



WAKO **WOMEN** AGAINST CANCER 3rd Edition 2019 - REPORT

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GENERAL GOAL

Spread the message “Sport for health” – together we can! To involve Wako people in fighting cancer, informing them and raise money to devolve to social or scientific subjects which daily work in fighting cancer.

In 2019, we supported the Campaign selling merchandising to raise funds. In this year we tried to support directly the Wako athlete Paulina Jarzmik, giving her a part of the raised funds

TOTAL FUNDS RAISED AND DONATED: 2.560,00 €

COMMUNICATION PLAN

1. We promote the LOGO of the Campaign, putting it on all promotional materials of the tournaments involved and on the dedicated merchandising



2. We posted on the dedicated Facebook page. At the moment the page has 800 followers and some of our post reached more than 4000 people

<https://www.facebook.com/WAKO-WOMEN-Against-Cancer-400754180273738/>

WWAC a Social Campaign to fight cancer through Kickboxing

Managed and supported by Wako Women Committee

Chairman: Mrs. Katarzyna Kociszewska (Poland) biuro@sportmasters.pl

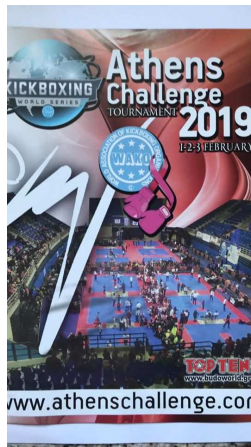
Project Promoter: Benedetta Teruzzi (Italy) be.teruzzi@gmail.com



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3. The Campaign has been promoted on WAKO website

ATHENS CHALLENGE – 1st/3rd FEBRUARY 2019 - ATHENS (Nikkos Memos)



SCIENTIFIC PARTNER: THE SMILE OF THE CHILD

FUNDS RAISED: 1.060,00 €

GADGET:



T-SHIRT



CUPS



PENS

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POINTFIGHTING CUP – 30TH /31ST MARCH 2019 – MILAN (Andrea Ongaro)



SCIENTIFIC PARTNER: FONDAZIONE IEO CCM AND PAULINA JARZMIK



FUNDS RAISED: 1.000,00 €
€ 700,00 TO FONDAZIONE IEO CCM
€ 300,00 TO PAULINA

GADGET:



LIPSTICK PENS



FOULARDS



MACARONS

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YOKOSO DUTCH OPEN – 23rd /24TH MARCH 2019- AMSTERDAM (Alex Engelhardt)



T-SHIRT

FUNDS RAISED: 500,00 €
€ 500,00 TO PAULINA

...HISTORY TILL NOW

- 2017 – N. 3 Tournaments involved - € 2.788,00 raised
- 2018 – N. 3 Tournaments involved - € 2.285,00 raised
- 2019 – N. 3 Tournaments involved - € 2.560,00 raised

TOTAL FUNDS RAISED IN 3 YEARS:
7.633,00 €

A BIG THANKS TO ALL WAKO PEOPLE!

WE ARE WORKING HARD TOGETHER IN 2020

WE HOPE IN INCREASING PROMOTERS' INVOLVEMENT IN THE CAMPAIGN

On Behalf of the entire team
Benedetta Teruzzi

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