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WeCOACH and RBC Wealth Management Partner to Advance Financial Empowerment for Women Coaches

April 22, 2026 — As we celebrate Financial Literacy Month this April, WeCOACH is proud to team up with RBC Wealth Management to launch *WeINVEST presented by RBC Wealth Management*, to advance financial capabilities and empowerment among women coaches.

Through WeINVEST, RBC Wealth Management's team of professionals will deliver a series of virtual educational sessions to the WeCOACH Community, providing relevant insights on key financial wellbeing topics. In addition, RBC Wealth Management will lead sessions at the May 2026 Women Coaches Academy & Academy 2.0 in Denver, further strengthening their commitment to empowering women coaches through educational resources and meaningful engagement.

Together, WeCOACH and RBC Wealth Management share a mission to equip women coaches with the tools and knowledge needed to succeed on the sidelines and beyond.

"Women coaches dedicate themselves to developing the next generation of athletes. Now it's our turn to support them," said Shareen Luze, head of Business Administration at RBC Wealth Management – U.S. "Through our partnership with WeCOACH, we're equipping women coaches with the financial knowledge and tools they need to take control of their future, with the same strength and clarity they bring to their teams every day."

WeTEACH. WeINSPIRE. WeMOTIVATE. WeLEAD. WeCOACH!

“We are proud to partner with RBC Wealth Management to bring important financial literacy education to our community of women coaches.” said Vanessa Fuchs, CEO of WeCOACH. “We believe that empowering women coaches goes far beyond what happens in the competitive arena. Through this partnership with RBC Wealth Management and the launch of WeINVEST, we are providing our membership with a critical financial foundation that supports long-term confidence and stability during their coaching careers and well beyond.”

To learn more about WeINVEST *presented by RBC Wealth Management*, visit wecoachsports.org/weinvest. To learn more about WeCOACH programs & events visit wecoachsports.org/allprograms.

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About WeCOACH

Founded in 2011, WeCOACH is a one-of-a-kind 501(c)(3) nonprofit dedicated to recruiting, advancing, and retaining women coaches in all sports and levels through year-round professional growth & leadership development programs. Prior to Title IX, over 90% of women’s collegiate sports teams were coached by women. Today, over 50 years later, the data indicates that number has decreased to 41% across all three NCAA Divisions, with only 7% women head coaches of color. Only 5% women coach men's teams. At the youth level, the data is hard to estimate, approximately less than 20% of teams are coached by women. WeCOACH launched MOVE the NUMBERS in 2022 to help change the landscape for women coaches and the student-athletes they lead. If she can see her, she can be her. For more information visit [MOVE the NUMBERS](#).

About RBC Wealth Management – U.S.

RBC Wealth Management is a leading financial services company in the United States, delivering trusted advice and world-class wealth solutions to individuals, families and businesses. With 195 offices across 43 states, RBC Wealth Management supports the complex needs of high-net-worth clients through customized wealth planning, investment management, retirement planning and more. As part of RBC, a diversified global financial institution and one of the world’s largest banks based on market capitalization, RBC Wealth Management offers the scale, resources and expertise to help clients achieve their financial goals. RBC Wealth Management, a division of RBC Capital Markets, LLC, registered investment adviser and Member NYSE/FINRA/SIPC. Learn more at rbcwm.com/en-us.

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