



FOR IMMEDIATE RELEASE

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WeCOACH Announces Hudl as Inaugural Mission Partner

January 19, 2024 – WeCOACH is excited to announce Hudl, the global leader in performance analysis technology, as the organization’s first Mission Partner. Through this partnership, Hudl’s generous investment in the WeCOACH mission will have a year-round presence and impact on our growing community of women coaches, and elevate our efforts to recruit, advance, and retain women in coaching.

"At Hudl, we’re committed to leveling the playing field in sports, not just for athletes and teams, but for the coaches leading them. Our shared mission with WeCOACH has helped create incredible moments together for the coaching community, including the BreakThrough Summit and the About Time podcast. As we celebrate five years of making a meaningful impact together on thousands of people, we're excited to deepen this collaboration as a Mission Partner and continue to shape the future of women leaders in sports," shared Hudl’s Chief People and Legal Officer Jasmine Kingsley.

A longtime provider of scholarships to both the WeCOACH Youth & High School Women Coaches Academy, as well as the WeCOACH-NCAA Women Coaches Academy, the additional programs impacted through support from Hudl include the Divisions II & III Development Program and the new WeELEVATE Assistant Coaches Workshops. In addition, Hudl and WeCOACH launched in September the new [About Time](#) podcast to empower women and girls through the personal journeys of successful women in sports. This podcast explores key topics in women's sports and inspires the next generation to find their own path.

"Hudl continues to step up and lead the way to empower women in sport through their significant commitment to and investment in equity, diversity, and inclusion. We are proud to align with a partner that has infused such an impressive culture within the Hudl brand and across all of the

talented team members who lead their company. Hudl is a cherished partner in our WeCOACH Community, and we are thrilled to expand our collaborations to impact even greater change,” said Vanessa Fuchs, CEO of WeCOACH.

To learn more about Hudl and all WeCOACH partners, visit wecoachsports.org/get-involved/wecoach-partners. To learn more about WeCOACH programs and member benefits, visit wecoachsports.org/membership/why-join.

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ABOUT HUDL

Hudl empowers more than 220,000 teams globally to reach their potential. A complete suite of video and data products ensures coaches and teams at every level of sport have the information and insights they need to be their best. Our smart cameras capture every second of the action, and our software makes video easy to access, analyze, share and learn from. That video also enables athletes to get recruited and teams at every level to find their next star. And fans and communities who want to be part of the action can connect to livestreaming, athlete highlights and team profiles. That’s why more than 8M users across 40+ sports trust Hudl for every moment that matters to them. Learn more at Hudl.com.

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 46% in Division I, 41% across all three NCAA Divisions, with only 6.2% 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](#).