Women on the Run

"Every step counts"

RUN WITH US!

El Camí de la Solidaritat

From the 9th to the 16th of May, let's run together to promote equal opportunity for women.

We seek your participation!

Collaborate and participate in the Women's Solidarity Race!

#WomenOnTheRun

Let's add the kilometres TOGETHER!

Each participant will choose their route of 2km, 5km or 10 km that will be registered in the APP "RockTheSport" that we have enabled.

If the health situation allows it, each school or community can organize the run together.

The registration fee is € 5 and the proceeds will go to the **Spanish Association Against Cancer** and the program "**AWASUKA - Smokeless Kitchens**" in remote areas of Nepal.

Where?

Thanks to the option to join the initiative **online**, the race will take place anywhere in the world through the app **"Rock The Sport"**

This past year's virtual edition gathered over 1.145 runners in 18 countries and we plan on having even more participants in **2022 edition**!

Who are we?

The international solidarity race is organized thanks to the help and the collaboration of various NGOs and organizations such as:

El Camí de la Solidaritat

180Degrees CONSULTING

El Camí de la Solidaritat

El Camí de la Solidaritat is an international NGO driven by the 17th United Nations Sustainable Development Goal of "Partnerships for the Goals."

We collaborate with other non-profits to amplify their impact, assisting them with marketing, fundraising, impact assessment, translation, and communication.

Our current project: Awasuka Program

We are currently fundraising for the AWASUKA Program, a Catalan-Nepalese non-profit tackling the indoor air pollution crisis in Nepal by locally manufacturing, transporting, and installing *smokeless kitchens* in rural areas.

With the help of
30 volunteers, we raised

40.000 €

to install

400 smokeless kitchens

The Program has social, economic, and environmental benefits:

- Improves living conditions to recuperate on health of women & children
- Facilitates the economic empowerment of women and promotes gender equality
- Reduces traditional fuel consumption and carbon emissions released into the atmosphere

180 Degrees Consulting

We are collaborating with 180 Degrees Consulting to maximize our chances of success.

We are working with both 180 Degrees Consulting Milan and National University of Singapore to have access to high quality consulting services.

Major Awards

Best new EU branch	2015
Best branch runner-up	2016
Best branch EMEA	2017

With global recognition, 180DC Milan provides useful insights for projects

Industry partners

6 industry partners including consulting firms such as PwC, Oliver Wyman

Completed projects

58 Milan & 23 NUS

180DC delivers actionable strategies and tangible results.

More about 180DC:

The Milan branch is a diverse group of students with different backgrounds, nationalities, and academic paths. They are passionate about helping organizations increase their social impact.

Proceeds

The participation in **the international solidarity race** will have a direct impact in improving people's lives.
The **proceeds** coming from the race will in fact be distributed towards:

AWASUKA
आवासुका - आवास सुधार कार्यक्रम

asociación española contra el cáncer

Proceeds: Awasuka Program

Part of the proceeds will be distributed towards the **Awasuka Program** which fosters "**safe homes**" by installing **smokeless kitchens** in the rural areas of **Nepal**, impacting over **2.400 people** living in extreme poverty for the **next 15 years.**

PROBLEMS

caused by household air pollution from inefficient cooking practices

24.000 deaths annually

226.000 people develop respiratory illnesses due to inhalation of pollutants

7 hours of daily exposure to pollutants for women and children

pollution caused by firewood, one of the most polluting fuels for the environment

