

# Fund Finance Friday



## Women in Fund Finance Challenge: International Women's Day 2024

February 9, 2024



In celebration of International Women's Day, join Women in Fund Finance to raise money for Heifer International's Women Entrepreneurs 2 project, in Mexico, which will assist 1,000 families in the Yucatán Peninsula to close the living income gap by developing and/or strengthening women-led cage-free egg businesses that link to the market and strengthen the communities' social capital. Click [here](#) to learn more information.

Have your organization form a team or join one of the existing teams! The instructions are listed below and are super simple. Once you have registered and have joined a team, beginning on March 1st and extending through the entire month of March, you can record miles through walking/running as well as a wide list of exercise from yoga, cycling, skiing, playing soccer, swimming, HIIT classes, etc... You just have to move and the Racey app will assign you a certain number of minutes based on the intensity of the activity! Everything is done via your team's race page or by using the Racery iOS App or Android App.

Our goal is to truly "race around the world" during the month of March to collectively log 24,901 miles / 40,075km total - the circumference of the globe, and to reach a fundraising goal of US\$30,000 in support of this wonderful project. This is open to our constituents, allies, family and friends! We #inspireinclusion and look forward to seeing your miles logged beginning on March 1st!

To participate:

Step 1: Register with your name and email at the link here >> [WFF Virtual Race](#)

Step 2: When registering you will pay the \$11 registration fee, and we are asking for a minimum donation amount of US\$25 per person for Heifer International.

Organizations can form teams for their employees to join, or to compete as an individual, join the WFF/F mixer team! There is no age limit so friends, family colleagues are all welcome to participate.

Step 3: Share via Facebook, Twitter, LinkedIn, Email or Text for support from your friends and family!

Step 4: Throughout the month, take photos and video and share with us at [info@womeninfundfinance.com](mailto:info@womeninfundfinance.com). Photos/videos/chats can also be shared through the Racery platform!

Step 5: Record your activity. We will not require proof but feel free to share a photo of your Strava, Garmin or other activity record on Racery.

You'll earn a position in an individual leaderboard, and you'll also be part of a team competing together on miles and money raised. On top of the individual and team competitions, everyone's miles will push our collective avatar on a

route around the world!

You'll get a digital bib and finish award, and Racery will keep track of fun stats like your total mileage, exercises/week, and streaks!

Even if you choose not to participate in the race around the world, we encourage you and your company to **make a donation** to this incredible organization!

#InspireInclusion