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FOR IMMEDIATE RELEASE

## WeCOACH Launches Title IX 50th Anniversary "MOVE *the* NUMBERS" Campaign

June 23, 2022 – Thirty-seven words that changed everything. Fifty years ago, countless lives were transformed when Title IX was passed on June 23 as part of the Education Amendments Act of 1972 - a law that removed barriers and exponentially opened up access to education programs and activities for all, while also advancing millions of girls and women in sport. Fifty years later on June 23, 2022, WeCOACH launches a year-long celebratory campaign entitled "**MOVE *the* NUMBERS**," along with a new commemorative logo and dedicated 50th Anniversary [landing page](#).

The **MOVE *the* NUMBERS** campaign is designed to achieve three goals:

1. Raise the critical funding necessary to support our WeCOACH mission to considerably increase the number of women coaches in all sports and levels
2. Increase the number of year-round growth and leadership development programs
3. Offer enhanced member benefits to impact and elevate a greater number of women coaches in our WeCOACH Community

Prior to Title IX in 1972, over 90% of women's collegiate sports teams were coached by women. Today, 50 years later, data in the 2021-22 Women in College Coaching Report Card, a 10-year collaboration between [The Tucker Center for Research on Girls & Women in Sport](#) and WeCOACH, indicates at the NCAA Division I level, that number has decreased to a stagnant 43%, with only 7.3% women coaches of color. According to the NCAA, for all three divisions, 41% of women coach women's teams, and 5% coach men's teams. At the youth level, data is hard to estimate, but approximately less than 20% of teams are coached by women.

WeCOACH is a one-of-a-kind nonprofit dedicated to recruiting more women into the coaching pipeline, advancing their careers and retaining women coaches in all sports and levels through year-round growth & leadership development programs. Our events focus on offering strategies to address the challenges and obstacles women face to stay in, feel supported, and advance in their coaching career. Funds raised during the **MOVE *the* NUMBERS** campaign will be applied towards securing nationally renowned speakers, removing financial barriers to allow more women coaches cost-free access to our transformational events and expanding upon the programs we offer to impact a greater number of members in our WeCOACH community.

Throughout Title IX's golden anniversary year and beyond, WeCOACH will host events for members to learn about our history, celebrate the present and **MOVE *the* NUMBERS** to impact history for the next 50 years.

How you can help us **MOVE *the* NUMBERS**: (visit our [website](#) for detailed information):

- **Fund Women Coaches Academy Scholarships** for collegiate and high school coaches. Donors have the option to fund Academy Scholarships to send a current woman coach to our Academy cost-free in the name and honor of a woman coach who has impacted his or her life (e.g., Muffet McGraw Academy Scholarship).
- **Donate to our \$50/Fifty or \$50K for the 50th fundraising initiatives.** All WeCOACH Community members and supporters (coaches, administrators, male allies, partners, etc.) are encouraged to make a tax-deductible gift during this 50th celebratory year.
- **Become a member of WeCOACH or gift membership(s) to women coaches.** Youth/club/high school memberships are only \$59/year and college/professional memberships are \$99/year. Ally memberships are \$79 (retired coach, administrator, male ally, etc). Discounts are available for group memberships. Schools and universities are encouraged to invest in your women coaches with annual WeCOACH memberships as we celebrate the 50th Anniversary of Title IX.
- **Purchase *Winning Ways of Women Coaches* for 20% off.** Edited by former WeCOACH Board President and volleyball coaching legend, Dr. Cecile Reynaud, this book features chapter contributions from 20 of the most exceptional women coaches in the world. *Author and contributor proceeds from the book go directly to WeCOACH to further our mission.* WeCOACH is offering an exclusive 20% off promo code — visit our [website](#) for more information.
- **Order today: The Future is Female Coaches (FIFC) shirt.** Thanks to our partner [Bakline](#) for designing our commemorative logo and new line of shirts, The 50th Anniversary Commemorative Collection. Select from two shirt designs (37 Words or FIFC) that are available in multiple colors. *Bakline donates a portion of each sale to advance our WeCOACH mission.*
- **Partner Opportunities.** In August, WeCOACH will announce an enhanced member benefits program featuring WeCOACH Partners who have teamed up with us to impact and elevate our community of women coaches. Enhanced member benefits will include access to national experts, consultants, speakers, resources, toolkits, services & products. For more information email [info@wecoachsports.org](mailto:info@wecoachsports.org).

### Upcoming WeCOACH 50th Anniversary Events - Engage & Get Involved:

- June 30th video chat: "Before & After Title IX: A Woman's Life In Sports". [Registration](#) is FREE and open for our first of many 50th Anniversary celebratory programs and events planned for this year.
- **Winning Ways of Women Coaches Book Club:** Coming in August! WeCOACH members will have an opportunity to hear from and engage with the women coaches who contributed chapters. Registration for the Book Club will start in August and will be open to the first 100 members who sign up—[buy your copy today](#) (20% off)!

Visit our [website](#) throughout this celebratory year as we will announce additional events and resources. Together we will **MOVE *the* NUMBERS** to support and increase women in coaching!

For any inquiries about the **MOVE *the* NUMBERS** campaign, email [info@wecoachsports.org](mailto:info@wecoachsports.org).

### About WeCOACH

Founded in 2011, WeCOACH has become the premier membership organization committed to recruiting, advancing, and retaining women coaches across all sports and levels. Previously known as the Alliance of Women Coaches, the organization reinvigorated its brand in August 2018. By providing a supportive and unified network, leadership and development programs and resources, and access to in-person and digital resources, WeCOACH is changing the landscape for women coaches.

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