



# WeCOACH

**WOMEN COACHES. ALL SPORTS. ALL LEVELS.**

## **2024 ANNUAL IMPACT REPORT**

WeCOACH is a 501(c)(3) tax-exempt nonprofit organization. Federal Tax ID #20-0059540.

# IF SHE CAN SEE HER SHE CAN BE HER

## OUR MISSION

WeCOACH is a one-of-a-kind nonprofit membership organization dedicated to recruiting, advancing, and retaining women coaches in all sports and levels through year-round professional growth & leadership development programs.

## VISION

Be the global leader in recruiting, advancing, and retaining women coaches to exponentially increase the number of women in all sports and levels.

## VALUES

### LEADERSHIP

We lead, advocate, and inspire with integrity and resiliency.

### EMPOWERMENT

WeTEACH • WeINSPIRE • WeMOTIVATE • WeLEAD

### COMMUNITY & INCLUSION

We foster and cultivate a diverse and inclusive community where the voice of women coaches is stronger together.



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## ENGAGE & SUPPORT

DONATE

FUND SCHOLARSHIPS

JOIN - MEMBERSHIPS

PARTNERSHIPS

CONTACT US

PROGRAMS & EVENTS

MEMBERSHIPS

PARTNERSHIPS, SCHOLARSHIPS, &  
ALL OTHER INQUIRIES

# A LETTER FROM THE CEO

## 2024 | IMPACTING PEOPLE & HISTORY!



Dear WeCOACH Community,

When I took over as CEO of WeCOACH in March 2022, I knew this transformational organization had the ability to impact people and impact history in a significant way. We close out 2024 as the largest nonprofit organization supporting women in coaching across all sports & levels! And heading into 2025, I am more convinced than ever about what WE can accomplish TOGETHER! Our Board of Directors and Team WeCOACH are proud to share with you these 2024 highlights:

- 18,000+ members, a 1,300% increase from 2022.
- During the 2024 calendar year, we added 7,000+ new members.
- Served 78 Conference & Association-wide members, a 22% increase from 2023.
- Youth, Club, Middle & High School members increased 919%.
- Renewed partnerships with every HBCU & MSI school, institution, & conference in the country for 2nd straight year—impacting over 900+ women coaches.
- Partnered with NFL to build a pipeline of women football coaches and provide organizational support and resources for them.
- Welcomed US Club Soccer, our largest organization-wide group membership to date.

- Announced Hudl & Marines as new Mission Partners.
- Welcomed new National Partners: NFL, VALD, BSN SPORTS, & University of Mount Union M.Ed. in Athletic Coaching.
- Established a new collaboration with the Alex Morgan Foundation to support our Moms in Coaching initiatives.
- Launched new SURGE Webinars with partner BSN SPORTS.
- Teamed up with VOICEINSPIRE to offer members free access to their Mentoring Platform.
- Added two new Huddle Groups for WeCONNECT Women Coaches: Academy Grads & WeREAD Book Club.
- Graduated 116 women coaches from our 2024 NCAA Women Coaches Academy & NCAA Academy 2.0. In 21 years, over 2,300+ women coaches have graduated from our transformational Academies.
- Awarded over \$52K in Scholarships for WCA & 2.0 participants, a 63% increase from 2023.
- Graduated Youth & HS Academy Class #4 & awarded 26 scholarships.
- Raised all-time record \$98K+ from over 250+ donors for our Move the Mission Giving Tuesday Campaign—a 47% increase in funds and 285% increase in donors compared to 2023.
- Celebrated 2023-24 WeCOACH Lifetime Achievement Award recipients presented by Jostens: Missy Foote, Dr. Christine Grant, Beverly “Bev” Kearney, C. Vivian Stringer, & Sister Lynn Winsor.

- Offered over 150 total hours of leadership & growth programming with 70+ unique speakers and over 3,800 member registrations.
- Announced TWO Academy sites & dates for 2025: May 18-21 in Denver & November 16-18 in Indianapolis.
- Initiated a new Women Coaches of Color Research study in collaboration with the Tucker Center for Research on Girls & Women in Sport.
- The 12th annual Women in College Coaching Report Card revealed the Era of Slow & Steady Incline for women in coaching continues!

THANK YOU for your support that has propelled WeCOACH to unprecedented heights! YOU helped us advance our mission to recruit, advance, & retain women in coaching. Most importantly, YOU empowered our organization to impact people and impact history in 2024!

Bring on 2025!!! Together, we will MOVE the NUMBERS to support & increase women in coaching!

Keep leading! What you do matters! We need you!

Sincerely,  
Vanessa Fuchs, WeCOACH CEO

# MOVE THE NUMBERS

2024 MEMBERSHIP IMPACT



**1,300% INCREASE**  
 2022 ▶ 2024

**18,000+ MEMBERS**

**SCHOOL & INSTITUTIONAL MEMBERS**  
**965**

Division I - 212  
 Division II - 265  
 Division III - 308  
 NAIA - 45

Community Colleges - 89  
 Youth & High School - 46

Membership Demographics  
 2- & 4-Year College Coaches - 10,542  
 Youth / Middle & High School / Club - 7,397  
 Other - 203

**9X**  
 ALL-TIME MEMBERSHIP RECORD SET IN 2019

**919%**  
 YOUTH, CLUB, MIDDLE & HIGH SCHOOL MEMBERS INCREASED BY

**66 CONFERENCE-WIDE MEMBERSHIPS**  
 DI - 16 | DII - 18  
 DIII - 28 | NAIA - 3  
 Community Colleges: 1

**43% INCREASE**  
 2022 ▶ 2024

**50% OF ALL DI CONFERENCES ARE MEMBERS**  
 16 OUT OF 32 TOTAL CONFERENCES

**78% OF ALL DII CONFERENCES ARE MEMBERS**  
 18 OUT OF 23 TOTAL CONFERENCES

**65% OF ALL DIII CONFERENCES ARE MEMBERS**  
 28 OUT OF 43 TOTAL CONFERENCES

## 2024 MEMBERSHIP HIGHLIGHTS

**US Club Soccer**  
 Largest Association-Wide Group Membership to date

**Partnered for 2nd year with every HBCU & MSI school, institution, & conference in the country**

**NFL, NHLCA, Angel City FC & Washington Spirit**  
 Expanded our impact in professional sports

# ALL CONFERENCE, SCHOOL DISTRICT, & ASSOCIATION-WIDE MEMBERS

### Division I Conferences:

- Atlantic 10 Conference (A-10)
- Atlantic Coast Conference (ACC)
- Big 12 Conference
- Big East Conference
- Big Ten Conference
- Horizon League
- Ivy League
- Metro Atlantic Athletic Conference (MAAC)
- Missouri Valley Conference
- Mid-Eastern Athletic Conference (MEAC)
- Northeast Conference (NEC)
- Pac-12 Conference
- Patriot League
- Southern Conference (SoCon)
- Southwestern Athletic Conference (SWAC)
- Summit League