IMPACT

of installing smokeless kitchens

HEALTH AND ENVIRONMENT

50% decreased risk of developing health problems

161€ saved in health treatment costs per household annually

100 prevented deaths after installing 500 smokeless kitchens

564kg CO2 emissions reduced annually per kitchen

60m2 forest wood saved per year per kitchen

SOCIAL

2.400 people impacted by the program

7 Nepalese locals employed through the program

245h of time saved in firewood harvesting per household each year

2h gained per day from reduction in cooking time with a smokeless kitchen

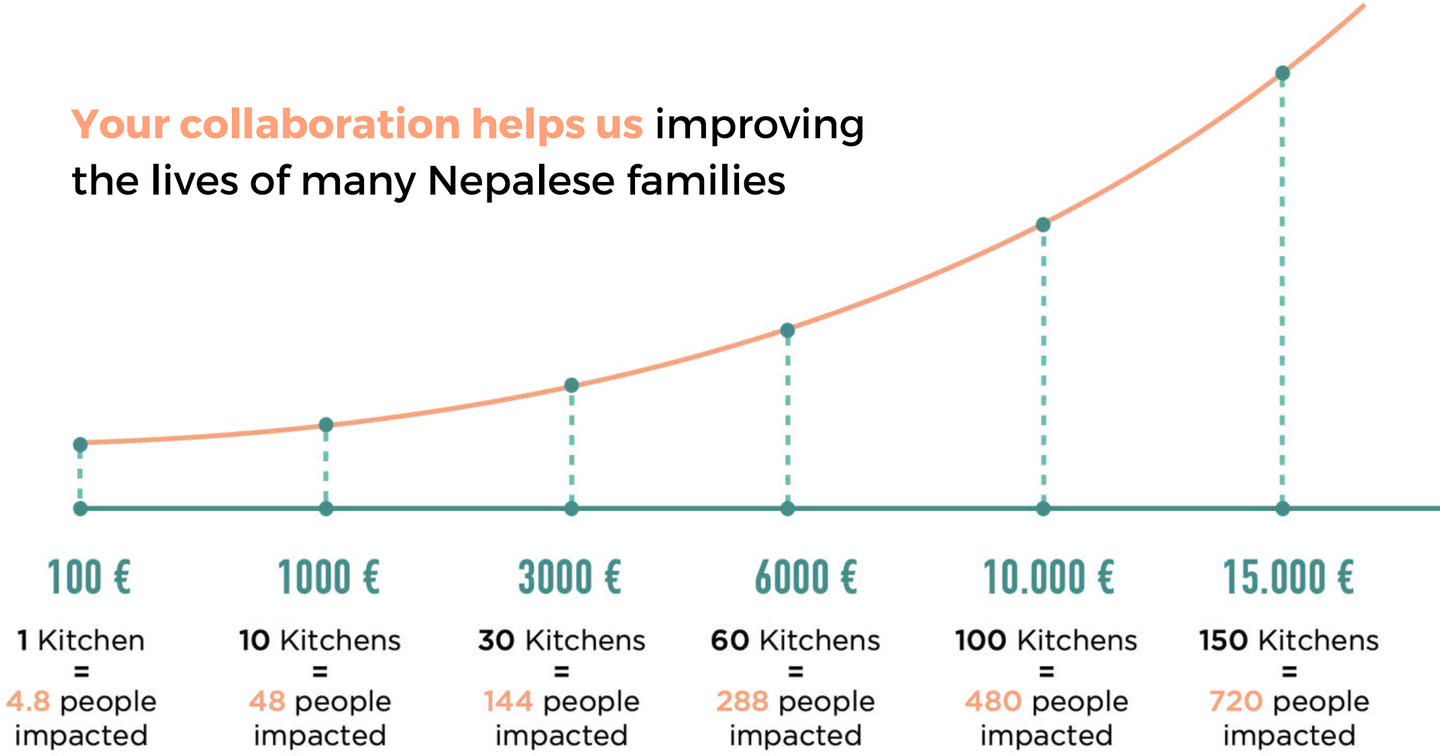
Proceeds: Awasuka Program

SMOKELESS KITCHENS - PROJECT 2021

Our Objective:

Collaborate with the AWASUKA Program to change the lives of **2.400 people** by installing **500 smokeless kitchens** with the possibility of expanding the project in more remote areas of Nepal.

Your collaboration helps us improving the lives of many Nepalese families



Proceeds: Spanish Association Against Cancer

asociación española contra el cáncer

The remaining part of the proceeds will be devolved towards the **Spanish Association Against Cancer**, a non-profit organization operating throughout **Spain** to lead the Spanish society's efforts to **reduce the impact of cancer** and **improve people's lives**.

Milestones:

€ 79m
Donated to Research Projects

401
Research Projects thanks to Donations

€ 20,7m
Earmarked for Cancer Research in 2019

Reducing cancer's impact on society can only be achieved through a **comprehensive approach**, that is why the **Spanish Association Against Cancer** cares for everyone's health and stands by those affected while promoting quality research.

