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## **WeCOACH Introduces Endeavor as New Champion of the Mentor Program**

October 13, 2023 – WeCOACH is excited to announce a new national partnership with Endeavor that features a financial investment to bolster the impact of the WeCOACH Mentor Program and more. This year marks the seventh year of the Mentor Program, and with Endeavor as its new champion, over 160 women coach participants will now benefit from dynamic “masterclasses,” featuring WME clients. Endeavor’s support also allocates Academy scholarship funding for women coaches from underserved communities, establishes new research to measure the effectiveness and impact of the Mentor Program, and more.

“As a company, we strive to break systemic barriers and create access, particularly for underrepresented communities,” said Romola Ratnam, SVP and Head of Impact and Inclusion at Endeavor. “WeCOACH has put incredible support in place for women coaches and we look forward to working together to expand and amplify the program.”

"Having personally witnessed the transformative power of mentorship in women's sports, I'm honored to participate in the WeCOACH Mentor Program as a champion," said Lindsay Gottlieb, USC's Head Women's Basketball Coach and WME client. "This Endeavor partnership underscores our ability to expand networks, share experiences, and dismantle barriers for women coaches through collaborative efforts. I'm thrilled to contribute to WeCOACH's vital work in highlighting the pivotal role women play in coaching."

The eight-month WeCOACH Mentor Program was constructed based on research demonstrating that women coaches who have been coaching between 7 to 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 their assigned “trio,” serving as both a mentor and mentee. Participants trios are three levels of mentor/mentee group dynamics based on level of experience: Gold (10+ years coaching experience, head coaching experience preferred), Silver (5-10 years), and Bronze (less than 5 years).

“I became a member of WeCOACH through the suggestion of a longtime mentor of mine, Coach Beth Launiere, so I could learn from, lean in, and give back to the sport I love. We all face similar challenges

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and the WeCOACH Mentor Program offers a community of women in various leadership roles throughout the country who can help us navigate the struggles and the successes of coaching. Marci Kornegay, Julie Shackford, Breanna Finch, LA Lane, and many others have been instrumental in my development as a coach and person. I hope to continue empowering women at all levels of the game as a member of this great organization,” said Cinthia Angus, Assistant Volleyball Coach at Saint Mary's College of California.

“WeCOACH is ecstatic to collaborate with Endeavor to ensure women coaches, in all sports and levels, have long lasting and fulfilling careers, with an overflow of support from their fellow female coaches,” said Vanessa Fuchs, CEO of WeCOACH. “Not only will this partnership with Endeavor accelerate career pathways, and expand networks for current women coaches, but it will also position aspiring women coaches and women from underserved communities on paths for success as leaders in sport. Our organizations’ combined passion for the mission coupled with Endeavor’s expansive network makes the impact potential of this partnership immeasurable.”

To learn more about Endeavor and all WeCOACH partners, visit [wecoachsports.org/get-involved/wecoach-partners](https://wecoachsports.org/get-involved/wecoach-partners). To learn more about WeCOACH programs and member benefits, visit [wecoachsports.org/membership/why-join](https://wecoachsports.org/membership/why-join).

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### **About Endeavor**

Endeavor (NYSE: EDR) is a global sports and entertainment company, home to many of the world’s most dynamic and engaging storytellers, brands, live events and experiences. The company is comprised of industry leaders including entertainment agency WME; and sports, fashion, events and media company IMG. Endeavor is also the majority owner of TKO Group Holdings (NYSE: TKO), a premium sports and entertainment company comprising UFC and WWE. The Endeavor network specializes in talent representation, sports operations & advisory, event & experiences management, media production & distribution, experiential marketing and brand licensing.

### **About WeCOACH**

Founded in 2011, WeCOACH is a one-of-a-kind 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 a stagnant 43% in Division I, 41% across all three NCAA Divisions, with only 7.3% women head coaches of color (Division I). 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](#).

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