### Pro Sports & Coaches / Sport Association-Wide Members:

- Angel City FC
- California Community College Athletic Association (3C2A)
- Intercollegiate Women's Lacrosse Association (IWLCA)
- National Collegiate Acrobatics & Tumbling Association (NCATA)
- National Football League (NFL)
- National Hockey League Coaches' Association (NHLCA)
- US Club Soccer
- USTA Missouri Valley
- USTA Southern

### Division II Conferences:

- California Collegiate Athletic Association (CCAA)
- Central Atlantic Collegiate Conference (CACCC)
- Central Intercollegiate Athletic Association (CIAA)
- Conference Carolinas
- East Coast Conference
- Gulf South Conference (GSC)
- Great American Conference (GAC)
- Great Lakes Intercollegiate Athletic Conference (GLIAC)
- Great Lakes Valley Conference (GLVC)
- Lone Star Conference (LSC)
- Mountain East Conference (MEC)
- Northeast-10 Conference (NE-10)
- The PacWest Conference
- Pennsylvania State Athletic Conference (PSAC)
- Southern Intercollegiate Athletic Conference (SIAC)
- Rocky Mountain Athletic Conference (RMAC)
- South Atlantic Conference (SAC)
- Sunshine State Conference (SSC)

### NAIA Conferences:

- HBCU Athletic Conference (HBCUAC)
- Kansas Collegiate Athletic Conference (KCAC)
- Wolverine-Hoosier Athletic Conference (WHAC)

### Community College Conferences:

- Northwest Athletic Conference (NWAC)

### School Districts:

- Madera Unified School District
- Oswego School District 308

### Division III Conferences:

- College Conference of Illinois and Wisconsin (CCIW)
- Collegiate Conference of the South
- Conference of New England (CNE)
- CUNY Athletic Conference (CUNYAC)
- Great Northeast Athletic Conference (GNAC)
- Heartland Collegiate Athletic Conference (HCAC)
- Empire 8
- Liberty League
- Little East Conference
- Massachusetts State Collegiate Athletic Conference (MASCAC)
- Michigan Intercollegiate Athletic Association (MIAA)
- Minnesota Intercollegiate Athletic Conference (MIAC)
- Middle Atlantic Conference (MAC)
- Midwest Conference
- New England Small College Athletic Conference (NESCAC)
- New England Women's & Men's Athletic Conference (NEWMAC)
- Northern Athletics Collegiate Conference (NACC)
- North Coast Athletic Conference (NCAC)
- Northwest Conference (NWC)
- Ohio Athletic Conference (OAC)
- Old Dominion Athletic Conference (ODAC)
- Presidents' Athletic Conference (PAC)
- Southern Athletic Association
- Southern California Intercollegiate Athletic Conference (SCIAC)
- State University of New York Athletic Conference (SUNYAC)
- United East Conference
- University Athletic Association (UAA)
- Wisconsin Intercollegiate Athletic Conference (WIAC)

