

WTA FOUNDATION

IMPACT REPORT

2025

Rallying the World for Good

Advancing women's health, leadership, and education through the power of tennis



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LETTER FROM THE Executive Director



Dear Friends, Partners, and Champions,

The WTA Foundation has continued to pursue its mission this year with more purpose, clarity, and momentum than ever before. Across continents, courts, and communities, we have witnessed the transformative power of elevating women and girls through health, leadership, and education. Our work grew significantly in 2025:


- Through the **WTA Foundation's Global Women's Health Fund**, we helped support 1.5 million women who received prenatal vitamins, and in close partnership with the Gates Foundation and an expanded collaboration with UNICEF, we advanced equitable access to women's health around the world.
- We also strengthened our commitment to improving cancer prevention for women through the **ACEing Cancer** campaign, generating both awareness and funding for cancer research, which resonates deeply with players, fans, and families.
- In our programs, **WTA Come Play presented by Morgan Stanley** and our **Special Olympics** philanthropic partnership introduced tennis and nurtured confidence and connection for young athletes in dozens of communities.
- During the **WTA Finals Riyadh presented by PIF**, we delivered one of our most ambitious community impact efforts to date. From mother–daughter tennis clinics to leadership workshops and global forums on women's health, a meaningful legacy for women and girls across the region is being created.

None of this progress would be possible without our partners who believe in our mission, our athletes who lend their voices and hearts, and our dedicated WTA Foundation team who continues to push boundaries with creativity, compassion, and courage.

As we look to 2026, we are building more than programs—we are building a movement. By mobilizing tennis on a global platform, we will unite communities, elevate women and girls, and scale our impact with intention—ensuring every girl has the chance to rise.

With gratitude,

Ann Austin
Executive Director, WTA Foundation



WTA FOUNDATION Champions for Women's Health Summit

2025 YEAR IN REVIEW

2025 was a breakthrough year for the WTA Foundation — a year defined by global partnership expansion, athlete advocacy, community investment, and powerful storytelling that positioned tennis as a force for health, equity, and opportunity. Together with players, partners, and philanthropic leaders, we advanced women's health, expanded access to tennis, and opened doors for youth and communities around the world.

GLOBAL WOMEN'S HEALTH FUND Rallying the World For Every Mom, Everywhere

Through the Global Women's Health Fund in partnership with the Gates Foundation and UNICEF, the WTA Foundation helped support:

1.5M

mothers with lifesaving maternal health interventions.



At **Desert Smash**, hosted by P!nk, WTA champions and celebrities helped raise awareness and financial support for maternal health:

\$1.3M

 raised

1M+

 video views

A major highlight was the Champions for Women's Health Summit in Riyadh, which brought global health, sport and philanthropic leaders together with powerful support from **Her Royal Highness Ambassador Reema Bandar Al-Saud**.

The Women Change the Game campaign amplified the voice for women's health, generating:

6.7M

 impressions

2.4M

 video views

733

 media placements

ACEING CANCER

Turning Aces Into Impact for Women's Health



Through ACEing Cancer, every ace served across the season contributed to cancer research and care, **culminating in \$200,000 raised, survivor engagement events, and global awareness moments** from Roland-Garros to Riyadh.

ACEing Cancer content continued to inspire action across digital platforms, rallying our global community to **advocate** for and **support the fight against women's cancers** through our year-round aces leaderboard.

1.4M impressions

790K users reached

20K+ engagements

CPR TRAINING & AED ACCESS A Heart for Community, Education and Safety

To advance community well-being, the WTA delivered CPR trainings at Indian Wells and Miami, and with WTA Foundation support, donated AEDs to local community organizations.

These efforts strengthened emergency readiness across the tennis ecosystem and demonstrated the WTA's holistic approach to athlete and community health.



WTA COME PLAY Expanding Access Through Community Tennis

WTA Come Play presented by Morgan Stanley brought tennis to young people through global clinics, coach trainings, and eight community activations. Led by Judy Murray, WTA Come Play continued to demonstrate how tennis can build confidence, belonging, and opportunity.

321 youths in clinics **9,500** youths reached **115** coaches **90** volunteers **\$150K** invested



Social content from clinics, coach trainings, and volunteer activations **amplified on-the-ground impact**, engaging global audiences with authentic stories of community transformation.

