

TENACITY PROJECT

Tenacity builds strong women



2023
ANNUAL REPORT

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FROM THE BOARD CHAIR

Dear Friends of the Tenacity Project,

Thank you for your engagement in 2023! Our organization saw 746 players move through a variety of lacrosse and leadership programs and events. One hundred percent our 2023 National Travel Team members graduated high school and started college this past fall. All twenty of the members of the class of 2023 had opportunities to compete at the NCAA level, and fourteen of the young women chose to become college student-athletes.

Fundraising efforts made it possible for the Tenacity Project to award \$115,000 to participant families in ways that included program fees, travel costs, equipment and apparel, leadership workshops, and college counseling.

The classes of 2024 and 2025 are following in the footsteps of the one thousand Tenacity members who came before them, specifically, the four hundred women who have matriculated to NCAA lacrosse programs in the past 17 years.* These current high school juniors and seniors representing the Tenacity Project on our national travel teams are committed to playing at 21 different schools in the future.

In 2023, our transition to an emphasis on training programs was completed with 469 participating in Pursuit of Better Academy programs in 6 locations. Super Sixes events were a huge success after several years of less formal Olympic Sixes tournaments and playdays. Tenacity staff worked with the national experts on officiating the Sixes format to train local officials in California, Utah, and Washington and the feedback on that part of the game was very positive from families, coaches, and players participating.

We look forward to an impactful and exciting 2024!



Theresa Sherry
Board Chair, Tenacity Project, Inc.



TENACITY PHILOSOPHIES:

We believe in training athletes to train themselves.

We believe in multi-sport participation.

We believe in unscheduled play.

We believe in self-advocacy on and off the field.

We believe in leadership through community engagement.

We believe in a competitive versus comparative mindset.

We believe that Champions that have a common quality:

TENACITY.

PROGRAMMING & POINTS OF EMPHASIS

MENTAL AND PHYSICAL HEALTH

The core of everything we do, mental and physical health programming, is meant to help every girl become the best lifelong athlete she can be, as well as the most confident and capable version of herself. Small group training (Pursuit of Better Academy), competitions (Super Sixes tournaments) and team experiences (National Teams) include: technical lacrosse skill instruction, position-specific mentorship and coaching; training and competition prep such as journaling, visualization, breathwork, stability and strengthening movements; tactical conditioning; and positive charting. Finding their FIT- as an athlete, student, artist, career woman, parent, friend, or partner - is something we help facilitate, and for some girls, it results in a high-level playing and coaching path. For all, it means playing high school lacrosse at the least, succeeding in school, and making a positive impact on her community.

LEADERSHIP DEVELOPMENT

In 2023, all 193 National Team members and alternates attended leadership workshops powered by LIT4Women, Inc. (Leaders in Training 4 Women). Topics included: self-leadership, first followership, goal setting, movement building, habit forming, teammates and community. Families join our programs for different reasons, but our goal is for each girl to leave with a boost in their leadership skills so that they can make a positive impact on any community or team they are a part of in the future.

ADVOCACY

Director of Player Advancement, Hillary Fratzke Hamm, led the process of supporting families in finding their fit for a college student-athlete experience, with support from Founder, Theresa Sherry and all coaches within the organization. Through her guidance along with the advocacy of our organization, 32 student-athletes from our junior and senior classes have verbally committed to the admissions process at a college where they will become student-athletes. In the past 5 years, 85% of each team has chosen this path as a fit for their college experience. Advocacy is also necessary for access to opportunities in different regions where Tenacity programs occur. Founder, Theresa Sherry, and regional Advisory Boards also work to advocate for facility time year-round for girl's lacrosse players, and for access to training and development for coaches, officials, and student-athletes in the sport.

HISTORY & EVOLUTION

Since the scholarship fund called the Tenacity Project was started in 2012, and subsequently, when the organization began operating wholly as a 501c3 in 2016, we have worked with 5,500 total student-athletes through training programs and teams. In 2019, the Board of Directors approved changes to the elite team model, in favor of local and regional training programs focused on individual mental and physical health and lacrosse skill development. Summer Leagues and Western Winners Academies became Pursuit of Better Academies, complemented by Olympic Sixes competitions, and grade pure national travel teams that combined players from multiple states versus diluted teams set up in several regions.