# 2024 LEADERSHIP PROGRAMS IMPACT

## IN-PERSON PROGRAMS



## VIRTUAL LEADERSHIP PROGRAMS



## WeCONNECT PEER-TO-PEER EMPOWERMENT



**3,300**  
TOTAL # OF REGISTRATIONS

**89**  
UNIQUE/DIFFERENT SPEAKERS ACROSS ALL PROGRAMS

**150**  
TOTAL # OF PROGRAMMING HOURS (IN-PERSON & VIRTUAL PROGRAMS)

**2**  
NEW WeCONNECT HUDDLE GROUPS ACADEMY GRADS & BOOK CLUB

# DIGITAL IMPACT

## SOCIAL MEDIA

**837,479**  
CROSS-CHANNEL IMPRESSIONS

**21%**  
INCREASE IN CROSS-CHANNEL ENGAGEMENT

**26%** FROM 2023  
INSTAGRAM FOLLOWERS INCREASED

**24,453**  
TOTAL FOLLOWERS

## WeCOACHSPORTS.ORG

**11.2K**  
AVERAGE WEB USERS PER MONTH

**495K**  
TOTAL WEB PAGE IMPRESSIONS

## TOP POSTS



# 2024 PARTNERSHIPS IMPACT

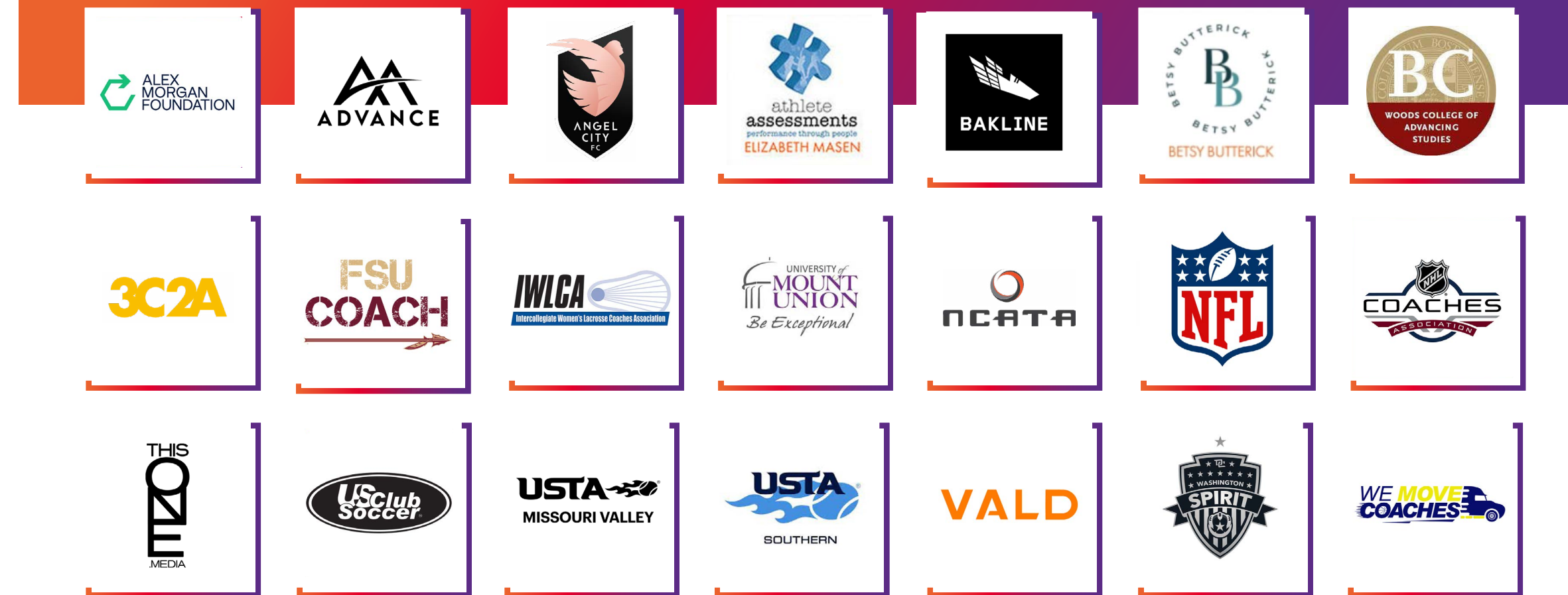
## MISSION PARTNERS



## CHAMPION PARTNERS

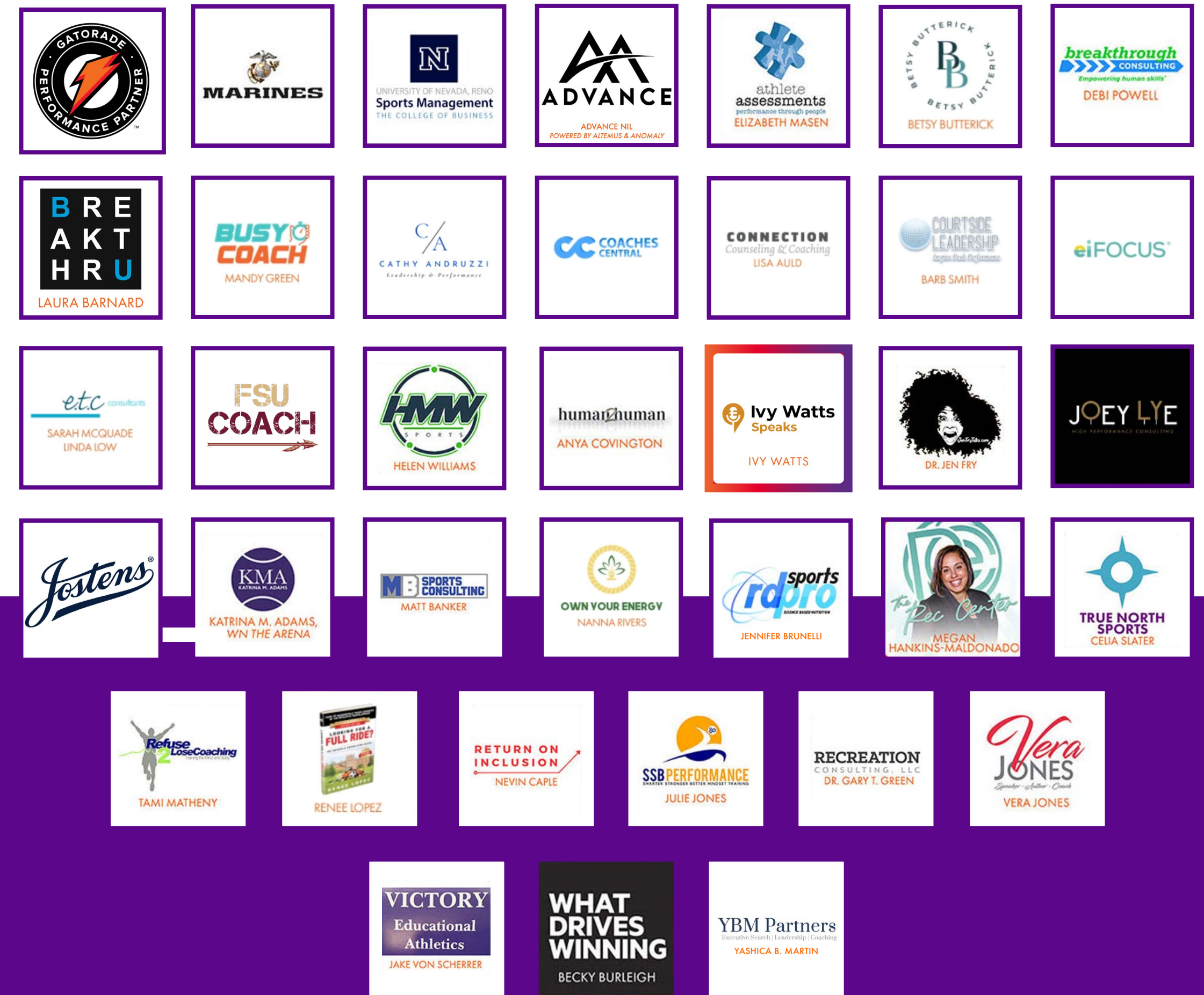


## COMMUNITY PARTNERS



# MEMBER BENEFITS IMPACT

Check out Member Benefits Offered by these Partners [HERE](#)



# DONOR IMPACT

MOVE THE MISSION GIVING TUESDAY CAMPAIGN

Adam Tsakonas Aisha Bryant <i>Alex Morgan Foundation</i> Alicia Crew & Janet Stoner Allison & Shannon Taub Amanda Fielding Amanda Vandervort Amy Bond Amy Steckel Andreina Lopez Angeler Lucas Angelica Baylon <i>Ann Walker</i> Anna Passer Anna Temple Anthony Thomas Ashley Bastron Ashley Nye Ashley Stone Ashton Henderson Bailey Kasperick Barbara Rios Barbara Schaaf Barbara Stone Bernard & Elizabeth Muir Beth Langford Betsy Butterick Bret Cowley Brian D. Stanchak Bridget Belgiovine Brooke Wyckoff Calvin Harrison Camise Patterson Carol Hutchins Caroline Powers Ellis Carolyn Femovich Carolyn Wright	Casey Jo MacPherson Cassie Monica Cecile Reynaud Celia Slater & Becky Burleigh Charmelle Green Cheryl Costella Cheryl Garrison Chris Clark Chris O'Neal Chrissy Barber Christine Clancy Christy & Allen Greene Colette Van De Graaff Colleen Dawson Colleen Finegan Corey Engmann Corri Wilson Darlene Kluka DC Pixie Roane Deanna Gumpf Deitre Collins-Parker DeLaina Sarden Denise Dy Desiree Reed-Francois Donald Fuchs Donika Sutton Doug Weglarz Edmundo Lopez Emma Randall Erica & Maria Williamson Erin Lindsey Erin Onken Eugene Marshall Jr. Eva Ojeda Fred Mckinnon Garrett Runion Heidi Hlavaty	Herb Courtney Dr. Ingrid Wicker McCree Jacqueline Reed Jacqueline Wardlaw Jamie Hammond Jamie Vaughan Janet Judge Janice Johnson Jennifer Cardone Jennifer Hyde Jennifer Teague Jill Culbertson <i>The Rev. Dr. Joanne Sanders</i> Jocelyn Adams Jodi Manore John Neiser Judy Sweet Julie Foudy Leadership Foundation Karen Weekly Karen Weylandt Katherine Zedonis Katie Robinson Kayla White Keanna Keys Keefe Whittr Kelly Inouye-Perez Kerry Dunning Kim Bishop Kim Deneau Kim Megale Kim Wayson Kimberly Cowley Krista Rice Kyle Trenga Kyle White Latoya Clark Latrice Smith	Laura Burnett-Kurie Laura Goldhammer Laura LeDuc Liran Zamir Lisa Auld Lisa Langston Lisa Ulmer Liz Ruiz Liz Smith Lizzy Ristano Makini Thompson Marcelino Pere Marci Kornegay Margaret Montenyohl Margaret Sanchez Maria Lopez Marie Scovron Mark Walker Mark White Marlene Bjornsrud Mary Davis Mary Onstead Mary Savage Megan Duffy Megan Kahn Meghan Kelley Melinda Bernstein Melissa Canboy Melissa Lechlitter-Lewis Melissa Stoll Michael Caputo Michelle Meyers Mike Scholl Mike Tomlinson Dr. Missy Price Mollie Peirick Busam Molly Forr	Moreah Ragusa Nadia Abdala Nadia Erickson Nadine Lange Nancy Ann Daniels & Marsha Jordan Nancy Hall Nancy Mallory Dr. Nikki Franke Nina King Nona Richardson Norb DeKerchove Norman Franke Olivia Leavitt Pac-12 Conference Pam Borton Pamela Price Patricia Karlin-Neumann Paul Starita Pedro Escobar Pennsylvania State Athletic Conference (PSAC) Penny Lucas-White Pia Leonard Piper Medina Rachelle Manning Randy & Becky Spetman Raquel Atawo Rebecca Fahrer Rebecca Royall Renee Lopez Rhonda Tomlinson Rick Kearney Rickey Pitts Robin Barber Rocky Mountain Athletic Conference (RMAC)	Roland Whitley Rose Powell Royce Murcherson Ruth Riley Hunter Samantha Morrow Samantha Wolinski Sandy Barbour Sara Liebscher Shannon McHale Shimmy Miller Simonette Sancho Sofie Aagaard Sonya Hopkins Stan & Ramona Wilcox Stephanie Gaitley Sunit & Himani Lohtia Susan Smithson Suzanne Gruber Tanya Vogel Tanyka Barber Tara Zollinger Teresa Gould Teresa Logemann <i>This One Media</i> Tierney Larson Tiffani Sykes Tiffany Tucker Trisha Luiken Troy Austin Vanessa Fuchs Vicki Cupp Whitney Showalter Will Wheeler Yira Novellino Yolanda Bronston Yvonne Kim
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\* Campaign Lead Donors & Partners

