Gracia Martore, *CEO, Gannett Co.*

Valerie Jarrett
Former Senior Advisor to President Obama

PRESENTING SPONSOR



2015

2ND ANNUAL BJKLI

Symposium & Gala

On December 9, 2015, the BJKLI hosted its 2nd Annual Symposium & Gala, made possible by presenting sponsor Goldman Sachs. The symposium was held at Goldman Sachs' headquarters and was followed by a gala dinner at 4 World Trade Center, New York, where Martine Rothblatt, CEO of United Therapeutics, and Cyndi Lauper were awarded with Inspiring Leader Award recognitions.

CONVERSATION PANELISTS

Christiane Amanpour
Chief International Correspondent & Anchor, CNN

Robin Roberts
Anchor, Good Morning America

Pat Mitchell
Founder & CEO, POW! Strategies & Editorial Director, TEDWomen

BJKLI INSPIRING LEADER AWARD HONOREES

Martine Rothblatt
Founder and Chief Executive Officer, United Therapeutics

Cyndi Lauper
American Singer, Songwriter, Actress and LGBTQ activist

PRESENTING SPONSOR



2016

3RD ANNUAL BJKLI

Symposium & Gala

On November 16, 2016, at the 3rd Annual Symposium & Gala, the BJKLI convened influential leaders from across sectors and industries to address how men in leadership could ensure equality and inclusivity in the workplace. Salesforce sponsored the event. The evening's *Inspiring Leader Awards* were presented to Salesforce Chairman and Co-CEO Marc Benioff, Heather O'Reilly and the U.S. Women's National Soccer Team. The recipients are true game-changers in the fight for equality.

CONVERSATION PANELISTS

Dr. Stefanie Johnson
*Professor of Management
University of Colorado*

Tony Prophet
Chief Equality Officer, Salesforce

Dr. Michael Kimmel
*Distinguished Professor of Sociology and
Gender Studies, Stony Brook University*

BJKLI INSPIRING LEADER AWARD HONOREES

Marc Benioff
*Chairman & Co-Chief Executive Officer,
Salesforce*

Heather O'Reilly
U.S. Women's National Soccer Team

PRESENTING SPONSOR



Heather O'Reilly

Rod Robinson, Marlon Nichols, Jukay Hsu, John Caplan & Ralph Smith

Marc Benioff

2017

4TH ANNUAL BJKLI

Leadership Luncheon

On September 19, 2017, the BJKLI convened leaders from a variety of sectors to hear from Emma Stone, Billie Jean King, Shonda Rhimes, and Christiane Amanpour on the importance of equity, inclusion, and the power of the individual to make change. The event honored two trailblazers and game-changers who have used the power of television to elevate the stories of those who were once without a voice.



Billie Jean King and Shonda Rhimes

CONVERSATION PANELISTS

Billie Jean King
Founder, BJKLI

Emma Stone
Academy Award-Winning Actress

Kimberly Davis
*EVP, National Hockey League
Founding Member of the BJKLI*

BJKLI INSPIRING LEADER AWARD HONOREES

Shonda Rhimes
Producer, Screenwriter and Author

Christiane Amanpour
*Chief International Correspondent
and Anchor, CNN*

PRESENTING SPONSOR



BJKLI17



Shonda Rhimes, Valerie Faris, Billie Jean King and Emma Stone discuss the Battle of the Sexes movie.

2018

5TH ANNUAL BJKLI

Symposium at US

On September 6, 2018, the BJKLI partnered with the USTA to host the first-ever “Open for Change” Symposium at the USTA Billie Jean King National Tennis Center. This gathering convened leaders from a variety of sectors to hear from Robert Iger, Billie Jean King, Robin Roberts, Christiane Amanpour and others on the importance of brave leadership and using executive position as a powerful platform. The audience was also treated to a performance by the dynamic tap dancing group, the *Syncopated Ladies*.



