



2024-2025
IMPACT REPORT



IMPACT

AT A GLANCE

WOMEN IN FLIGHT BY THE NUMBERS



\$1,481,558

DOLLARS RAISED

2,605

DONORS SINCE PROGRAM INCEPTION

582

CURRENT YEAR DONORS

269

OPPORTUNITIES GRANTED TO FEMALE STUDENT-ATHLETES

12

FEMALE SPORTS PROGRAMS SUPPORTED BY WOMEN IN FLIGHT



EMPOWERING

THE NEXT GENERATION

MISSION

Women In Flight raises awareness and financial support to achieve and maintain excellence across all Oregon women's athletic programs.

FOCUS AND IMPACT

- ✦ Creating sustainable support for women's athletics
- ✦ Developing lifelong skills for student-athletes
- ✦ Building a strong community around Oregon women's sports
- ✦ Improving the female student-athlete experience through:
 - Scholarships
 - Student-athlete experience initiatives
 - Team building opportunities
 - Career development programming
 - Team international tours
 - Community events

GOAL

Set up female student-athletes for success – not just in sport, but in life.

Lyndsey Grein Softball ✦





CELEBRATING 10 YEARS OF WOMEN IN FLIGHT



In 2014, with the help of Dave and Nancy Petrone, the Oregon Athletic Department started Women In Flight, setting the standard for sustainable support of women's athletics. 2024 was the year of "WIF10," celebrating a decade of empowerment, excellence and innovation. Events, social posts, and special tributes all honored the remarkable achievements of Women In Flight.

WIF10 NUMBERS TO KNOW

2,100 Number of Oregon female student-athletes directly impacted by Women In Flight	2,471 Total number of Women In Flight Donors	\$22M Raised for Oregon Women's Athletics, consisting of multi-year pledges, estate commitments, endowments & beyond.	
48K  Number of Women In Flight email subscribers	115  Newsletters sent out to Women In Flight subscribers via email	10  Years of consistent growth for Women In Flight	
705 Women In Flight themed games & community events	12 Sports supported by Women In Flight	73 Team building activities funded	4 Annual average of signature Women In Flight events for female student-athletes

WIF10 MOMENTS



WOMEN IN FLIGHT LIFERS

Women In Flight introduced a new way to support a sustainable future for the program where, for the first time, donors now have the opportunity to set up a monthly recurring gift to Women In Flight.

WIF10 EVENT

On October 7, Women In Flight hosted a special event to celebrate the program's 10-year anniversary and give donors a meaningful way to connect with the mission. Anyone who had ever given to Women In Flight — at any level — was invited to take part.

The two-hour event offered five interactive activities, with attendees selecting two to experience. It was a powerful evening of reflection, celebration, and continued momentum for the future of Oregon women's athletics.

CLICK FOR
VIDEO



THE RISING TIDE

2024 ALUMNAE GIVING CAMPAIGN



The Alumnae Giving Campaign is an annual opportunity for former female student-athletes to reconnect with Women In Flight and support today's student-athletes.

AMOUNT RAISED

\$20,550 CHALLENGE GIFTS

\$18,950 NON-CHALLENGE GIFTS

ACCOMPLISHMENTS

The 2024 Rising Tide campaign focused on helping meet the specific needs of each women's program, based on input from student-athletes and coaches. With the money raised, Women in Flight was able to make investments to improve the female student-athlete experience in the following ways:

Acrobatics and Tumbling

Specialty equipment, including the latest technology in twisting belts, a new Resilite mat, and 8" sting pads

Basketball

WHOOP subscriptions, cutting edge wearable technology empowering our student-athletes with invaluable insights into performance and health

Beach Volleyball

Oregon branded court elements such as netting, pole pads, and line tapes

Golf

Mental sport coaching, specializing in the resilience needed to excel

Lacrosse

Facility upgrades such as covered benches, elevating comfort, convenience and functionality

Soccer

Facility upgrades such as covered benches, elevating comfort, convenience and functionality

Softball

Addition of a self-feeder pitching machine, a tool that fosters skill development, ensuring every student-athlete has the opportunity to succeed

Tennis

Elevating the home court facilities with the addition of a state of the art scoreboard with Oregon branding