## DONOR IMPACT

**181** FIRST-TIME DONORS

**285%** INCREASE IN DONORS

**47%** INCREASE IN FUNDS RAISED FROM 2023 > 2024

**TOP 3 GIVING PRIORITIES**

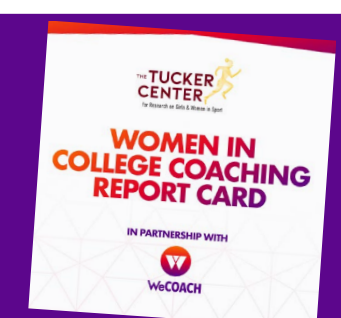
- 8% MOMS IN COACHING INITIATIVES
- 26% ACADEMY SCHOLARSHIPS
- 66% GREATEST NEEDS / UNRESTRICTED

## WOMEN COACHES OF COLOR IMPACT

**PARTNERED WITH EVERY HBCU & MSI SCHOOL, INSTITUTION, & CONFERENCE FOR 2ND STRAIGHT YEAR—IMPACTING OVER 900+ WOMEN COACHES**

**DEDICATED PROGRAMMING: WeAMPLIFY & WeCONNECT WOMEN OF COLOR AMPLIFIED**

**NEW WOC RESEARCH INITIATIVE WITH THE TUCKER CENTER FOR RESEARCH ON GIRLS & WOMEN IN SPORT**



**40%** WCA PARTICIPANTS WERE WOC, AN **18%** INCREASE FROM 2023

**33%** ACADEMY 2.0 PARTICIPANTS WERE WOC

**21** WCA SCHOLARSHIPS TOTALING **\$25,375** AWARDED TO WOC

**57%** YHSA SCHOLARSHIPS AWARDED TO WOC

# RESOURCES IMPACT



**JOIN THE COMMUNITY!**  
Click to learn more!



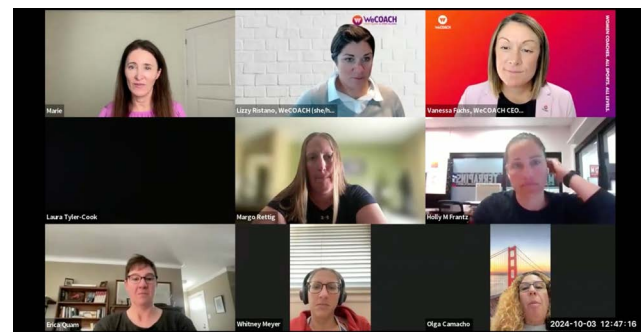
**MARINES**  
**APPLY FOR COACHES WORKSHOPS**  
Click to learn more!

## WeCOACH Job Center

**CONNECTING HUNDREDS WITH NEW JOBS IN COACHING!**

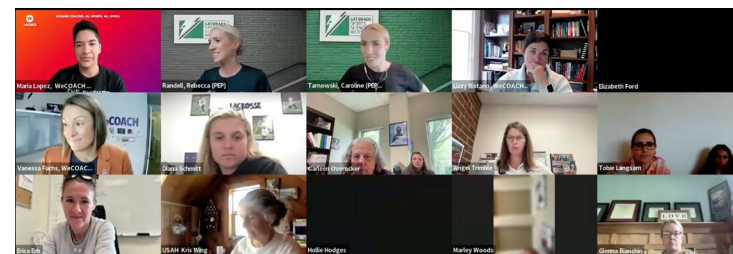
Posting a job with WeCOACH is easy, effective, and great value for the money! Proactively push your job opening out to our expansive network of women coaches and administrators in all sports and levels.

## VIDEO LIBRARIES



### VIDEO CHAT

Oct 3 - Caffeine For Mental Performance  
Presented by:  
Gatorade Performance Partner



### DII & DIII DEVELOPMENT PROGRAM

April 17 - Coaching With Impact: How To Best Utilize Your Personal Coaching Style  
Presented by: Hudl  
Featured Facilitator: Liz Masen, CEO Athlete Assessments



### WeAMPLIFY

Sept 18 - Exploring the Role of the Menstrual Cycle in Athletic Success  
Presented by: Gatorade Performance Partner

## 2023-2024 Women in College Coaching Report Card

# NEW ERA: STEADY INCLINE

2023-2024 MARKED THE HIGHEST NUMBER OF WOMEN COACHES OF COLOR IN THE HISTORY OF THE REPORT CARD

THE PERCENTAGE OF WOMEN HEAD COACHES HIRED PER YEAR HAS MORE THAN DOUBLED SINCE THE WCCRC WAS STARTED IN 2013

FOR ALL NCAA DI CONFERENCES:

THE MOST INSTITUTIONAL "A" GRADES WERE EARNED AND THE FEWEST "F'S"

