# WHY INVESTING IN WOMEN'S SPORT IS A WINNING STRATEGY



HOPE AMPURIRE

As we approach March 8, the International Women's Day theme, "Give to Gain," feels less like a slogan and more like a mirror.

For years, support for women in sport has been wrapped in the language of charity, empowerment drives, pink jerseys, one-day celebrations. But Give to Gain challenges us to shift the narrative. It asks a harder question, what if investing in women athletes is not charity at all, but strategy?

For the Ugandan woman in the arena, this theme is the bridge between potential and podium.

To understand the gain, we must first confront the loss.

While women make up nearly half of Uganda's population, they remain under-represented in sport outnumbered by men in athlete participation and holding less than 10 percent of top federation leadership positions.

Justice, this year's broader global call, "Rights Justice Action" must move beyond courtrooms and statements. In sport, justice looks like gender-responsive budgets. It looks like access to proper medical care that understands female physiology. It is sponsorship deals that reflect value, not sympathy.

When we give equity, we gain excellence.

Look at the ripple effect of a supported athlete. When Uganda invests properly in one young woman's talent, the return is never just a medal. It is visibility, inspiration and a community of girls who suddenly believe the track, the pitch, or the court belongs to them too.

A successful female athlete is not only a winner, she is a multiplier, she becomes a mentor. A voice against injustices towards other women. A walking blueprint of resilience.

And yet, the contradiction remains, we celebrate world-class results while financing them with recreational budgets. We demand global standards from athletes who train within local limitations.

Give to Gain demands action beyond March 8. It asks corporate leaders, federations, and policymakers to rethink priorities. Women's sport is not a Corporate Social Responsibility line item. It is a long-term national investment.

Because when you invest in a girl's safety, health, and opportunity today, you are underwriting tomorrow's national pride.

The formula is simple.

If we want the gain, the gold medals, the global recognition, the empowered generation, we must first give the justice of equal investment.

In the race toward gender equality, there are no participation trophies. Only the results of the investments we choose to make.