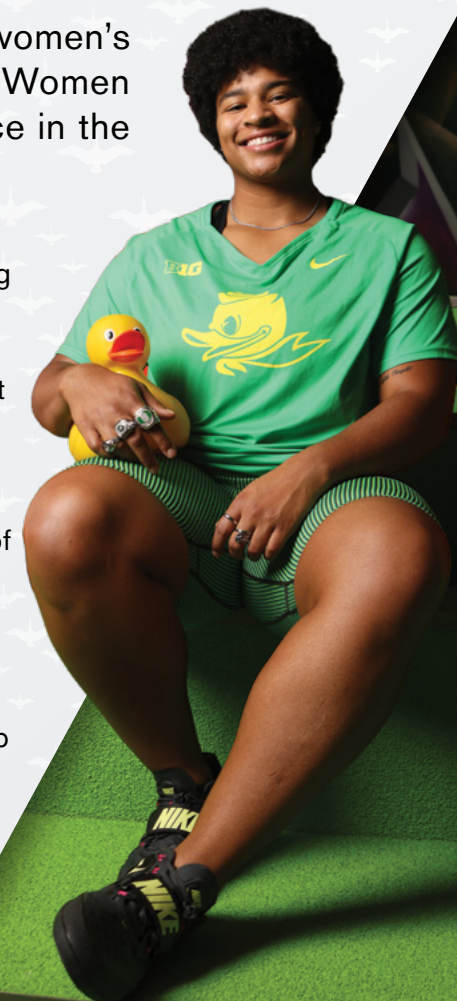
Track & Field / Cross Country

Addition of indoor training bikes

Volleyball

Purchase of a Taraflex floor, the official championship court of NCAA Division 1 Volleyball

Jaida Ross Track and Field - Thrower





VIDEO SERIES

FEATURING MADDY ELMORE
AND SHALANE FLANAGAN

CLICK FOR
VIDEO 

Women In Flight produced a two-part video series highlighting the journey of Oregon senior Maddy Elmore and her coach, Shalane Flanagan.

In Part One, Maddy discusses her upbringing in Eugene, her early struggles with injuries, and how Shalane and the new coaching staff helped her grow. This segment showcases Maddy's resilience and the importance of strong mentorship.

Part Two focuses on Coach Flanagan, emphasizing her leadership style and the connection she's developed with Maddy. Together, the series illustrates the themes of trust, transformation, and the impact of women supporting women in sports.

These stories celebrate Maddy and Shalane's journeys and align with Women In Flight's mission to empower and invest in the holistic development of female student-athletes at Oregon.



STUDENT-ATHLETE GIFT

AND TEAM VISITS



For the second year in a row, Women In Flight delivered a custom gift to every female student-athlete at Oregon. After listening to their feedback, we created an exclusive Women in Flight Vintage Graphic T-Shirt – made just for them.

This fall, we visited every women's team to personally deliver their shirts and share more about Women In Flight and the donor community that powers their experience. Funding for these gifts, along with other student-athlete resources, came from the first installment of the Women In Flight endowment in honor of Dave and Nancy Petrone.

THANK YOU TO OUR
SUPPORTERS FOR
MAKING MOMENTS LIKE
THESE POSSIBLE



EVENTS



SUITE EXPERIENCE

We invited a group of Women In Flight donors to Hayward Field for a special day in the Athletic Director's Suite. It was a chance to watch the Oregon Team Invitational alongside some of our female student-athletes and celebrate the community that supports them.

NATIONAL GIRLS AND WOMEN IN SPORTS DAY

To celebrate National Girls and Women in Sports Day, Women In Flight hosted a free camp on January 19 for kids in 6th grade and below. Student-athletes from several women's teams led interactive sessions, teaching fundamentals, sharing stories about teamwork, and building connections with young participants. Each camper received a Women In Flight poster and a takeaway gift, courtesy of Toyota, the event's presenting sponsor.



WOMEN'S SYMPOSIUM

The annual Women's Symposium brought together over 120 current female student-athletes for an inspiring evening centered on empowerment and professional growth. Hosted at The Club at Autzen, this year's theme—Superwomen of Oregon—celebrated the strength, ambition, and potential of women within the Duck community.

The evening featured powerful panel conversations with Sarah Gardner and Jada Allender, followed by breakout table sessions led by accomplished women from across Oregon. These small-group discussions gave student-athletes the chance to build meaningful career connections and gain insight from professionals thriving in diverse industries.





SPOTLIGHT MOMENTS

WOMEN IN FLIGHT FOOTBALL RECOGNITION

On November 9, during Oregon Football's home game against Maryland, Women In Flight took center stage. Over 100 female student-athletes were recognized on the field and stayed to take part in Oregon's iconic "Shout" tradition. Fans were also treated to a surprise appearance by Oregon legend Sabrina Ionescu.

DECADE DONOR RECOGNITION

The Women in Flight Women's Basketball game vs. Iowa on January 19 served as a meaningful moment to recognize a special group of supporters — our Decade Donors.