THE LARGEST NUMBER OF SPORTS EARNED AN "A" GRADE



# AWARDS & RECOGNITION IMPACT

JANUARY	FEBRUARY	MARCH	APRIL
<b>COACH of the MONTH</b> COACH <b>DONNA RICKS</b> Women's Cross Country, Track and Field Head Coach Clemson College	<b>COACH of the MONTH</b> COACH <b>CURSTY LE ROUX</b> Women's Basketball Coach University of Texas	<b>COACH of the MONTH</b> COACH <b>CHARMIN SMITH</b> Women's Basketball Head Coach University of California Berkeley	<b>COACH of the MONTH</b> COACH <b>AMBER WILLIAMS</b> Head Coach, Women's Soccer Miami Cross Country and Track & Field Coach
<b>COACH of the MONTH</b> COACH <b>ASAMI MORITA</b> Women's Basketball Head Coach	<b>COACH of the MONTH</b> COACH <b>CAMISE PATTERSON</b> EMU's National Head Coach Head Coach & Assistant Coach	<b>COACHES of the MONTH</b> 2024 <b>NCAA WOMEN COACHES ACADEMY</b> Class #58	<b>COACH of the MONTH</b> COACH <b>TIERNEY LARSON</b> Assistant Coach, Columbia Lacrosse
<b>COACH of the MONTH</b> COACH <b>EMILIE BYDWELL</b> USA Women's Rugby Sevens Head Coach	<b>COACH of the MONTH</b> COACH <b>MOIRA LONG</b> Head Coach Springfield College	<b>COACH of the MONTH</b> COACH <b>JESSICA CAMPBELL</b> Assistant Coach Seattle Kraken	<b>COACH of the MONTH</b> COACH <b>CAROLYN KING-ROBITILLE</b> Field Hockey Head Coach Boston University Head Coach WVU Lacrosse



**THANK YOU JOSTENS, OUR WeCELEBRATE MOMENTS PARTNER!**



To join our WeCOACH community, click [HERE](#)





# 2024 PROGRAMS, EVENTS, & RESOURCES

2024 NCAA WOMEN COACHES ACADEMY #53 & NCAA ACADEMY 2.0 #7

Hosted in partnership between WeCOACH and the NCAA, WCA & 2.0 are multi-day programs available to collegiate women coaches in all sports, collegiate levels (two-year & four-year colleges, NAIA, NCAA, etc.), and years' experience. Since WCA Class #1 in 2003, 53 Academies have taken place, producing more than 2,300 graduates. Data demonstrates over 80% of our graduates remain in coaching, which is higher than the national average.

2024 NCAA WCA Impact Award Recipient:

**Alison McCarthy**

Assistant Women's Basketball Coach, Rose-Hulman Institute of Technology

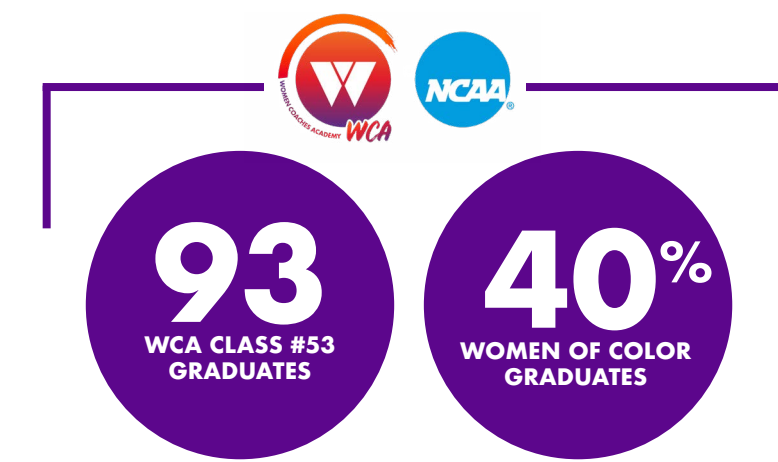


2024 Cecile Reynaud Coaching Mastery Award

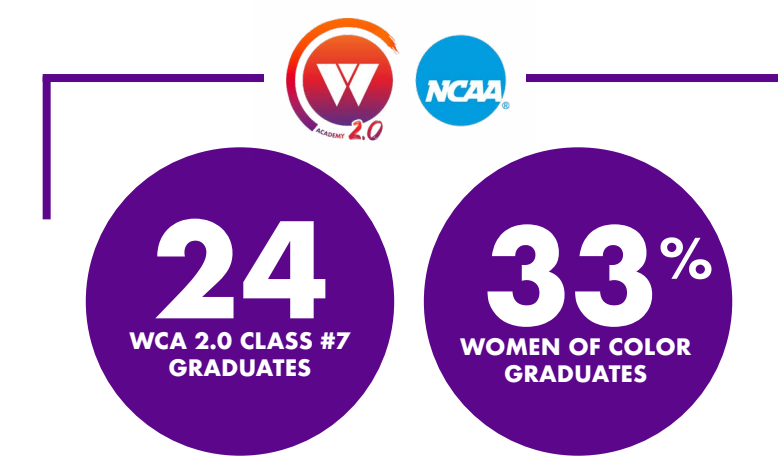
Recipient:

**Amy Hogue**

Head Softball Coach, University of Utah



48% HEAD COACHES



20% INCREASE IN OVERALL PARTICIPATION  
58% HEAD COACHES

INCREASED 2024 SCHOLARSHIP FUNDING BY 63%

## \$52,000 AWARDED

### SCHOLARSHIP DONORS

WCA CLASS #52  
ACADEMY 2.0 CLASS #6  
ATHLETE ASSESSMENTS (LIZ MASEN & BO HANSON)  
TOM & BETTY ANN BARRY  
INTERCOLLEGIATE WOMEN'S LACROSSE COACHES ASSOCIATION (IWLCA)  
ELIZABETH M. KING  
LEGENDS OF THE BALL, INC.  
MARIA LOPEZ

RENEE LOPEZ  
RACHELLE MANNING  
DR. M. DIANNE MURPHY  
NATASHA WATLEY FOUNDATION  
KEVIN & ADRIAN NEWELL  
CECILE REYNAUD  
JUDY SWEET  
VALD  
ANN WALKER  
HUDL

CHRISSEY BARBER  
PAM BORTON  
BETSY BUTTERICK  
ALICIA CREW  
VANESSA FUCHS  
TERESA GOULD  
SAMANTHA HUGE  
HELEN LEVINE  
CECILE REYNAUD  
THE REV. DR. JOANNE SANDERS  
JANET STONER

43 Scholarship Recipients: 38 WCA & 5 Academy 2.0 | 65% Increase in Scholarship Recipients from 2023  
21 Scholarships Totaling \$25,375 (49%) Awarded to Women of Color



# ACADEMY TESTIMONIALS



"I left Denver feeling so inspired and eager to speak with Administration, Coaches, and my athletes about what I learned. I have had some incredible conversations since then and was able to share my experiences with other college coaches when I was out on the recruiting trail this summer. I encouraged them to get involved with WeCoach and came home feeling extremely refreshed, motivated, ready to make an impact and advocate for change. I'm excited for how far women's sports has come and am even more excited to be a part of the movement to where it's going!"

