

News Release



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WeCOACH Receives \$125,000 Grant from Truist to Support WeAMPLIFY

November 30, 2022 – WeCOACH has received a transformational grant in the amount of \$125,000 from Truist Financial Corporation through its Truist Charitable Fund, a donor-advised fund at The Winston-Salem Foundation, to support WeAMPLIFY, our Women Coaches of Color initiative.

“The data tells us an investment of resources and dedicated action is needed to move the numbers to support and increase women in coaching, particularly women of color. This grant funding will enhance the professional leadership opportunities for our WeAMPLIFY participants, expand our recruiting and staffing efforts, and generate critical research data. On behalf of our entire WeCOACH Community, we are grateful to Truist for empowering our organization to advance and amplify the lives and careers of our members,” said WeCOACH CEO, Vanessa Fuchs.

WeAMPLIFY was created to drive change and conversation surrounding social and institutional barriers, and to amplify the voices, visibility, and value of women coaches of color. Truist grant funding will grow our specific programming for women coaches of color to better equip them with tools to advance and thrive in their coaching careers. Through our existing virtual and now in-person WeAMPLIFY leadership and networking programs, WeCOACH will advance its mission to exponentially move the numbers in terms of recruiting, advancing, and retaining women coaches in all sports and levels.

“Whether it’s on the field or in the workplace, supporting opportunities for women, including women of color, to grow and demonstrate their leadership is critical to gender and racial equality,” said Emily Dawkins, north Florida regional president for Truist. “The leadership training and programming that WeCOACH’s Women Coaches of Color initiative is making in the lives of female coaches encapsulates Truist’s purpose of inspiring and building better lives.”

The next WeAMPLIFY virtual gathering is scheduled for Monday, January 9, 2023. For more information, visit wecoachsports.org/programs-events/weamplify/.

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

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by women. Today, 50 years later, data indicates that number has decreased to a stagnant 43% in Division I (41% in all three NCAA Divisions), with only 7.3% women coaches of color. Five percent of women coach men's teams, and at the youth level, the data is hard to estimate, approximately less than 20% of teams are coached by women. As part of its year-long Title IX 50th Anniversary campaign, WeCOACH launched MOVE the NUMBERS to help change the landscape for women coaches and to impact history for the next 50 years. For more information, visit wecoachsports.org/50th.

About Truist Charitable Fund

The Truist Charitable Fund is a donor-advised fund advised by Truist and administered by The Winston-Salem Foundation.

About Truist

Truist Financial Corporation is a purpose-driven financial services company committed to inspiring and building better lives and communities. Truist has leading market share in many high-growth markets in the country. The company offers a wide range of services including retail, small business and commercial banking; asset management; capital markets; commercial real estate; corporate and institutional banking; insurance; mortgage; payments; specialized lending; and wealth management. Headquartered in Charlotte, North Carolina, Truist is a top 10 U.S. commercial bank. Truist Bank, Member FDIC. Learn more at Truist.com.

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