4.7M impressions

1.2M users reached

12K engagements

119K video views

Come Play also continued to resonate on digital platforms. These results demonstrate strong global interest in stories that highlight youth empowerment, inclusion, and the transformative power of tennis.

SPECIAL OLYMPICS Championing Inclusion Through Tennis

The WTA Foundation's partnership with Special Olympics delivered unified tennis experiences across tournaments globally, engaging **308 athletes and 48 coaches**, with grants supporting **2,000 athletes worldwide**.

300K impressions

110K users reached



Special Olympics clinics empowered athletes worldwide and reached thousands online, showcasing the transformative power of sport.

WTA FINALS RIYADH

This Is Not a Tennis Court. This Is Our Stage.

Throughout the year — and culminating at the WTA Finals Riyadh — the WTA Foundation activated more than **30 events across Community Tennis, Women's Health, and Leadership.**



The WTA Finals served as a year-long platform for lasting impact in the region and a showcase of how sport can elevate and empower communities through clinics, training sessions, and conferences.

AT A GLANCE COMMUNITY TENNIS CLINICS

70 mothers & daughters

75+ coaches

85 breast cancer survivors

100+ female p.e. teacher

120 female students



In a groundbreaking initiative aimed at transforming grassroots tennis in Saudi Arabia, Judy Murray led a powerful and **hands-on educational training session for nearly 100 female Physical Education (PE) teachers** from 100 different schools. She was joined by Grand Slam champion and WTA Finals Tournament Director Garbiñe Muguruza.



WOMEN'S HEALTH

Women's health has been overlooked for far too long, and the WTA Foundation is committed to changing that. As the leading sports league for women's health, we believe that breaking down barriers for women in sport and in health go hand in hand. Through the Global Women's Health Fund and the Women Change The Game campaign, we are closing life-threatening gaps by expanding access to simple, high-impact interventions — starting with prenatal vitamins for moms who need them most. By mobilizing athletes, fans, and global partners, we are raising awareness, shifting cultural narratives, and rallying resources to help ensure that every woman, everywhere, has the opportunity to live a healthy, thriving life. This pillar anchors our belief that health is the foundation on which equality, opportunity, and impact are built.

GLOBAL WOMEN'S HEALTH FUND

Rallying the World For Every Mom, Everywhere



Safiya with her daughter, Hafsat and son, Ismail in Nigeria © UNICEF/UNI418901/ Aina

The WTA Foundation significantly expanded the reach, visibility, and strategic purpose of the **Global Women's Health Fund (GWHF)** — our flagship initiative dedicated to advancing equitable access to women's and girls' health worldwide. Through our strengthened partnership with the Gates Foundation and an expanded collaboration with UNICEF, the Fund helped support **1.5 million mothers** with lifesaving maternal health resources since launch, demonstrating the power of simple, high-impact interventions such as prenatal vitamins to transform health outcomes for women and their babies. Leveraging the global Women Change the Game campaign, we amplified advocacy at scale since launch, generating 6.7 million impressions, over 2.4 million video views, and more than 100,000 clicks, alongside widespread media coverage totaling 733 articles, 31 broadcast features, and an advertising value equivalent of \$51.6 million.

This progress unfolded against a backdrop of persistent inequities:

- 1 women spend **25% more** of their lives in poor health than men
- 2 **only 6%** of sports-medicine research focuses on women
- 3 **just 2%** of medical research funding is devoted to pregnancy

These gaps are neither acceptable nor inevitable — they can be closed, and the GWHF is committed to championing equity in research, policy, and delivery to accelerate that change.

Throughout the year, we advanced athlete advocacy, elevated powerful storytelling, and engaged global donors and decision-makers across major tournaments and convenings in **Indian Wells, London, Riyadh, and Abu Dhabi**. The influence of sport proved unmistakable. As the leading sports league for women's health, the WTA continued to harness its platform to advance health literacy, leadership, and community activation on and off the court. Athletes and partners rallied together to use their voices, visibility, and resources to strengthen our collective impact.

This momentum culminated in November at the **Champions for Women's Health Summit in Riyadh** — a landmark gathering of athletes, global health leaders, philanthropists, government partners, and media. The Summit not only spotlighted the maternal health crisis and the urgent need to close the women's health gap, but also positioned the GWHF at the forefront of a growing global movement. In 2025, the Fund evolved from an emerging initiative into a recognized catalyst for change — harnessing the power of sport to mobilize action, shift narratives, and rally the world for every mom, everywhere.