**Mercede Daugherty, Assistant Softball Coach, Hope College**



"At the end of this, my heart is overflowing. I tell everyone that I am super excited for my incoming team. I'm learning new terms that I want to get back and express to them. I have so many more resources now to call on."

**Donna Carr, Head Women's Basketball Coach, Davis & Elkins College**

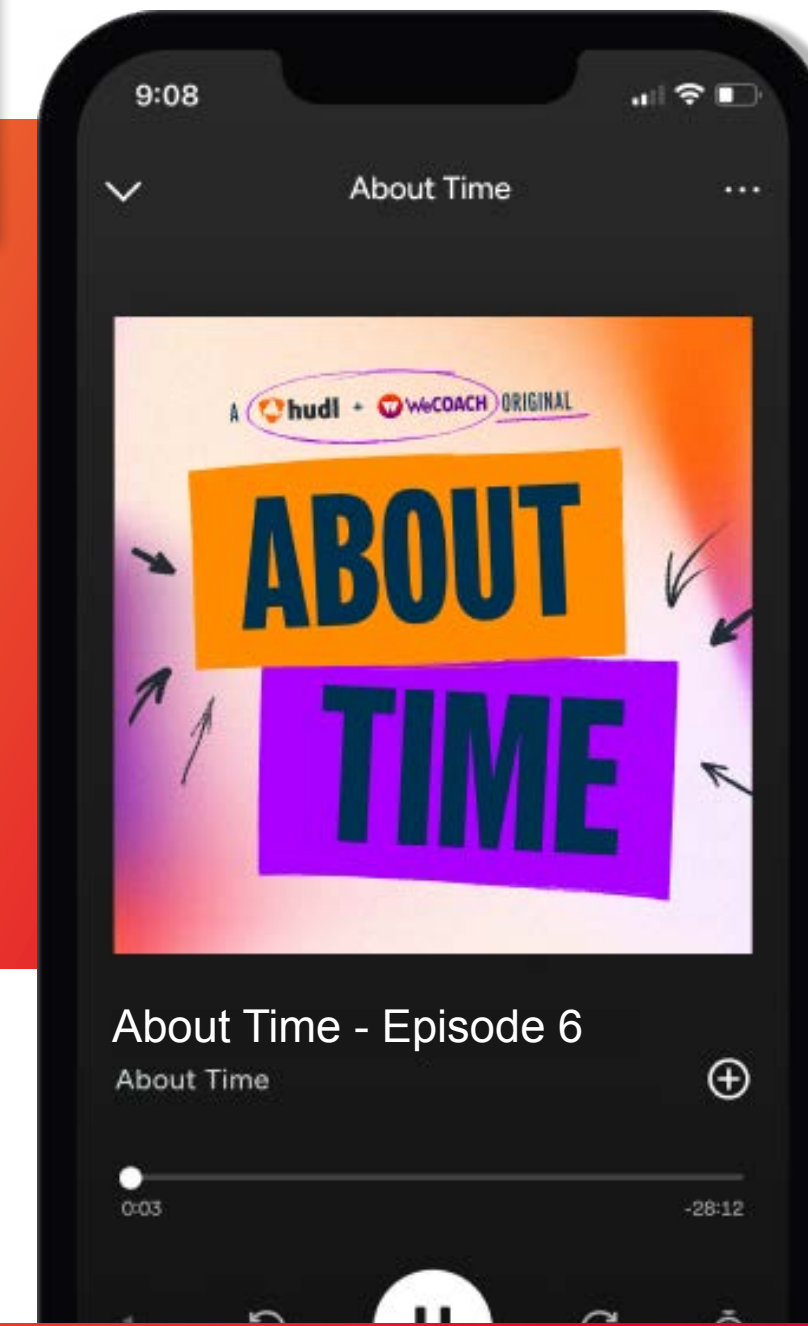


"Nothing had compared to my experience at the WCA, but 8 years later something has finally topped that—the Academy 2.0. The ability to be vulnerable and open with coaches from all sports at all levels within collegiate athletics is something that doesn't happen often, if at all. WeCoach has provided me with two extraordinary opportunities at times in my career that were needed. It is incredible to sit in a room full of other women coaches who desire to continue learning and evolving throughout their entire careers. I leave here with new tools and a fresh outlook on sports and why coaching is so important to this world. Thank you to WeCoach and the NCAA for continuing to support the community of women coaches and for allowing us to better ourselves for our student athletes!"

**Jessica Mulhern, Head Field Hockey Coach, Adelphi University**



100% strongly agreed or agreed that their Academy experience was enjoyable, of high quality, a good use of time, met expectations and would recommend to others



**SEASON ONE GARNERED 1.3M TOTAL VIEWS!**

- EPISODE 6: TAYLOR JACOBS, LSU
- EPISODE 7: NATALIE SCHNEIDER, US PARALYMPIAN
- EPISODE 8: SIMONE JACKSON, US SOCCER U23
- EPISODE 9: LACHINA ROBINSON, WOMEN'S BASKETBALL ANALYST
- EPISODE 10: KARCH KIRALY, USA VOLLEYBALL

In this 10-part series with host Marke Freeman, successful women in sports share their unique experiences and personal journeys to inspire other women and girls to find their own path. With each episode, you'll learn more about the key topics that matter most in women's sports today, and how you can help grow the game.

To learn more about the About Time Podcast, click [HERE](#)



## GOAL & IMPACT

To assist athletics directors and hiring managers with identifying talented women coaches in all sports and levels who are ready to take the next step in their coaching careers. This program will equip assistant coaches with the deeper knowledge and skills needed to realize their coaching aspirations, while also furthering our mission to advance and retain women coaches.

