

MEMORANDUM

To: All District and School-Level Administrators and Teachers
From: Dr. Marcia Oglesby, *Director, DCSD Grants & Partnerships*
Through: Dr. Cherisse M. Campbell, *Chief, Community Engagement & Innovative Partnerships*
Date: April 3, 2026
Subject: *Funding Focus Friday: Sports 4 Life - Helping Expand Healthy Opportunities for Girls*

Here is a timely opportunity to help DCSD open more doors for girls through sports, leadership development, and wellness support, while bringing new resources directly to school-based programs. [Sports 4 Life](#) is a national initiative cofounded by the Women's Sports Foundation and ESPN to expand access to sports for underserved girls ages 11 to 18. The program supports sustainable, structured sports experiences that strengthen girls' health, confidence, leadership, and overall development.

This opportunity aligns with the DCSD's Strategic Plan by promoting an equitable approach to student opportunities, enhancing engagement among schools, families, and the community, and supporting student health and wellness. Funds can be used for coaching, curriculum, equipment, uniforms, transportation, facility rental, tournaments, and team-building activities. Selected applicants will agree to meet evaluation and reporting requirements, including using the free [We Play Interactive](#) platform for program leaders and coaches.

Each award is \$10,000, and the current funding cycle is now open. [The Letter of Intent \(LOI\) deadline is April 23, 2026](#), with invited follow-up applications advancing after late-May feedback and final decisions expected by late July.

Schools should think beyond traditional athletics and consider after-school programs, mentoring, fitness initiatives, or girls' leadership models that use sports for engagement and achievement. The benefits of [Sports 4 Life](#) include:

- **Expanded access for girls who may not otherwise participate in sports:** The program is designed to increase opportunities for underserved girls through structured programming.
- **Removing barriers that often limit participation:** Grant funds can support transportation, uniforms, equipment, and essentials to help students participate and stay engaged.
- **Build leadership, confidence, self-esteem, and physical wellness:** [Sports 4 Life](#) is intentionally designed to foster well-rounded, healthy development and perseverance.
- **Strengthening school engagement and student success.** The [Women's Sports Foundation](#) links sports participation to better grades, increased self-esteem, & leadership development.
- **Equip teachers, coaches, and mentors with quality tools.** Selected programs will create safe and engaging environments for girls through sport and physical activity.

This is not a fringe opportunity. The 2025 [Sports 4 Life](#) recipients included a diverse mix of school- and community-based organizations across the country, including recipients in Georgia in Lawrenceville and College Park, suggesting strong relevance for programs in metro Atlanta.

Please review this opportunity carefully and consider whether your school, team, club, or partner-supported program is positioned to submit a competitive [Letter of Intent](#), which is the first step in the application process.

Remember to follow the [DCSD Grant Guidelines](#) and coordinate with the [Department of Grants and Partnerships](#) on next steps. We are here to support you in shaping your ideas and strengthening your submissions. To begin your application, have questions answered, or get experienced advice, email us at grantsandpartnerships@dekalbschoolsga.org.

[Dr. Marcia Oglesby](#), *Director*
[Ms. Tanya Arrington](#), *Strategic Partners Manager*

[Dr. Donald Porter](#), *Lead Grant Strategist*
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Looking for more grant inspiration and options? The full, searchable April 2026 issue of the Monthly Education Grants Alert (MEGA) is available [HERE](#).

Good luck!