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.

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.

<table>
<thead>
<tr>
<th>WOMEN</th>
<th>CLOSING THE GAP</th>
<th>KEEPING PACE</th>
<th>RAISE THE BAR</th>
<th>INSUFFICIENT PROGRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>82¢</td>
<td>5/500</td>
<td>50%</td>
<td>4%</td>
</tr>
<tr>
<td>OF CEOs IN FORTUNE’S TOP 500 COMPANIES ARE FEMALE. As of 2021.</td>
<td>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.</td>
<td>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.</td>
<td>OF MEN THINK WOMEN ARE WELL REPRESENTED IN LEADERSHIP ROLES. Only one in ten senior leaders is a woman.</td>
<td>OF THE WAGE GAP BETWEEN MEN AND WOMEN HAS CLOSED. 2010-2020.</td>
</tr>
</tbody>
</table>

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

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.

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.

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.

GROUND 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.
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 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.

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.

On September 19, 2018, the BJKLI hosted a birthday tribute to honor Billie Jean King and help raise funds for the permanent display and digitization of her archives at the New-York Historical Society.

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.

On September 23, 2020, BJKLI partnered with WTA Charities to host a virtual fundraiser in recognition and celebration of the 50th anniversary of the Original 9.
Partnerships & Commitments

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.

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 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.

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.

Billie Jean King and students from Girls Prep Lower East Side, NYC.
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.
In order to ensure that the next generation of leaders have access to learning and inspiration, the BJKLI supports scholarships and educational 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.

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.

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.

The Billie Jean King Youth Leadership Award recognizes individuals 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.

2020 Recipients
Joel Apudo, Batouly Camara, Alìy Friedman, Javonn Istar, Chelsea Quito, Elijah Murphy and Niah Woods

2019 Recipients
Harrison Barnes, Matthew Diaz, Lisa Parks and Yasmine Sanchez

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

The BJKLI supports scholarships and educational exhibitions.

Billie Jean King Main Library

2020 Recipients
Joel Apudo, Batouly Camara, Alìy Friedman, Javonn Istar, Chelsea Quito, Elijah Murphy and Niah Woods

2019 Recipients
Harrison Barnes, Matthew Diaz, Lisa Parks and Yasmine Sanchez
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.

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”.

Women’s tennis remains the leader of equality in women’s sports. In 2020, the ITF announced that the Fed Cup, the world’s largest annual women’s team sports competition, had been renamed the Billie Jean King Cup by BNP Paribas. The event becomes the first global competition to be named after a woman. The BJKLI team is also working with the ITF on its 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.

usr

Advocacy

INCLUSIVE LEADERSHIP
AT THE ALL ENGLAND LAWN TENNIS CLUB

Driving Equality and Inclusion

Pride at Wimbledon and US Open

Pride at US Open

Pride at Wimbledon
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.
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
UBS

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

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
Goldman Sachs
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

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.

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

Accenture
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.

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

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 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 Proudmam  
CEO & Founder, White Men as Full Diversity Partners
Meghan Chayka  
Co-Founder Stathletes
Maria Cardona  
Principal, Dewey Square Group
Scott O’Neill  
CEO, Harris Blitzer Sports & Entertainment
Angela Ruggerio  
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
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.

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

EVENT CONTRIBUTORS
AELTC - Wimbledon
Susan Anderson and Bob Arthur
Anthem Foundation
Atria Senior Living
Brightstar Capital Partners
Bristol Myers Squibb
Centene Charitable Foundation
Ernst and Young (EY)
Franklin Templeton
French Tennis Federation (FFT)
International Tennis Federation (ITF)
Jennifer and Jonathan Allan Soros Foundation
The Kraft Group
The Margaret Fund by Deborah and John Larkin
Teneo
Tennis Australia
Tennis Channel
UBS
United States Tennis Association (USTA)

On September 23, 2020, the BJKLI team partnered with WTA Charities to produce the first-ever major fundraising event in honor of the 50th anniversary of the “Original 9.” The virtual event, “A Salute to the Original 9,” included a conversation between renowned broadcaster Mary Carillo and the Original 9 members, special tributes from celebrities such as Elton John and Sarah Silverman, and musical entertainment by Sara Bareilles and Gladys Knight. The fundraiser raised over $1 million in donations which supported COVID-19 relief efforts for women with a focus on women of color.
### Partners

*Accenture*  
*Addeco*  
*adidas*  
*Anthem*  
*Aol.*  
*Bloomberg Philanthropies*  
*BNY Mellon*  
*Brightstar*  
*Caesars Entertainment*  
*Citi*  
*Citizen*  
*CNN*  
*Deloitte*  
*Dow Jones*  
*ESPN*  
*Goldman Sachs*  
*Google*  
*Intelex*  
*ITF*  
*Jofit*  
*Kraft*  
*Kraft Foods*  
*Mattel*  
*Martell*  
*Microsoft*  
*P&G*  
*PepsiCo*  
*Russel*  
*UBS*  
*United Nations Foundation*  
*USTA*  
*VISA*  
*WTA*  
*Yahoo!*  
*Teneo*  
*UBS*  
*United Nations Foundation*  
*USTA*  
*WTA*  

### BJKLI Advisory Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Billie Jean King</td>
<td>Chair and Founder, BJKLI</td>
</tr>
<tr>
<td>Ilana Kloss</td>
<td>Co-founder, BJKLI</td>
</tr>
<tr>
<td>Paul Keary</td>
<td>Vice Chair, BJKLI: Co-founder and COO, Teneo Holdings</td>
</tr>
<tr>
<td>Christine Amanpour</td>
<td>Anchor and Chief International Correspondent, CNN</td>
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<td>Jason Collins</td>
<td>Former NBA Player and Civil Rights Advocate</td>
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<tr>
<td>David Furnish</td>
<td>Chairman, Elton John AIDS Foundation; CEO, Rocket Entertainment Group</td>
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<tr>
<td>Maritza Gomez-Montiel</td>
<td>Former Vice Chairman and Deputy CEO, Deloitte, LLP</td>
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<tr>
<td>Sir Elton John</td>
<td>Artist and Philanthropist</td>
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<tr>
<td>Jonathan Kraft</td>
<td>President, The Kraft Group</td>
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<td>Robert McCann</td>
<td>Chairman, UBS Americas</td>
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<tr>
<td>Pat Mitchell</td>
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<td>Robin Roberts</td>
<td>Anchor, ABC’s Good Morning America</td>
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<td>Pablo Salame</td>
<td>Former Co-Head, Securities Division, Goldman Sachs</td>
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<td>Michael Strutmanis</td>
<td>VP of Civic Engagement, Obama Foundation</td>
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<tr>
<td>Serena Williams</td>
<td>Professional Athlete and Entrepreneur</td>
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<tr>
<td>Venus Williams</td>
<td>Professional Athlete and CEO/Founder, EleVen</td>
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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."