DESERT SMASH A Hit for Women's Health

One of the year's most dynamic fundraising moments came at Desert Smash, the star-studded charity event hosted by three-time [Grammy Award winner P!nk](#). Benefitting the WTA Foundation's Global Women's Health Fund in support of UNICEF, the event brought together an unmatched mix of tennis champions, celebrities, and philanthropists for a day of entertainment, impact, and purpose. Calling on tennis fans to join the rally, [tennis icon Maria Sharapova](#) spoke out in support of the mission.

THE IMPACT

1


WTA stars **Ons Jabeur**, Grand Slam champions **Naomi Osaka** and **Aryna Sabalenka**, and Olympic gold medalist **Qinwen Zheng** headlined the on-court action. Their energy was amplified by celebrity participants including **P!nk**, **Lance Bass**, **Yvonne Orji**, **Jon Lovitz**, **Cheri Oteri**, **Gavin Rossdale**, **Jay Ellis**, and **Sam Asghari**, all rallying to support moms and babies around the world.

2

The event raised more than **\$1.3 million** for the **Global Women's Health Fund** — a milestone that will help expand access to lifesaving maternal health resources for women in low- and middle-income countries.

3

Desert Smash also delivered exceptional visibility, generating **1.07 million** video views, **1.59 million** impressions, and **246 press placements** across major outlets including Forbes and Vogue. Coverage spanned entertainment, lifestyle, and business media, reinforcing the power of sport and culture to accelerate a global movement for women's health.



WTA FOUNDATION

Champions for Women's Health Summit



CHAMPIONS FOR WOMEN'S HEALTH SUMMIT A Global Stage for Action

At the heart of the 2025 Champions for Women's Health Summit in Riyadh — held during the WTA Finals Riyadh presented by PIF — the world saw what happens when sport, advocacy, and global health converge. Hosted by the WTA Foundation in partnership with the Gates Foundation, the Saudi Ministry of Sport, the Saudi Ministry of Health, the Saudi Tennis Federation, and Hologic, the Summit brought together athletes, doctors, health-care leaders, philanthropists, and policymakers for a day dedicated to advancing maternal and women's health worldwide.

A highlight of the event was the leadership and support of **Her Royal Highness Ambassador Reema Bandar Al-Saud**, whose long-standing commitment to women's empowerment and health equity helped elevate the Summit's impact and visibility. Her support underscored the vital role of cross-sector partnerships in addressing global health gaps and mobilizing change at scale.

The gathering also celebrated a major milestone for the WTA Foundation: since its launch, the Global Women's Health Fund has raised resources to help support **1.5 million women** with life-saving maternal health interventions.

Speakers included world-class athletes such as **Ons Jabeur** and **Marion Bartoli**, alongside leading voices in global development and public health. Together, they explored the intersection of sport and women's health, the unique challenges facing mothers globally, and the extraordinary potential of simple interventions — like prenatal vitamins — to transform maternal outcomes.

Beyond dialogue, the Summit created space for action. Attendees engaged with a **nutrition-hub experience** and explored an art installation honoring women who inspire resilience and wellness. These moments emphasized not only awareness but the human stories behind the numbers.

