

# WOMEN IN SPORT

## Take action this International Women's Day

Join the '24 for 24' Challenge



**This International Women's Day, help us close the 24% Gap.**

This March, we're taking action. Because in England, 24% fewer girls than boys play team sport.

**The gender play gap isn't about talent. It isn't about ambition. It's about opportunity. And together, we can change that.**



### Why This Matters

By the time they reach school, many girls are already behind in sport. They've had fewer chances to build skills. They're less encouraged to play. They're more likely to be pushed to the sidelines.

### Today:

- ⚽ 24% fewer girls than boys play team sports
- 🚫 Only 21% of team sport opportunities are girls-only
- 🟡 Urban and deprived areas have the fewest girls-only opportunities
- 🍌 In 6 out of 10 "mixed" sports, girls participate less than boys

Without intentional girls-only spaces, sport too often defaults to boys' needs and **girls are quietly pushed out**. Not because they don't want to play. But because **the space wasn't designed for them**.



# FUNDRAISING IDEAS

Take action in March to help us close the 24% Gap

This International Women's Day, we're stepping up for the girls missing from the game.

**Choose your challenge. Rally your team. Raise funds. Create real change.**

## OPTION 1

The 24 for 24 Challenge

Take on a "24" inspired challenge and help close the 24% gap.

### Choose your 24:

#### **Run 2.4km**

Ask friends, family or colleagues to sponsor your run. Set a target and share your JustGiving link in advance.

**Bonus:** run it as a lunchtime team event and charge a small entry fee (donation).

#### **Complete a 24-minute workout**

Host a 24-minute fitness session at work, school or your club. Charge £5-£10 per participant to join.

#### **24 Hour Challenge**

Take on a 24-Hourathon! Join solo or as a team, pay to take part or get sponsored for your hour, and keep moving: dancing, cycling, stepping, or playing your sport!

#### **Score 24 goals**

Organise a penalty shootout or 5-a-side mini tournament. Teams donate to enter, and spectators can pledge £1 per goal scored.

#### **Bake 24 (or 240!) cakes**

Ask supporters to pledge a donation for each cake baked or sold. Turn it into a team challenge, the team that bakes the most cakes wins bragging rights, and everyone donates to take part!

#### **Shoot 24 netball shots**

Host a shoot-a-thon and get people to sponsor each successful shot. Charge an entry fee and invite spectators to donate on the sidelines.

## OPTION 2:

The 240,000 Steps Challenge: *Let's take 240,000 steps toward equality*

Throughout March, log your steps collectively and work together to **reach 240,000 steps** (or beyond).

Perfect for workplaces, schools, universities and sports clubs.

### How to raise money:

- Participants get sponsored per 1,000 steps
- Teams compete & add a £5-£10 entry fee per participant
- Departments pledge a donation if the target is reached
- Employers match the total raised

**Turn everyday movement - on the commute, in PE lessons, at training - into collective impact.**

# FUNDRAISING HINTS AND TIPS

## **Spread the word**

Tell people who you're fundraising for and why - show the impact, and they'll be more likely to support you.

## **Engage your network**

Ask friends, family, and colleagues to donate, share, or connect you with others who can help.

## **Employer match**

Check if your workplace offers matched funding to double your donations!

## **Get active**

Involve your gym or sports club - you might find new supporters or a training buddy.

## **Share your story**

Contact local media to boost awareness and attract more support.

## **Stay connected**

Send us your photos, videos, and updates - we'd love to share your journey!

## **Track progress**

Blog, vlog, or link your training app to your fundraiser to keep supporters engaged.

## **Get Sponsored**

Share your fundraising page link (JustGiving, Enthuse etc.) with friends, family, colleagues, or your community. Every share helps!



*“Sport has shaped who I am, I’m raising funds for Women in Sport because every girl & woman deserves the chance to experience the joy, confidence, & camaraderie that sport brings.”*