Proceeds: Spanish Association Against Cancer

asociación española contra el cáncer

SPANISH ASSOCIATION AGAINST CANCER

Our Objective:

Collaborate with the Spanish Association Against Cancer to decrease the impact caused by cancer and improve people's lives.

The funds raised will be invested in the three main activities of the association:

- **Health education** with a comprehensive approach.
- **To support and accompany** sick people and their families through medical and nursing guidance, psychological care, social care and accompaniment.
- To **finance research projects** that will enable better diagnosis and treatment of cancer, **promote talent** and **provide stability to the professional careers** of researchers, facilitate the **participation of Spanish researchers in international consortiums** and **promote research about rare cancers**.

Our aims and objectives

- To reclaim the **women's fight** for equality, peace, justice, full respect for human rights, security and sustainable development, as well as women's equality, participation and **empowerment** in all spheres of society.

- Raise funds for the "**Smokeless kitchens**" project, which has a strong **impact** in the fight to improve the living conditions of women and children in **Nepal**:

  - The installation of smokeless kitchens reduces the **exposure time of women and children**, who spend more time in the kitchen and indoors, to **indoor pollution** caused by **wood combustion and smoke accumulation.**

  - In addition, it reduces **time spent cooking**, therefore allowing the Nepalese, mostly women, to dedicate their time to other important daily activities.

- Raise funds for the **Spanish Association Against Cancer** that works to combat and prevent the **development of serious illnesses such as cancer.**

  The Spanish Association Against Cancer works to **educate in health, support and accompany** sick people and their families, and finance **research** projects that will allow a better **diagnosis** and **treatment** of cancer.

Race Data & Projections

In order to have a clearer vision about the expected outreach of our upcoming races, it's important to look at some data such as:

Overview on our previous race

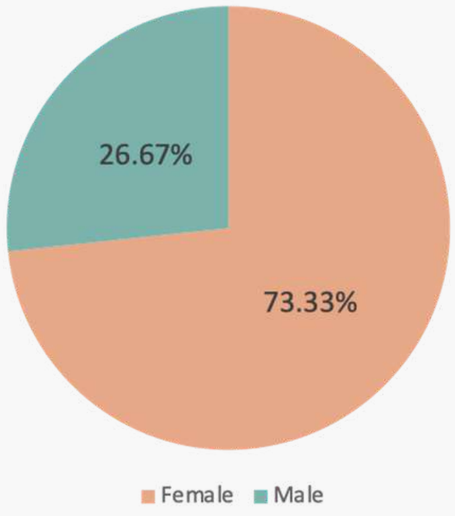
Expected outreach based on coverage network

Overview on previous race: International Women's Virtual Race

According to our collected **statistics** obtained by the *"Rock The Sport" app,* the **average participant** of the past virtual race was a *37-year-old female*

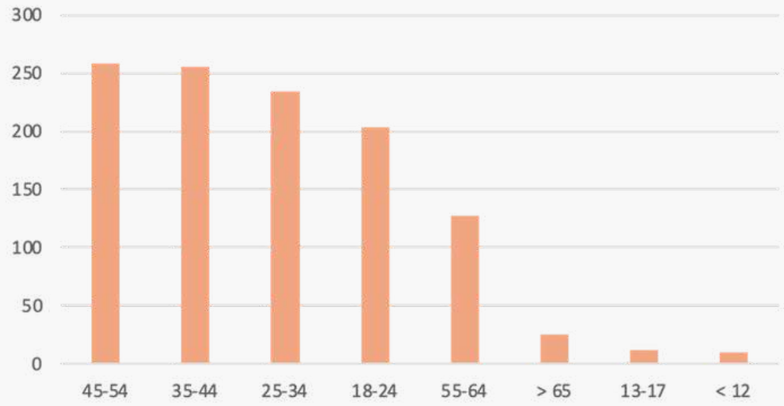
Gender distribution

- Including the 'non-identified' category, **73,3% of participants were female**, accounting for more than **800 women** and just over 300 men.



Age distribution

- Out of the **1,145 runners,** a large share of participants were between the **ages of 45 and 54** (258 people)
- Second largest share of participants were recorded between **35 and 44 years of age** (255 subscriptions)
- The **average age of the participants**, independent of their gender, was approximately **37 years old**, as per the weighted arithmetic average



Our outreach: coverage network

Our event has a **broad national and international coverage**, through **many different** ***communication channels***.