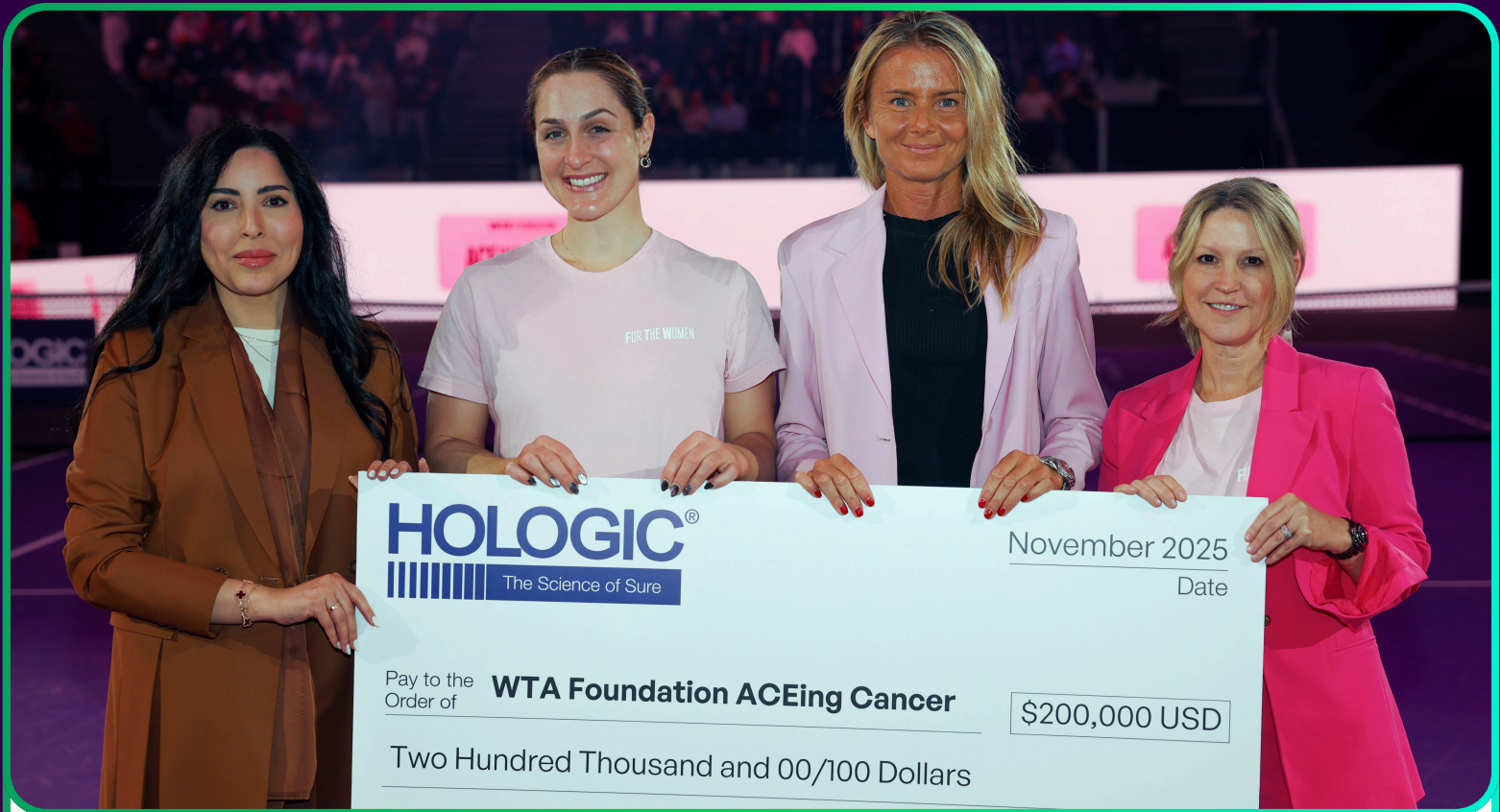
The 2025 Summit didn't just mark a closing chapter — it launched a new era. With global leaders aligned, athlete advocacy amplified, and renewed momentum for funding and implementation, the WTA Foundation is now better positioned than ever to drive scalable, sustainable change in women's health worldwide.



“When we invest in women's health, we don't just heal individuals — we empower entire communities to thrive, flourish, and succeed. The **Women Change the Game campaign absolutely exemplifies this. Since launching in 2024, the campaign has raised funds to help support over 1.5 million mothers, mobilizing lifesaving resources as we build toward our goal of supporting millions more. These aren't just numbers — they're stories of resilience, of families strengthened, and of futures transformed.”**

Her Royal Highness Ambassador
Reema Bandar Al-Saud





ACEING CANCER

Turning Aces Into Impact For Women's Health

The WTA Foundation continued to advance its commitment to cancer research, prevention, and early detection through ACEing Cancer, a signature initiative delivered in partnership with Hologic. Throughout the season, every ace served in singles competition at WTA 1000, WTA 500 events, and the WTA Finals generated support for women's cancer programs — transforming on-court performance into meaningful impact. To deepen this effort, Hologic contributed additional resources beyond the per-ace total, **bringing the overall commitment to \$200,000** for the year. These funds support critical cancer research, patient care, and awareness initiatives that help improve outcomes for women worldwide.

