

WOMEN OF COLOUR HOCKEY COLLECTIVE

CENTERING WOMEN OF COLOUR. GROWING THE GAME.

Annual Camp · Scholarships · Mentorship · Community Events

A Canadian Non-Profit | www.womenofcolourhockeycollective.org

WHO WE ARE ?

FORMERLY BLACK GIRL HOCKEY CLUB CANADA

What began in October 2022 as a space centred on Black girls in hockey has grown into a powerful global network supporting all women of colour. We rebranded because our community outgrew our name — in the best way possible.



OUR MISSION

"Centering Women of Colour. Growing the Game." We create access, build leadership, and foster belonging across borders, identities, and levels of play — from local rinks to international stages.

SHE BELONGS HERE

Through mentorship, scholarships, financial aid, equipment support, community events, and now international programming — we remove every barrier between women of colour and hockey.



420+

Participants (All Free)

\$100K+

Scholarships & Grants Awarded

PARTNER PROJECTS

Six ways to invest in women of colour in hockey.

ANNUAL SUMMER CAMP

- 250+ participants — Toronto, July 10–12
- All ages & skill levels — free of cost
- All-women-of-colour coaching staff
- Camp Media Day + Kickoff Event

SCHOLARSHIPS & FINANCIAL AID

- 13+ annual scholarship awards
- Rolling financial & equipment aid
- \$100K+ awarded to date
- Supporting players at every level

COMMUNITY EVENTS

- PWHL & NHL meet-ups and watch parties
- IIHF Women's World Championships events
- Road trips & college campus tours
- National community activations

MENTORSHIP

- 1-on-1 mentorship program
- Recruitment profiles for athletes
- NCAA & USports pathway support
- PWHL player mentors

SOPHIE'S SISTERS

- Girls ages 8–18 attend a PWHL game together
- exclusive meet and greet with Sophie Jaques
- limited edition WCHC Tote giftbag
- BIPOC girls seeing themselves in the game

WCHC MEDIA HOUSE

- "She Belongs Here" storytelling series
- Event recaps + content production
- Bridging Gaps With Gear program
- Global impact documentary content

WHY PARTNER WITH WCHC ?

REAL REACH

420+ camp participants and growing. Participants travel from across Canada and the United States. Your brand reaches a passionate, diverse hockey community in two countries.

ELITE ATHLETE ASSOCIATION

Active PWHL players Sophie Jaques and Mikyla Grant-Mentis are WCHC mentors. Your partnership puts your brand alongside two of the most exciting athletes in the game.

CONTENT THAT TRAVELS

Every camp, event, and global initiative is documented across YouTube, Instagram, and TikTok. Partner visibility lives long after the event ends.

MISSION THAT MATTERS

Every participant attends free of cost. Every dollar goes directly into the hands of women and girls of colour in hockey. Partnering with WCHC is a direct investment in equity in sport.

GLOBAL FOOTPRINT

WCHC is actively growing the game in Jamaica, Kenya, and beyond. Partners are associated with an internationally recognized program at the forefront of hockey development.

COMMUNITY TRUST

Built over three years from the ground up. WCHC is the most trusted community for women of colour in Canadian hockey — and that trust extends to every partner in our ecosystem.

LET'S BUILD SOMETHING TOGETHER.

Reach out to explore partnership opportunities.

Women of Colour Hockey Collective

"She Belongs Here" · Centering Women of Colour. Growing the Game.

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OPEN PARTNERSHIP CATEGORIES:

Presenting Partner

Title Partner

Community Partner

Scholarship Partner

Apparel Partner

Gifting Partner

Hydration Partner

Media Partner

Global Initiative Partner

In-Kind Partner