Inspired by the leadership at the

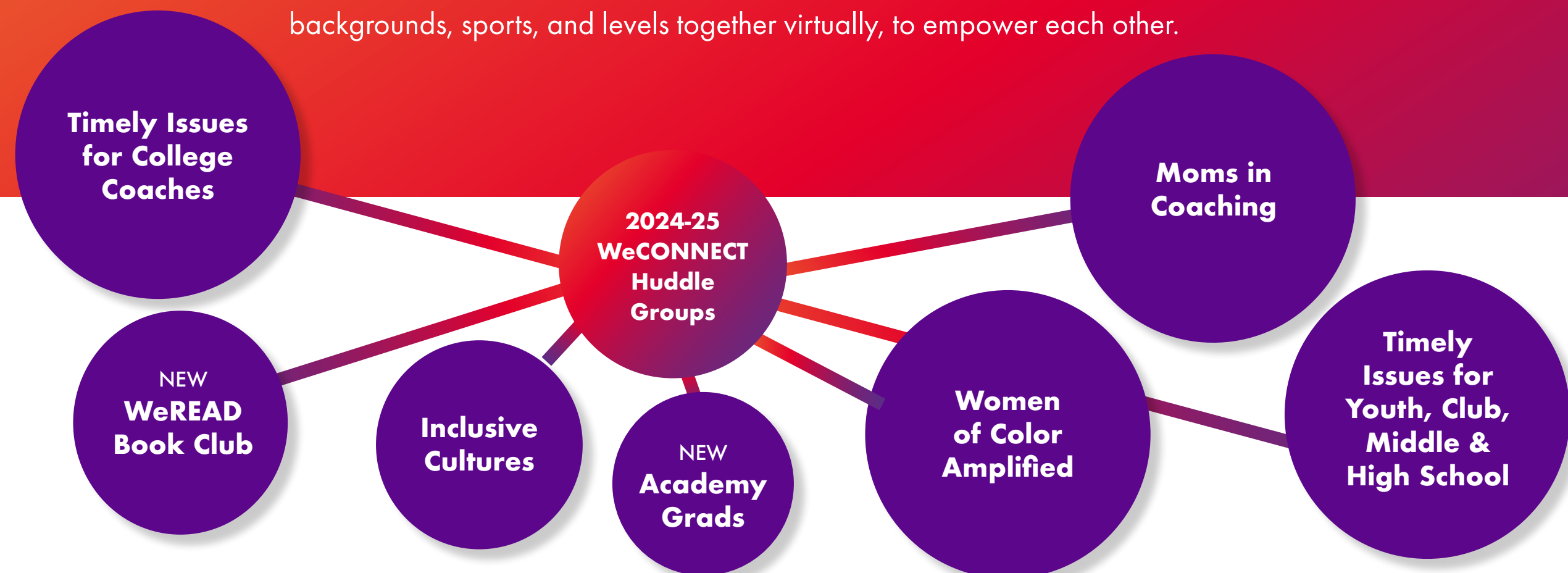


To join our WeCOACH community, click [HERE](#)

To learn more about WeELEVATE, click [HERE](#)

# GOAL & IMPACT

Coach-led & coach-inspired huddles that engage in powerful peer-to-peer learning, foster meaningful networking connections, and offer an uplifting support group. WeCONNECT is designed to bring women coaches from diverse backgrounds, sports, and levels together virtually, to empower each other.



To learn more about WeCONNECT, click [HERE](#)

## MISSION

WeAMPLIFY is a connection, an action, and a promise to amplify the voices, visibility, experiences, and value of women coaches of color.

## OVERVIEW

WeCOACH acknowledges the importance and value of including specific programming for women coaches of color in our WeCOACH community. WeAMPLIFY was created to drive change and conversation surrounding social and institutional barriers.

RENEWED MEMBERSHIPS  
**900+**  
WOMEN COACHES FROM  
HBCU/MSI SCHOOLS

ALL-TIME RECORD: 265 REGISTRANTS!



To learn more about WeAMPLIFY, click [HERE](#)

In 2022-23, WeCOACH established a new year-round professional growth and leadership Development Program dedicated to Divisions II & III women coaches across all sports that offers strategies to address the challenges and obstacles women face to stay in, feel supported by, and advance in the coaching profession. We will also partner to actively build the pipeline of aspiring Division II & III women coaches.



**JENNIFER BRUNELLI**  
2024 WINTER DEVELOPMENT PROGRAM



**LIZ MASEN**  
2024 SPRING DEVELOPMENT PROGRAM



**IVY WATTS**  
2024 FALL DEVELOPMENT PROGRAM

**46**  
CONFERENCES

**18**  
DII CONFERENCES

**28**  
DIII CONFERENCES

To learn more about our Divisions II & III Women Coaches Development Program, click [HERE](#)

WeCOACH offers unique mentoring trios for coaches in all sports, levels, and years' of experience. Research shows us that women coaches who have been coaching between 7-10 years are at a pivotal point in their career and statistically leave the profession at the highest rate. To best support coaches at this point in their career, they are the central figure in each trio, serving as both mentor and mentee.

Now in its eighth year, our Mentor Program aims to provide connections, networking, and learning across all sports and levels.



"This past year, I participated in the mentor program for the first time. I can't speak highly enough about the program itself, but the women it connected me with have made all the difference. I recommend it to anyone who will listen. It's incredibly impactful to be connected with people you otherwise might never meet. I'll definitely be signing up again next year."

Mia Ruffalo, Assistant Softball Coach, York College

NOW OFFERING  
8-MONTH &  
NEW 4-MONTH  
COHORTS!

**167**  
2024 PARTICIPANTS

To learn more about WeMENTOR, click [HERE](#)



The data tells the story. We need more women in the coaching profession—in all sports and levels. Through our Aspiring Women Coaches Workshops we will help women Catch a Vision for their coaching career. WeCOACH will be the national leader in actively recruiting more women coaches to build the pipeline of future leaders in sports. These virtual workshops are free and open to any woman aspiring to coach in any sport, at any level. Participants will learn best practices for securing coaching opportunities, networking, and career strategy.

“WeASPIRE to Coach (formerly Catch a Vision) advances our WeCOACH mission to recruit, advance, and retain women coaches in all sports and levels. WeCOACH strives to be a national leader in actively recruiting more women coaches to build a diverse pipeline of future leaders in sport. This program has special meaning to me as it is named in honor of my collegiate coach, Sue Semrau, who continually empowered her student-athletes to catch a vision for their lives.”

Vanessa Fuchs, WeCOACH CEO



**146**  
2024  
PARTICIPANTS

To learn more about WeASPIRE, click [HERE](#)



**128**  
TOTAL  
PARTICIPANTS

To learn more about Regional Workshops, click [HERE](#)

Our one-day workshops provide professional growth through networking opportunities and discussions on critical issues impacting the coaching profession.

**SPONSORING PARTNERS:**



**2024 YOUTH & HIGH SCHOOL WOMEN COACHES ACADEMY CLASS #4**

Our Youth & High School Women Coaches Academy is modeled after our longstanding premier program, the NCAA Women Coaches Academy. This one-day virtual program is aimed at providing leadership development programming to assist coaches in reaching team and individual success.



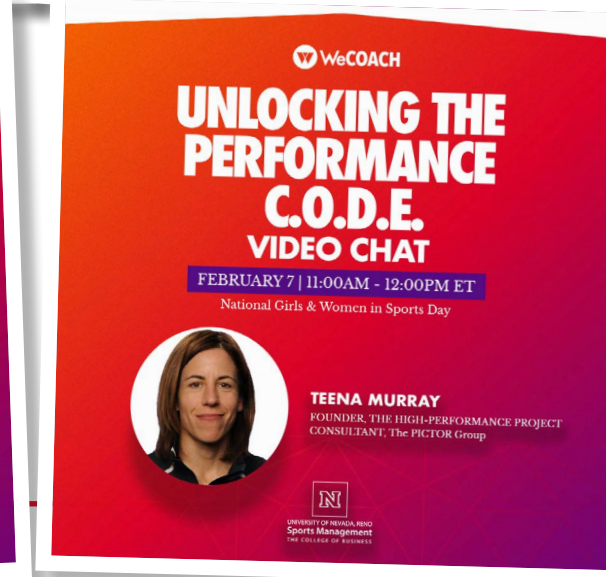
**AWARDED**  
**26**  
SCHOLARSHIPS

63% INCREASE FROM 2023



**2024 Peer Recognition Award**  
Recipient:  
**A'Jae Foster**  
San Francisco University High School,  
Assistant Athletic Director and Varsity Girls  
Basketball Assistant Coach