Syncopated Ladies

CONVERSATION PANELISTS

Billie Jean King
Founder, BJKLI

Bob Iger
*Chairman and CEO,
The Walt Disney Company*

Christiane Amanpour
*Chief International Correspondent
and Anchor, CNN*

BJKLI INSPIRING LEADER AWARD HONOREES

Bob Iger
*Chairman and CEO,
The Walt Disney Company*

Robin Roberts
Anchor, Good Morning America

PRESENTING SPONSOR



2019

DIVERSITY AND INCLUSION

Advancing Equity

On June 18, 2019, the BJKLI delivered the first ever Summit focused on diversity and inclusion for the National Hockey League as part of The NHL Awards show in Las Vegas. The Summit focused on the advancement of women and people of color in hockey and society. At the outset of the



(L to R): Gary Bettman, Billie Jean King, Kimberly Davis

Summit Billie Jean King joined NHL Commissioner Gary Bettman and Kimberly Davis, Executive Vice President, Social Impact and Growth Initiatives for an authentic discussion on equity and inclusion in sports and the journey the NHL has embarked on to ensure “Hockey is for Everyone.”

CONVERSATION PANELISTS

Bill Proudman
*CEO & Founder, White Men as Full
Diversity Partners*

Meghan Chayka
Co-Founder Stathletes

Maria Cardona
Principal, Dewey Square Group

Scott O’Neil
CEO, Harris Blitzer Sports & Entertainment

Angela Ruggiero
CEO & Co-Founder, Sports Innovation Lab

Neena Chaudhry
*General Counsel, Senior Advisor for
Education, National Women’s Law Center*

WE’RE SEEKING MORE WOMAN IN LEADERSHIP ROLES



2019

FUNDRAISER

Open for Equity

On September 5, 2019, the night of the US Open women's semifinals, the BJKLI organized a special fundraiser at the USTA Billie Jean King National Tennis Center. We heard from our equity allies, including the Australian-based organization Male Champions of Change, the diversity and inclusion hiring platform Jopwell, and longtime partner UBS, about the important work they are doing to advance equity.



BJKLI Equity Allies

CONVERSATION PANELISTS

- Porter Braswell
CEO of Jopwell
- Elizabeth Broderick
Founder of Male Champions of Change
- Sameer Aurora
Head of Strategic Programs at UBS

PRESENTING SPONSORS



Partners



BJKLI Advisory Board

Billie Jean King

Chair and Founder, BJKLI

Ilana Kloss

Co-founder, BJKLI

Paul Keary,

Vice Chair, BJKLI; Co-founder and COO, Teneo Holdings

Christiane Amanpour

Anchor and Chief International Correspondent, CNN

Jason Collins

Former NBA Player and Civil Rights Advocate

David Furnish

Chairman, Elton John AIDS Foundation; CEO, Rocket Entertainment Group

Maritza Gomez-Montiel

Former Vice Chairman and Deputy CEO, Deloitte, LLP

Sir Elton John

Artist and Philanthropist

Jonathan Kraft

President, The Kraft Group

Robert McCann

Chairman, UBS Americas

Pat Mitchell

Founder & CEO, POW! Strategies & Editorial Director, TEDWomen

Robin Roberts

Anchor, ABC's Good Morning America

Pablo Salame

Head of Global Credit, Citadel

Michael Strautmanis

Chief Engagement Officer, Obama Foundation

Serena Williams

Professional Athlete and Entrepreneur

Venus Williams

Professional Athlete and CEO/ Founder, EleVen

Listen
Learn
Lead

“MAKING HISTORY IS NOT AN EASY RESPONSIBILITY, IT'S A CONSTANT CHALLENGE, AND WHEN YOU TRULY BELIEVE IN THE CAUSE, YOU NEVER WALK AWAY FROM THE FIGHT.”

Billie Jean King



Twitter
@BJKLInitiative
#ListenLearnLead



Facebook
BJKLInitiative



Instagram
@Billiejeankingleadership



LinkedIn
@billie-jean-king-leadership-initiative



Web
www.bjkli.org