Midway through the season, ACEing Cancer made a powerful appearance at Roland-Garros, where the WTA Foundation and Cancer Research Racquet hosted ACEing Cancer Connects — a special gathering on Court Philippe-Chatrier that **brought together more than 200 donors and researchers**. Donors had the rare opportunity to meet the scientists whose work they are helping fund, while two ACEing Cancer-supported researchers connected directly with breast cancer survivor and WTA Finals champion **Gabriela Dabrowski**. The event underscored the initiative's purpose: linking generosity, science, and lived experience to drive breakthroughs that save lives.

The movement continued in Canada at the Omnium Banque Nationale présenté par Rogers, where Dabrowski — herself a breast cancer survivor — met with women supported by the Fondation cancer du sein du Québec. Together, they shared stories from their cancer journeys, creating space for connection, healing, and encouragement. To further the foundation’s mission of a future without breast cancer, the WTA Foundation contributed \$10,000 CAD to support their work.

The **WTA Finals Riyadh presented by PIF** served as a powerful global platform to highlight ACEing Cancer. As part of the WTA Foundation’s broader health and empowerment programming — including **Women’s Day on November 6** — the WTA Foundation distributed a limited-edition pink t-shirt with the message: **“I WEAR PINK FOR THE DAUGHTERS, SISTERS, MOTHERS, WOMEN.”** The statement became a unifying visual symbol throughout the WTA Finals, worn by fans, players, staff, and partners to honor those affected by cancer and to amplify collective solidarity for women’s health.

During the year and surrounding events, ACEing Cancer also generated strong digital engagement, helping elevate awareness of cancer prevention and the WTA Foundation’s commitment to women’s health.

ACEing Cancer content continued to resonate on digital platforms. Social content of our year-round aces leaderboard generated 1.4 million impressions, reached over 790,000 users, and drove more than 20,150 engagements, averaging an engagement rate of 1.90%.

As ACEing Cancer grows year over year, it continues to demonstrate how tennis can serve as a catalyst for lasting change. By linking athletic excellence to advocacy, the initiative raises vital resources while inspiring players, fans, and partners to join the movement. The WTA Foundation remains **committed to advancing health equity and supporting the millions of women whose lives are impacted by cancer each year.**



CPR TRAINING & AED ACCESS

A Heart for Community Education and Safety

The WTA took an important step toward strengthening on-site health preparedness by conducting **CPR trainings for players, coaches, and staff** at two WTA Tour's 1000 events at Indian Wells and Miami. Led by the WTA Performance Health department, the trainings were designed to empower the WTA community with the confidence and skills needed to respond effectively in cardiac emergencies, when fast action can mean the difference between life and death.

The WTA Foundation played a key role in facilitating and supporting these efforts, helping ensure that life-saving education reached a broad cross-section of the tennis community. Participants received hands-on instruction in recognizing cardiac events, performing high-quality chest compressions, and understanding the essential steps of emergency response — equipping them with practical tools that extend far beyond the court.



As part of this initiative, the WTA Foundation also **donated Automated External Defibrillators (AEDs) to local community organizations connected to each tournament.** These contributions help expand access to essential emergency equipment in public spaces where it can save lives, reflecting the WTA Foundation's commitment to improving health outcomes not only within tennis but across the communities that host WTA events.

The response from players and staff underscored the importance of integrating real-world health preparedness into the rhythm of the tennis season. **By pairing CPR education with AED donations, the WTA Foundation helped strengthen community resilience, advance women's health literacy, and model the belief that meaningful health impact requires both knowledge and action.**

This initiative showcased the WTA's holistic approach to athlete and community well-being — demonstrating how performance health, education, and philanthropy can unite to create safer, more empowered environments on and off the court.





LEADERSHIP & EDUCATION

Leadership and Education sit at the heart of every WTA Foundation tennis program. While expanding access to the sport is vital, our deeper purpose is to use tennis as a platform to build confidence, character, and opportunity for women and girls. Tennis uniquely teaches resilience, focus, teamwork, and self-belief — qualities that shape leaders on and off the court. Through youth clinics, coaching development, educator trainings, WTA University engagement, and inclusive sport initiatives, we are creating pathways for girls to dream bigger and for communities to grow stronger. This pillar connects all our programs with a shared vision: ensuring that participation in sport becomes a catalyst for learning, leadership, and lifelong empowerment.



