

UN Women and the WFTDA



**UN
WOMEN**



SHARED VALUES:
Gender Equality Through
Collaboration



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UN Women China: He for She



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Project Overview:

The WFTDA will endeavor to raise \$10,000 for “One Win Leads to Another” through individual online and in-person contributions. We will also endeavor to raise \$5,000 to cover the cost of running skating clinic sessions in Brazil, and engage with sponsorship partners to help us provide these sessions.



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Project Outcomes:

- \$15,000 total raised in support of UN Women and a WFTDA skating clinic
- 2 videos of 2-3 minutes that be used to help us tap into future development opportunities, and hopefully additional projects with UN Women
- Establishing a pipeline for skaters in Brazil to funnel into WFTDA events and pathways
- Co-branded t-shirt design



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Project Exposure:

- Increase in Facebook, Twitter and Instagram impressions
- Connecting ESPNw and UN Women for potential future partnerships and conversations
- Opening opportunities for collaboration with partner orgs in emerging markets (governing bodies, JRDA, etc.)



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Fundraising Initiatives:

- Online donation platform
May-December
- T-shirt fundraiser (online) May, June & August
- In-person donation collection - D2 and D1 Playoffs
- In-person tournament 50/50 raffles - Championships



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Q&A: Beatrice Frey

