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.

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.

8% of CEOs in Fortune’s Top 500 companies are female. As of 2022.

83¢ 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.

6/500 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.

50% of men think women are well represented in leadership roles. Only one in ten senior leaders is a woman.

4% of the wage gap between men and women has closed. 2010-2020.

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

Grounded 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. The research has demonstrated that inclusion is a critical indicator when choosing an employer.

The BJKLI’s partnership with Girls Leadership saw the development of the first research study exploring 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 BJKLI partnered with nFormation, an incubator for women of color, on a research study focused on how workplaces can be more inclusive for women, with a focus on women of color.
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 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 Garcia Martore, CEO of Tegna.

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.

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.

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.

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Valerie Jarrett
Gracia Martore
Martine Rothblatt
Billie Jean King, Marc Benioff, Heather O’Reilly, Ilana Kloss & Paul Keary
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.”

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 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 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.

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.

The BJKLI and nFormation released a research report on the experiences of women of color in the workplace, titled “PowHer Redefined: Women of Color Reimagining the World of Work.” The report was featured in Fortune, CNN Business, Fast Company and Harvard Kennedy School publications.

In 2022, the BJKLI celebrated the 50th Anniversary of Title IX by partnering with the Women’s Sports Foundation and National Women’s Law Center to launch Demand IX, a campaign that amplifies Title IX efforts and provides opportunities for public participation.
Partnerships & Commitments

THAT MATTER

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

We believe that companies around the globe should join us in adopting these principles and best practices.

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.

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 achieves pay equity in the United States

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THE LEGENDS COLLECTION
Just Women’s Sports launched a limited-edition collection in collaboration with Billie Jean King and the BJKLI. The Legends Collection celebrates the history of women’s sports and highlights the influence of trailblazing women athletes.

RALLY x BJK
Billie Jean King and the BJKLI partnered with SheSpoke to design and launch the “Rally x BJK” lipsticks and “Topspin” lip gloss. The collection is a custom color designed by Billie Jean King, honoring her signature bold lip shade rooted in purple, which symbolizes equality.

CELEBRATING 50 YEARS OF TITLE IX
BJKLI partnered with Teneral Cellars, a purpose-driven, women-owned winery, to launch the “The Perfect Match” Collection to celebrate 50 years of Title IX, the groundbreaking federal civil rights legislation prohibiting sex discrimination in all federally funded school programs.

ASK WHY
Billie Jean King wrote A Kids Book About Equality with Jelani Memory’s A Kids Company About. The book helps kids notice when things are unfair, empowers them to ask why, and shows them a way to do something about it. Equality is worth standing up for because each of us matters, and when we are all included and represented equally, we all thrive.

GENDER INEQUITY IN SPORTS
In 2022, we partnered with the University of Virginia’s Darden School of Business, one of the top 10 business schools in the country, to announce the first-ever business school case study series centered on gender inequity in sports and its impact on the world of business.

Positivity
THROUGH EFFECTIVE BRAND PARTNERSHIPS
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 OneSight 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.

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

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.

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 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.

2022 RECIPIENTS
Noor Abukaram, Kendall Dudley, Sydney Moore, Alicia Serratos and Lucy Westlake

2021 RECIPIENTS
Adom Appiah, Tory Bailey, Gabriel Barruelos, Jacob Elisebio, Amani Shah and Holly Wilson

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

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

2021 RECIPIENTS
Noor Abukaram, Kendall Dudley, Sydney Moore, Alicia Serratos and Lucy Westlake

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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 Gainbridge. The event becomes the first global competition to be named after a woman.

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.
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

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.
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

BJKL INSPIRING LEADER AWARD HONOREES
Marc Benioff
Chairman & Co-Chief Executive Officer, Salesforce
Heather O’Reilly
U.S. Women’s National Soccer Team

PRESENTING SPONSOR
Salesforce

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

BJKL 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

PRESENTING SPONSOR
USTA


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 Ruggerio
CEO & Co-Founder, Sports Innovation Lab
Neena Chaudhry
General Counsel, Senior Advisor for Education, National Women’s Law Center
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.

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
Anthem.

FUNDRAISER

A Salute to the Original 9

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.

VIRTUAL FUNDRAISER

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)
Reimagining the World of Work

The BJKLI and nFormation hosted a symposium featuring guest speakers and panelists who amplified the experiences and voices of women of color in the workplace and unpacked and activated the PowHer Redefined research. The survey of more than 1,500 working women revealed that:

- 57% of women of color feel damaging stereotypes have hurt their careers.
- 70% say they must prove themselves repeatedly.
- 66% say they lack sponsors in the workplace.

*Stereotypes such as Asian women don’t want to be in the spotlight, Black women are angry and Latinas are too passionate.

On September 9, 2021, the BJKLI hosted a fundraiser in celebration of Billie Jean King’s newly released memoir All In during the US Open women’s singles semifinals. Billie Jean King joined Robin Roberts for an authentic conversation about her book and we heard from Rha Goddess, nFormation, and Anne Lieberman, Athlete Ally, who ensured an empowering and educational discussion about the importance of advancing equity.

50th Anniversary of Title IX

The BJKLI partnered with the National Women’s Law Center and the Women’s Sports Foundation to launch Demand IX. Demand IX is a national campaign to celebrate the 50th Anniversary of Title IX and to support ongoing efforts for strong Title IX protections and enforcement. The purpose of the campaign is to coordinate efforts to galvanize the impact of individual Title IX Anniversary projects into one aspirational campaign that amplifies Title IX efforts and provides opportunities for public participation.

Locally, Demand IX will educate, inspire, and empower millions of college students and leaders with the tools they need to ensure fairness for everyone in educational institutions.

The campaign has over 100 partners, including the National Women’s Soccer League and all its franchises, Human Rights Campaign, WTA, and Athleta. Together, we are working to educate and empower people with the tools to demand more robust Title IX protection and enforcement.
Partners

 BJKL Advisory Board

Billie Jean King  
Chair and Founder, BJKL
Ilana Kloss  
Co-founder, BJKL
Paul Keary  
CEO, Teneo
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  
Director, Comcast Corporation
Sir Elton John  
Artist and Philanthropist
Jonathan Kraft  
President, The Kraft Group
Robert McCann  
Co-Chairman, NewEdge Capital Group
Pat Mitchell  
Founder and CEO, POW!Strategies
Paula Polito  
Vice Chairwoman, Global Wealth Management, UBS
Robin Roberts  
Anchor, ABC’s Good Morning America
Pablo Salame  
Head of Global Credit, Citadel
Michael Strautmanis  
VP of Civic Engagement, 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.”

[Signature]
Twitter
@BJKLI Initiative
#ListenLearnLead

Facebook
BJKLI Initiative

Instagram
@Billiejeankingleadership

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@billie-jean-king-leadership-initiative

Web
www.bjkli.org
www.bjkli.gay