WTA COME PLAY

Expanding Access Through Community Tennis

The WTA Come Play presented by Morgan Stanley program continued to bring the sport of tennis to communities worldwide, using it as a vehicle for opportunity, confidence, and positive development for youth of all ages and abilities. As a flagship program under the WTA Foundation’s Leadership & Education pillar, Come Play **mobilizes the power of tennis to open doors, inspire dreams, and offer access and inclusion to children who might not otherwise have the chance to pick up a racquet.** Through clinics, coaching-workforce trainings, and community activations in major tournament markets, Come Play empowers young people both on and off the court, helping them lead healthy, active, and confident lives.

Across the 2025 season, eight WTA Come Play activities — from youth clinics to coach trainings and office visits — brought the program’s mission to life. A total of **321 young people** participated in hands-on tennis experiences, many picking up a racquet for the first time. Under the leadership of **WTA Community Ambassador Judy Murray**, the program emphasized creativity, fun, and approachability — showing young players that tennis is a sport for everyone. Judy’s unique talent for breaking down barriers and bringing joy to skill-building sessions helped make the game more accessible and inviting to all who participated.

At the same time, **115 coaches** took part in dynamic workforce training sessions led by Judy Murray, whose innovative teaching methods and focus on engagement equipped coaches with practical, playful tools to better support the next generation of players. Her leadership strengthened the coaching ecosystem that surrounds and sustains community tennis programs worldwide.

Come Play's community investment also grew significantly. In 2025, the WTA Foundation and Morgan Stanley provided **\$150,000** to local community organizations, reaching more than **9,500 people** through expanded youth programming, equipment access, and community health initiatives.

A highlight of the year was Morgan Stanley's deep employee engagement, reflecting the strength of the partnership. **90 volunteers** participated in Come Play events, contributing a remarkable **456 volunteer hours** across global activations. Their presence as mentors, station leaders, hitting partners, and event supporters enriched each clinic experience — reinforcing the program's commitment to leadership, service, and community empowerment.

Come Play also continued to resonate on digital platforms. Social content from clinics, coach trainings, and volunteer activations generated **4.7 million impressions, reached 1.2 million users, drove nearly 12,000 engagements, and produced 119,000 video views, averaging an engagement rate of 1.32%**. These results demonstrate strong global interest in stories that highlight youth empowerment, inclusion, and the transformative power of tennis.

In partnership with Morgan Stanley, the WTA Foundation remains dedicated to **growing the next generation of leaders through tennis** — instilling confidence, connection, and joy in young people worldwide. With each racquet placed in a child's hand, each coach equipped with new tools, and each volunteer hour invested, Come Play continues to change lives and build brighter futures across communities around the globe.





SPECIAL OLYMPICS

Championing Inclusion Through Tennis

The WTA Foundation deepened its global partnership with Special Olympics, advancing a shared vision of inclusion, empowerment, and opportunity through sport. As a flagship program within the WTA Foundation's Leadership & Education pillar, this partnership creates meaningful pathways for athletes of all abilities to access the joy, growth, and community that tennis provides. Together, the WTA Foundation and Special Olympics delivered year-round activations that celebrated ability, built confidence, and expanded visibility for inclusive tennis on some of the sport's biggest stages.

Over the past year, the partnership spanned eight events globally, including six tournaments — **Melbourne, Charleston, Washington, D.C., Montreal, Hong Kong**, and the **WTA Finals Riyadh**. Across these events, Special Olympics athletes participated in on-court clinics, exchanged rallies with WTA players, led coin tosses on stadium courts, and engaged in personal meet-and-greets that fostered belonging and pride. These moments elevated inclusive sport to global audiences, demonstrating the transformative power of connection through tennis.

Beyond WTA events, the WTA Foundation also engaged directly in two Special Olympics-hosted programs, strengthening relationships with athletes, coaches, and program leaders. **WTA Champions Vania King and Alexa Guarachi** represented the WTA Foundation at these events, offering coaching support, leadership inspiration, and visibility for inclusive tennis development.

