



June 20, 2023

Federation Internationale de Football Association
FIFA Strasse 20
P.O Box 8044
Zurich, Switzerland

Dear FIFA,

We are writing to introduce you to the VOICEINSPORT Foundation - a non-profit organization (501c3) that advocates for girls and women in sport through research, education, and advocacy. Founded by former Nike Executive, Stef Strack, the Foundation is dedicated to creating tangible pathways for equity to be achieved.

As you are aware, women athletes have been fighting for equitable pay for decades, and, despite recent attention and investment into women's sports, there is still a significant pay gap that exists. To address this pressing issue and accelerate change, we have developed a new initiative called the **Side of Equity™ Fund** and players from all the WWC teams are supporting the Fund.

The Side of Equity™ Fund is a global fund designed to help close this gap for women athletes everywhere. The first initiative that the Fund will focus on is the 2023 Women's World Cup, where there is a clear gap in prize money, coinciding with low salaries for women athletes across many of the national governing bodies, and fewer sponsorship opportunities.

We recognize and applaud the progress that you have made in increasing the prize money for this year's WWC, as well as the recent \$30,000 stipend announcement; This will undoubtedly have a positive impact on every player. However, we firmly believe there is still much work to be done, as this latest increase represents only 25% of the prize money awarded to the winning men's team in 2022.

Complimenting your recent announcements, our Side of Equity™ Fund provides a tangible pathway for brands, both large and small, and individuals to directly contribute and support women athletes. The Side of Equity™ Fund will raise money for all the women playing at the WWC and honor the winners from the past eight tournaments where the prize money set by FIFA was either zero or 2-7.5% of the men's prize money. In fact, it wasn't until 2007, after 4 official WWC's that FIFA created prize money for the women's tournament. While we acknowledge that your goal is to close the gap in prize money by 2026/27, we would like to see progress sooner and so our goal is to raise \$330 million and close the pay gap today, with the fans and brands that believe in equitable pay.

We hope for your support in our efforts to close the prize money gap through our Side of Equity™ Fund. We invite you to join us by increasing the prize money for this year's WWC, or by encouraging your official brand partners of the WWC to integrate the Side of Equity™ Fund into their marketing campaigns. This way the players can directly benefit from the incredible moments this summer in New Zealand & Australia.

We believe we will inspire the expected 2 billion-plus viewers of this year's tournament to join the fight for equity. Don't get caught offside, and join us on the right Side of Equity™.

Sincerely,
The VOICEINSPORT Foundation

REFERENCE:

About Side of Equity™ Fund: <https://www.voiceinsportfoundation.org/side-of-equity>

Historical Reference: <https://www.voiceinsportfoundation.org/history>