National and local media

Including coverage via:

- **Press**: Mundo Deportivo = 466.000 readers
- **TV**: TV3 = 24.000 viewers
- **Radio**: Cadena Ser = 4.655.000 listeners

RRSS (Facebook, Twitter, Instagram, LinkedIn)

Combined following of 100.000

Famous athletes (Women runners & Women activists)

Combined following of over 25.000

Mailing list

Past outreach agreements of 300.000

> 500.000

Potential outreach

How can you support us?

Participate

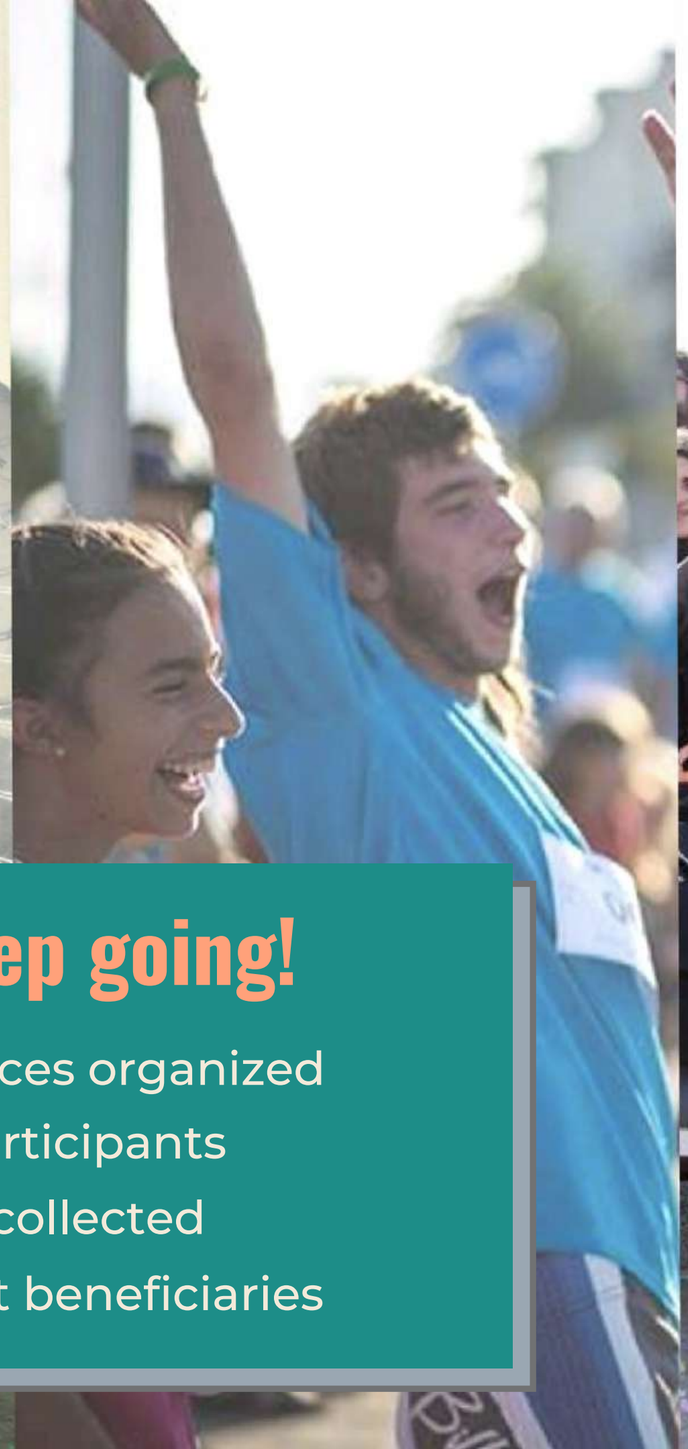
Purchase **solidarity race bibs** for the members of your organization to participate from anywhere in the world!

Contribute

Make a contribution to help **financially support** both the Awasuka Program and the Spanish Association Against Cancer!

Promote

Promote the races within your network to **encourage global participation** that will make a difference in our communities.



Let's keep going!

6 solidarity races organized

+2750 participants

+50K€ collected

+3900 direct beneficiaries

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