The partnership was further amplified by the enthusiastic involvement of WTA stars throughout the season. Champions such as **Iga Swiatek, Li Na** — a Special Olympics Global Ambassador — **Jessica Pegula, Madison Keys, Emma Navarro, Leylah Fernandez, Gabriela Dabrowski, Eva Lys, Erin Routliffe, Shelby Rogers**, and **Ellen Perez** participated in clinics, ceremonies, and media engagements. Their presence — both on court and across digital channels — elevated the visibility of Special Olympics athletes and championed a culture of respect, excellence, and inclusion.

THE IMPACT

1

Across all events, a total of **308 Special Olympics athletes** and **48 coaches** participated in unified programming, representing eight Special Olympics programs from around the world. These interactions strengthened tennis skills, boosted athlete confidence, and created meaningful community connections that extended far beyond a single day on court.

2

The WTA Foundation also advanced Special Olympics' growth through its annual grant program, supporting **eight Special Olympics programs** and reaching **2,000 participants**. These grants help build sustainable, year-round tennis and multi-sport initiatives that expand access for athletes with intellectual disabilities and deepen the impact of unified sports in local communities.

3

Momentum continued off the court with strong global visibility. Across social, digital, and broadcast platforms, Special Olympics activations with the WTA Foundation generated over **300,000 impressions**, reached **110,000 users**, drove nearly **8,000 engagements**, averaging an engagement rate of **3.97%**, reflecting the compelling resonance of authentic, athlete-centered storytelling.

A special acknowledgement goes to **Gabriela Dabrowski**, WTA Champion and Special Olympics Global Ambassador, whose passion and leadership shaped three of this year's major activations. Her connection to Special Olympics athletes — rooted in empathy, dedication, and shared joy — continues to inspire communities across the globe.

Looking ahead, the WTA Foundation remains committed to expanding this partnership, deepening unified programming, and elevating inclusion as a global priority. Through sport, storytelling, and sustained investment, we will continue to champion a world where athletes of all abilities are celebrated, supported, and empowered to thrive.



MEMBER-SUPPORTED INITIATIVES

Community Impact Beyond the Court

The WTA Foundation supported member-led initiatives that reflected the leadership, generosity, and shared values of the WTA community — responding to urgent needs, honoring trailblazers, and inspiring the next generation.



Supporting Tennis Communities After Wildfires

Following devastating wildfires in Los Angeles, the WTA Foundation supported displaced tennis teams from Palisades Charter High School, whose campus and courts were destroyed. Led by WTA Legends Alexandra Stevenson and Gigi Fernandez, the WTA Foundation helped bring student-athletes to the BNP Paribas Open, where players connected with the teams and the **WTA Foundation presented a \$10,000 donation to support affected students.**

Champion for Change: Connie Spooner

At the BNP Paribas Open, the WTA Foundation honored Connie Spooner with its Champion for Change Award, recognizing her pioneering role as one of the first women athletic trainers in professional sports and the first trainer on the Virginia Slims Circuit. A \$10,000 donation was made to the **Love & Love Foundation** in recognition of her lasting impact.



Inspiring Young Leaders with Harper for Kids

During Women's History Month, the WTA Foundation partnered with Harper for Kids to **visit local elementary schools in Indian Wells**, sharing leadership lessons inspired by Billie Jean King and the Original 9. Through interactive assemblies, students learned about character, equality, and the power of standing up for what's right.



WTA FOUNDATION

**Champions for
Women's Health**



WTA FINALS RIYADH

The **WTA Finals Riyadh presented by PIF** demonstrated that the court is far more than a playing surface — it is a global stage where the WTA Foundation brings its mission to life. Through year-round engagement that culminated during the WTA Finals, the WTA Foundation transformed the event into a platform for community connection, women's health advocacy, and leadership development across the region. By activating programs throughout the season and elevating them during the WTA Finals, the WTA Foundation ensured its impact extended far beyond tournament week, creating meaningful pathways for women, youth, and families to learn, thrive, and engage with the sport in powerful new ways.



The WTA Finals advanced the WTA Foundation’s commitment to Community Tennis by creating welcoming, joyful entry points for women, girls, and families to experience the sport. One of the most memorable activations of the season was the women and girls clinic delivered in partnership with Alnahda Society, where **70 mothers and daughters were introduced to tennis in a supportive and culturally resonant environment.** Led by Judy Murray and WTA athletes, the session created space for connection, confidence, and the simple joy of trying something new together. To strengthen long-term access, the WTA Foundation also helped facilitate coaching development for 18 Saudi Tennis Federation community coaches, equipping them with tools to deliver fun, inclusive programming well beyond the WTA Finals. Additional **family clinics and grassroots activations further expanded the sport’s reach**, sparking excitement and participation across schools and community groups.



