



## WAKO WOMEN AGAINST CANCER 2<sup>st</sup> Edition 2018 - 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 2018, there were two different ways to support the Campaign:

- A. To Sell merchandising to raise funds
- B. To promote the activities of the Campaign

**TOTAL FUNDS RAISED AND DONATED: 2.285,00 €**



**WWAC a Social Campaign to fight cancer through Kickboxing**

*Managed and supported by Wako Women Committee*

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

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



## WAKO WOMEN AGAINST CANCER

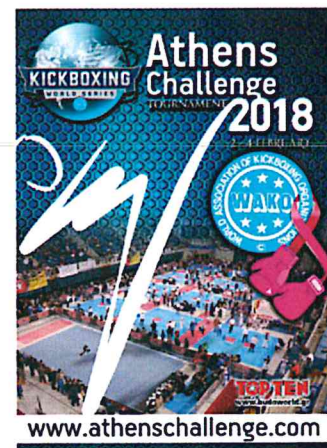
### COMMUNICATION PLAN

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/>



3. The Campaign has been promoted on WAKO website

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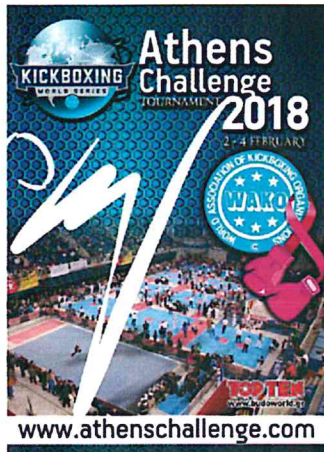


## WAKO WOMEN AGAINST CANCER

A. To sell merchandising to raise funds

ATHENS CHALLENGE – 2<sup>ND</sup>/4<sup>TH</sup> FEBRUARY 2018 - ATHENS (Nikkos Memos)

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SCIENTIFIC PARTNER: THE SMILE OF THE CHILD

**FUNDS RAISED: 1.250,00 €**

### GADGET:



T-SHIRT



ECO BOTTLES



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**WAKO WOMEN AGAINST CANCER**

**POINTFIGHTING CUP – 7<sup>th</sup>/8<sup>TH</sup> APRIL 2018 – MILAN (Andrea Ongaro)**



**SCIENTIFIC PARTNER: FONDAZIONE IEO CCM**



**FUNDS RAISED: 1.035,00 €**

**GADGET:**



**BARCELETS**



**FOULARDS**

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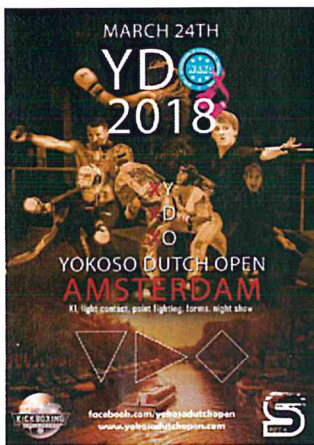


**WAKO WOMEN AGAINST CANCER**

**B. To promote the campaign**

**YOKOSO DUTCH OPEN – 24<sup>TH</sup> MARCH 2018- AMSTERDAM (Alex Engelhardt)**

Mr. Alex Engelhardt and Mrs Gina Engelhardt Auè gifted special pins to all referees and volunteers



**...HISTORY TILL NOW**

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

**TOTAL FUNDS RAISED IN 2 YEARS:  
5.073,00 €**

**A BIG THANKS TO ALL WAKO PEOPLE!**

**WE ARE WORKING HARD TOGETHER IN 2019**

**WE HOPE IN INCREASING PROMOTERS' INVOLVEMENT IN THE CAMPAIGN**

On Behalf of the entire team  
Benedetta Teruzzi

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