



WeCOACH



2021

**IMPACT
REPORT**

A MESSAGE FROM THE CEO

While the global pandemic has in some cases returned to a sense of normalcy, the sports industry has continued to experience “less than normal” circumstances: playing in front of partially-empty stadiums, adjusting to new safety protocols and testing, limited funding and sponsorship, and few opportunities for in-person development and trainings.

WeCOACH has navigated the past 18 months of uncertainty with grace, resilience, and remained at the forefront in providing first-in-class virtual programming and content to our community of women coaches. As most 501(c)(3) nonprofit organizations could attest, the waters have been rocky, but in a time when our membership needed it most, WeCOACH stayed steadfast in our quest to better support, educate and serve women coaches of all sports and levels.

We have continued to emphasize our premier programming, which includes:

- BreakThrough Summit, which generated a 200% increase in registrants and 400,000+ Twitter impressions during the live event
- The NCAA Women Coaches Academy, our longstanding premier event, was hosted again virtually in May 2021 and represented our 50th class of graduates.
- WeCOACH hosted the first-ever virtual High School Women Coaches Leadership Academy with 80+ women coaches represented across 28 states
- Progressing diversity and inclusion through the work of our WeAMPLIFY initiative, which focuses on amplifying the voice, presence, and experiences of women of color in the coaching community.

On behalf of our Board of Directors and staff, I would like to express my profound gratitude and appreciation for the many ways in which our partners, donors, and engaged community have continued to elevate our reach and make an impact during this time.

All Sports. One Voice. WeCOACH!



Megan Kahn
CEO

PREMIER PROGRAMS

WeCOACH/ NCAA WOMEN COACHES ACADEMY & ACADEMY 2.0

The Academies are offered annually in May.



The NCAA Women Coaches Academy (WCA), hosted in partnership between WeCOACH and the NCAA, is a multi-day educational training available to NCAA Division I, II and III women coaches of all sports. The WCA is designed for women coaches who are ready and willing to increase their individual effectiveness by learning advanced skills and strategies that directly affect their personal and team success.



Academy 2.0 is a next-level 3-day training available to graduates of the NCAA Women Coaches Academy.

HIGH SCHOOL WOMEN COACHES LEADERSHIP ACADEMY

Modeled after our longstanding premier NCAA Women Coaches Academy, this 2-day virtual program is aimed at providing leadership and educational programming to assist high school level women coaches in reaching team and individual success. The first and only of its kind in the nation, this new program will encourage women at the high school level to stay in the profession by providing education, inspiration and connection.



BREAKTHROUGH SUMMIT



BreakThrough Summit is a free, digital leadership summit designed to develop, inspire and celebrate women in sports. Co-hosted with Hudl, our collective mission to fight against systemic racism, injustice and gender inequality is evidenced by the relevant topics, speakers and sessions we feature in the annual Summit. The Lifetime Achievement Award presented by Jostens is also awarded live during the Summit.

WeAMPLIFY

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.



WeAMPLIFY

BY THE NUMBERS

42%

PERCENTAGE OF ALL NCAA
DIVISION 1 WOMEN HEAD
COACHES

7%

WOMEN HEAD COACHES OF COLOR
OF ALL NCAA DIVISION 1
WOMEN'S TEAMS

81

GRADUATES FROM THE FIRST-EVER
WECOACH HIGH SCHOOL WOMEN
COACHES LEADERSHIP ACADEMY

2000+

NCAA
WOMEN COACHES
ACADEMY GRADUATES

88%

NCAA WOMEN COACHES ACADEMY
GRADUATES ARE STILL IN THE
COACHING PROFESSION

400,000+

TWITTER IMPRESSIONS DURING
BREAKTHROUGH SUMMIT

6000+

2020 BREAKTHROUGH SUMMIT
REGISTRANTS

20%

WECOACH MEMBERSHIP
GROWTH DURING
THE PAST 5 YEARS

FROM THE COACHES

TESTIMONIALS

As a first time coach, I had never been a part of an event (High School Women Coaches Leadership Academy) like this and did not fully know what to expect. I came away from the two days with an incredible amount of information and key points and strategies and ideas that will enhance my abilities as a coach and even as an individual. It was so wonderful to be able to connect with coaches across the country and to hear the many different perspectives and experiences.



AMANDA MAHER

Assistant Coach
Linn Mar Community School District
Track & Field



GRACE SOKOLOW

Head Coach
Colby-Sawyer College Soccer

I was so close to walking away from coaching. I had even dusted off my social work resume. And then you called me and asked if I wanted to be a part of the NCAA Women Coaches Academy, Class 45. After the WCA, I decided to hang in there for one more year. WeCOACH not only helped me find my voice, but truly pushed me to believe that my voice matters. I am eternally grateful.

As an athletic director, I am so thankful for WeCOACH, as it provides amazing educational and career development programming, as well as a fantastic and diverse networking community for our women coaches here at CMS. I was very fortunate to attend the NCAA Women Coaches Academy. To be able to provide a slice of that experience as well as the incredible network of coaches across all sports and divisions is a huge win for our department.



ERICA PERKINS JASPER

Athletic Director
Claremont-Mudd-Scripps Colleges



AMBER BARKER

Head Coach
Texas Woman's University Softball

The bonds created, thanks to WeCOACH, have been invaluable. I'm often reminded that it's bigger than me and I've been given a platform through WeAMPLIFY to share my voice and my experience. I can't thank WeCOACH enough for providing this opportunity.

*ALL
SPORTS.
ONE
VOICE.*