To learn more about our Youth & HS Women Coaches Academy, click [HERE](#)



**6 VIDEO CHATS**  
HOSTED IN 2024


**673**  
PARTICIPANTS

**VIDEO CHAT SPONSORS**

To learn more about Video Chats, click [HERE](#)



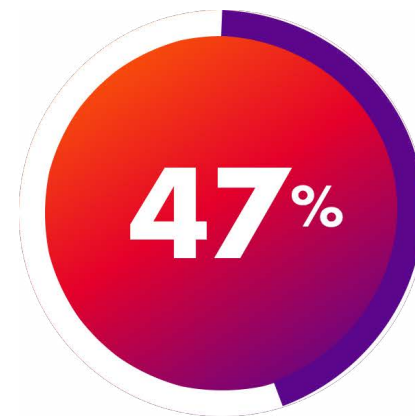
# FINANCES

DONOR GIVING GREW  
**187%** 

SCHOLARSHIPS FUNDING INCREASED  
**63%** 

AWARDED OVER  
**\$52K**   
IN ACADEMY SCHOLARSHIPS

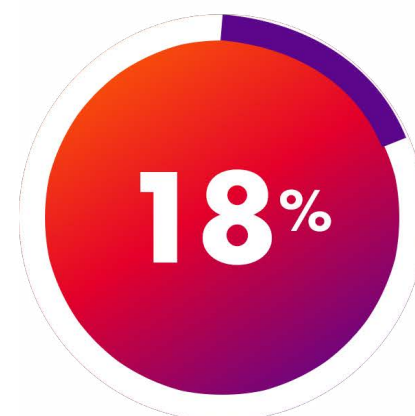
## TOTAL REVENUES



FEES FOR SERVICES



DONORS



GRANTS

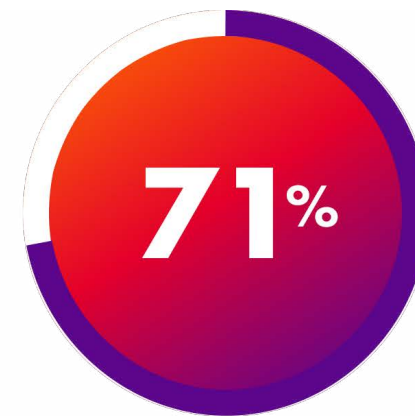


SPONSORSHIPS



OTHER

## TOTAL EXPENSES



PROGRAMMING



FUNDRAISING



MANAGEMENT

# 2024 ORGANIZATIONAL LEADERSHIP BOARD OF DIRECTORS

## BOARD OFFICERS



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Director of Athletics, Physical Education, and Recreation at University of Maryland, Baltimore County (UMBC)



**Ann Walker**

President-Elect  
Retired, College Athletic Administrator and Coach



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Head Women's Basketball Coach  
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**Vanessa Fuchs**  
CEO



**Marci Kornegay**  
Director of Leadership  
Programs & Events



**Maria Lopez**  
Senior Director of  
Memberships & Inclusion

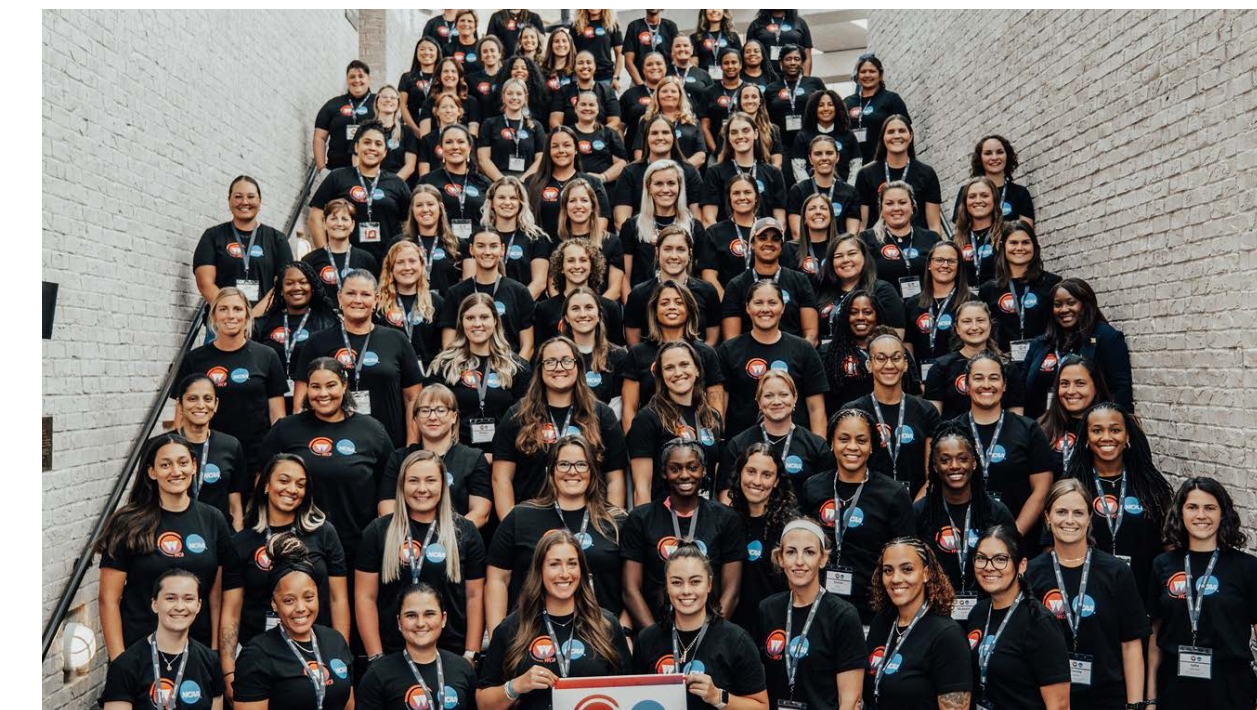


**Whitney Showalter**  
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& Branding



**Lizzy Ristano**  
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## SUPPORT WeCOACH!



ANNUAL IMPACT REPORT 2024 | [WeCOACHSPORTS.ORG](https://www.wecoachsports.org)

### ENGAGE AND SUPPORT

- DONATE
- FUND SCHOLARSHIPS
- JOIN - MEMBERSHIPS
- PARTNERSHIPS

### CONTACT US

- PROGRAMS & EVENTS
- MEMBERSHIPS
- PARTNERSHIPS,  
SCHOLARSHIPS, & ALL  
OTHER INQUIRIES

**WeTEACH. WeINSPIRE. WeMOTIVATE. WeLEAD. WeCOACH!**

WeCOACH is a 501(c)(3) tax-exempt nonprofit organization. Federal Tax ID #20-0059540.