Leadership also emerged as a defining pillar of the WTA Finals, especially through programs designed to invest in **educators, students, and future leaders in sport.** In collaboration with the Saudi Ministry of Education, the WTA Foundation delivered a professional development session for **more than 100 female physical-education teachers**, providing them with practical skills to introduce tennis in schools and expand opportunities for girls to be active.

Equally impactful was the leadership session for over **120 female students at Princess Nourah University**, where WTA leaders and athletes offered insight into career pathways, personal leadership, and the expanding role of women in the global sports ecosystem. These programs strengthened the educational infrastructure supporting women and girls and helped cultivate the next generation of leaders in and beyond sport.



Women's Health remained a visible and meaningful element of the WTA Finals. **Breast cancer survivor clinics offered participants a safe and empowering space to reconnect with movement and rebuild confidence**, while wellness-focused activations throughout the tournament encouraged families to learn about prevention, wellness, and the power of community support. These initiatives brought women's health advocacy into everyday touchpoints during the WTA Finals, complementing the WTA Foundation's year-round global work in maternal health and cancer prevention.

Together, these efforts ensured that the WTA Finals Riyadh left a legacy rooted not only in athletic excellence but in **purpose and community impact**. By expanding access to tennis, championing women's health, and investing in local leadership, the WTA Foundation transformed the WTA Finals into a platform for lasting change — making clear that when the world gathers to watch champions compete, it also gathers to **witness the power of sport to elevate and empower communities**.



2026

LOOKING AHEAD

The WTA Foundation is poised to build on the unprecedented momentum of 2025 by expanding the global footprint of our programs and deepening the partnerships that make our mission possible.

Our goal is to mobilize a growing community of advocates committed to our mission for a world where women's health is prioritized and education and leadership opportunities are equitable — proving once again that when tennis steps onto the world stage, **we have the power to change lives.**

About the WTA Foundation

The WTA Foundation is the philanthropic arm of the world's leading women's professional sport, harnessing the global power of tennis to advance equality, expand opportunity, and improve the lives of women and communities around the world. Rooted in the WTA's 50-year legacy of breaking barriers, the WTA Foundation exists to empower girls and women to live fully and to support WTA communities worldwide through initiatives that promote equality, education, leadership, and health & wellness.

As a global champion for women's health, the **WTA Foundation leads the Global Women's Health Fund**, launched in partnership with the Gates Foundation, which has helped support **1.5 million mothers** with lifesaving maternal health interventions. Through the Women Change the Game campaign, the WTA Foundation is fighting inequality by mobilizing athletes, fans, partners, and global leaders to spotlight and close the persistent gaps in research, access, and care that women face worldwide. This commitment was on full display at the **2nd Annual Champions for Women's Health Summit in Riyadh**, where distinguished voices from sport, philanthropy, and global health — including Her Royal Highness Ambassador Reema Bandar Al-Saud — united to accelerate progress for women and mothers everywhere.

Beyond health, the WTA Foundation drives year-round impact by expanding access to tennis through programs such as **WTA Come Play presented by Morgan Stanley**, inclusive sport initiatives with **Special Olympics**, and grassroots clinics and coach trainings delivered in partnership with local federations and community organizations. These efforts promote leadership and education by inspiring participation, building confidence, and creating pathways for girls to grow, lead, and thrive both on and off the court.

The WTA Foundation also plays a vital role in strengthening community well-being — from supporting cancer research through **ACEing Cancer**, to facilitating CPR training and AED access, to engaging educators, students, and youth leaders across global markets. At every level, the WTA Foundation ensures that tennis serves as a catalyst for safer, healthier, and more connected communities.

Anchored by the belief that **healthy women are catalysts for healthy societies**, the WTA Foundation continues to rally the world to close health gaps, elevate women's leadership, and build inclusive pathways for opportunity. Through the collective energy of athletes, partners, and supporters around the globe, the WTA Foundation transforms every court, community, and convening into a stage for lasting change.

To learn more, visit www.wtatennis.com/wtafoundation.