2023

8 | TEAMS

16 | POB
ACADEMIES

8 | SPECIALTY
CLINICS

5 | LEAGUES/
SIXES

43 | COLLEGE
COUNSELING

IN PROGRAM HISTORY

4 | Tenacity players have represented the U.S. Under 19 National Team

2 | Tenacity players have won gold at the U.S. Under 19 Nat'l Team and been selected to the All World Team

2 | Tenacity players have competed in the AUPro Women's Professional Lacrosse League

10 | Ten Tenacity players have competed internationally

2023 IMPACT REPORT

IMPACT

746

Total number of student-athletes served in 2023 (All programs)

469

Girls in 2023 Pursuit of Better Academy training programs

193

Girls on 2023 National Team

“The textbook definition of tenacity is “the quality or facts of being very determined, continuing to exist; persistence and determination.” However, this definition does not do the word justice. Tenacity and being tenacious means more than simple determination; it means that in the face of failure, in the face of doubts, and in the face of criticism, one makes the choice to keep getting up and trying every single day. When people tell you no, you tell yourself yes. Being tenacious means doing the work even when no one is watching. It means to give everything you have to grow and get better, not just as an athlete or a student, but as a person.”

— Tenacity '25 Student Athlete

2023 IMPACT REPORT

IMPACT

100% | High school graduation rate

2023 Program Participants represented:

162 | Cities

60 | Youth programs

149 | High schools

2023 Coaches included:

16 | College coaches

11 | High school coaches

12 | Youth directors & coaches

\$115K | In scholarships awarded

20% | of our team members were awarded support for program fees, travel, equipment, college counseling, and leadership development workshops.



“I am grateful for the relationships I have made through lacrosse. My Tenacity teammates are some of my best friends. Even though we live in different states, we are so close. If something funny happens at school, we will tell each other. If something hard is going on, we know we can always talk to each other. One of the best parts about going to tournaments is that we get to see each other and catch up. I have also met some amazing coaches that I look up to not only in lacrosse but in life too. Lacrosse has given me some of my best friends and great role models to look up to.

Without lacrosse, I would not be the person I am today. I am very grateful for the skills and lessons that lacrosse has taught me, the opportunities I have gotten, and the people I have met through lacrosse.

I am grateful for how many opportunities Tenacity has given me in lacrosse and for the lessons on how to improve my mental health in my daily life. Tenacity has given me a place to always work hard and to make lifelong friends no matter what age. So thank you so much Theresa for all that you do for me and I will never forget how much you’ve done for my family and I. I’ll always be grateful for how much time and effort you’ve put in for my sister and me.” — Tenacity ‘25 Student Athlete

ALUMNI COLLEGES

To date, Tenacity has graduated over 700 girls from the programs with the highest level of required commitment over the years: travel teams. These Alumni have gone onto over 100 different colleges and universities, including:





The accomplishments of our Tenacity alumni speak for themselves:

- 100 percent of our Tenacity program graduates have gone to college
- Over 400 Tenacity alumni have played lacrosse at the collegiate level
- 4 Tenacity players have represented the U-19 US National Team
- 2 Tenacity players have won gold at the U-19 World Cup
- 2 Tenacity players competed in the AUPro Women's Professional Lacrosse league

"To me, Tenacity means to have passion and grit in whatever you do. Tenacity is a word that describes not only athletes but people who work hard every day to make a difference in the world. Having tenacity is going 110% in everything you do, and remaining persistent and steadfast." — Tenacity '28 Student Athlete

ALUMNI IN THE WORKFORCE

Two hundred Alumni answered workforce inquiries with the following information about their careers and industries:

23%	Business
13%	Finance
10%	Sales/Marketing/Social Media
9%	Grad School/Research
9%	Medical/Healthcare
7%	Arts/Journalism/Design
7%	Tech
4%	Legal/Government
3%	Sports
3%	Education
3%	Fire/Law Enforcement/Military
3%	Real Estate
2%	Engineering
2%	Environmental
2%	Freelance
1%	Nonprofit



WHY IT MATTERS

- 94% of women in the C-suites played sports
- 50% of those women played college sports
- Playing sports: 41% more likely to graduate from college within 6 years
- High school athletes are more likely to get better grades, graduate, and are less likely to be involved in unintended pregnancies.
- Sports participation is tied to community engagement, including volunteer service and voting.
- Mental & Physical Health Benefits:
 - Stronger immune systems
 - Reduced risk of breast cancer, specifically
 - Positive body image
 - Lower rates of depression and anxiety
 - Less likely to engage in substances and sexual risk-taking behaviors



BOARD OF DIRECTORS

Chris Christensen: Issaquah, WA

Justin Cutler: Reno, NV

Jolie Iacobelli: Park City, UT

Mike Iorio: Danville, CA

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Mike Smith: Mill Valley, CA

Lauren Toy: Washington, D.C.

Danielle Zuralow: Truckee, CA



Learn more about the
Tenacity Project,
get involved and
make a donation:

tenacity.org

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