

ICC WOMEN'S T20 WORLD CUP

Rally your community around the cricket action while raising vital funds for women and girls in sport this summer

WOMEN
N
SPORT



Women's cricket is exploding. Last year's ICC Women's Cricket World Cup in India drew in **185m viewers**, equalling the audience of the men's final in 2024.

The Lionesses, Red Roses - and now England's female cricketers - have shown girls that there's a place for them at the top of sport. **So why is there still a 24% gap between boys and girls who play team sport?** From harmful stereotypes, to lack of girls' teams, and too few female coaches, girls still face barriers in sport every day.

Help us make this summer **#MoreThanAMoment**, celebrating what's possible while demanding equal access for women and girls.

Why support Women in Sport?

We are the longest-standing charity in our field, with over four decades of securing change for women and girls.

Our programmes have helped **thousands of girls across the UK** to experience the joy, fulfilment and lifelong benefits of sport.

And our research has **challenged gender inequalities**, exposed misogyny, and influenced government, media and education.

But we can't do what we do without you. Your support helps us continue our vital work - **join #TeamWomenInSport today.**



WAYS TO GET INVOLVED

Fun and simple ways to engage your club, friends, family or organisation this summer

📺 **Host a watch party**

Host a World Cup watch party with friends, family, or colleagues. Charge a small entry fee, run a snack bar, or ask for donations while cheering on your favourite teams together.

🏏 **Mini cricket tournament**

Organise a friendly mini cricket tournament or softball cricket day. Teams can pay an entry fee, with all proceeds supporting Women in Sport.

🍴 **Cricket brunch or BBQ**

Bring people together for a cricket-themed brunch or BBQ inspired by Women's T20 World Cup nations. Ask guests to donate what they'd usually spend on a meal out.

🎪 **Cricket carnival**

Create a fun cricket carnival with games, challenges, raffles, and activities for all ages. Ask local businesses to donate prizes and raise funds through tickets and stalls.

❓ **Quiz**

Host a cricket-themed quiz night packed with trivia, player facts, and team knowledge. Charge an entry fee and award a prize to the winning team.

🎯 **Rounders**

Run a rounders tournament or friendly match for colleagues, friends, or your community. Players can donate to take part, with the winners receiving a fun prize.

🎁 **Charity Raffle**

Organise a fundraising raffle with cricket-themed prizes, hampers, or donations from local businesses. Sell tickets throughout the tournament to maximise fundraising.

🍴 **Come Dine with Me**

Host a dinner party where each course is inspired by a Women's T20 World Cup nation. Guests can donate in place of bringing gifts or paying for a meal out.

🍪 **Bake Sale**

Hold a cricket-themed bake sale with decorated cupcakes, cookies, and treats inspired by the tournament. Sell your bakes to raise money.



FUNDRAISING HINTS AND TIPS

Ways to take your fundraising to the next level

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

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!

Promote your event

Use social media, leaflets or posters to shout about what you're doing and get everyone involved

Set up a giving page

Create a [JustGiving page](#) to gather donations or send contributions to us via [our website](#)

How we can support you

We are so grateful for your support and we are here to help! Here's just a few of the ways we might be able to support you, as you support us:

1-1 support

Our team is on hand to provide guidance, answer questions, and help you make the most of your event

Women in Sport merchandise

We can provide posters, digital assets or t-shirts to help raise awareness and make your event stand out

Promotion & awareness

We can help amplify your efforts by sharing your event through our social media channels

Meet the team

Opportunities to connect with the Women in Sport team, hear about our work, and share your fundraising journey

Get in touch at info@womeninsport.org



**WOMEN
IN
SPORT**

Because women
and girls belong

#MoreThanAMoment