This group of over 100 donors has given to Women In Flight for 10 consecutive years, playing a key role in advancing our mission since the program began. We were proud to recognize them at halftime with an on-court moment of appreciation and a custom Women in Flight mini keychain to commemorate their ongoing commitment.

"Women in Flight has been a great boom for Oregon women's sport. We're both very proud and honored to have supported our women's teams in the past and to continue our support into the future!"

SALLY AND BRENT SHERFEY
DECADE DONORS

"I'm proud of the progress that has occurred in my lifetime as a Duck and intensely proud of Women in Flight. Women in Flight has put my humble donation to good use."

MAURIE DENNER
DECADE DONOR

THANK YOU, DECADE DONORS, FOR SHOWING UP YEAR AFTER YEAR AND CONTINUING TO CHAMPION OREGON'S FEMALE STUDENT-ATHLETES.



TEAM BUILDING



STEPPING OUT

IN THE BIG TEN

SOFTBALL 2025 BIG TEN CHAMPIONS AND
COLLEGE WORLD SERIES APPEARANCE

TRACK AND FIELD 2025 INDOOR BIG TEN AND NCAA CHAMPIONS

GOLF 2025 BIG TEN CHAMPIONS

CROSS COUNTRY 2024 BIG TEN CHAMPIONS

BIG TEN CHAMPS

INDIVIDUAL ACHIEVEMENTS



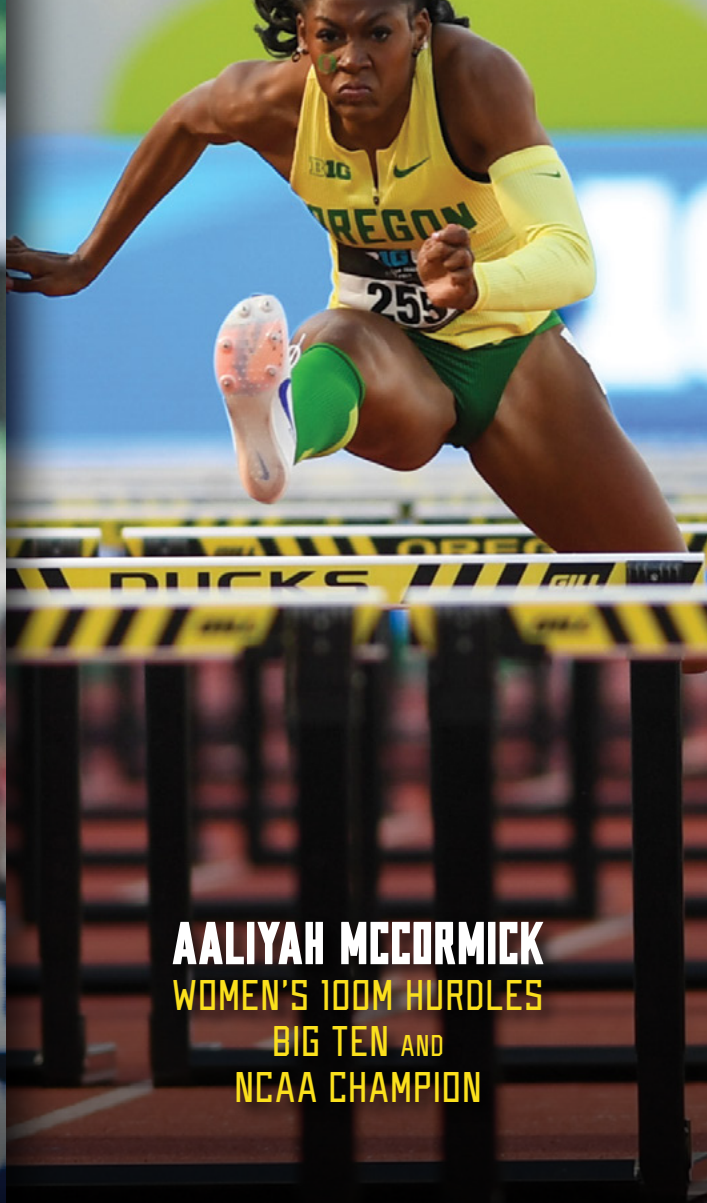
SILAN AYYILDIZ
WOMEN'S 5,000M BIG TEN
CHAMPION AND CROSS COUNTRY
INDIVIDUAL BIG TEN CHAMPION



DIANNA CHERDITCH
WOMEN'S 10,000M
BIG TEN CHAMPION



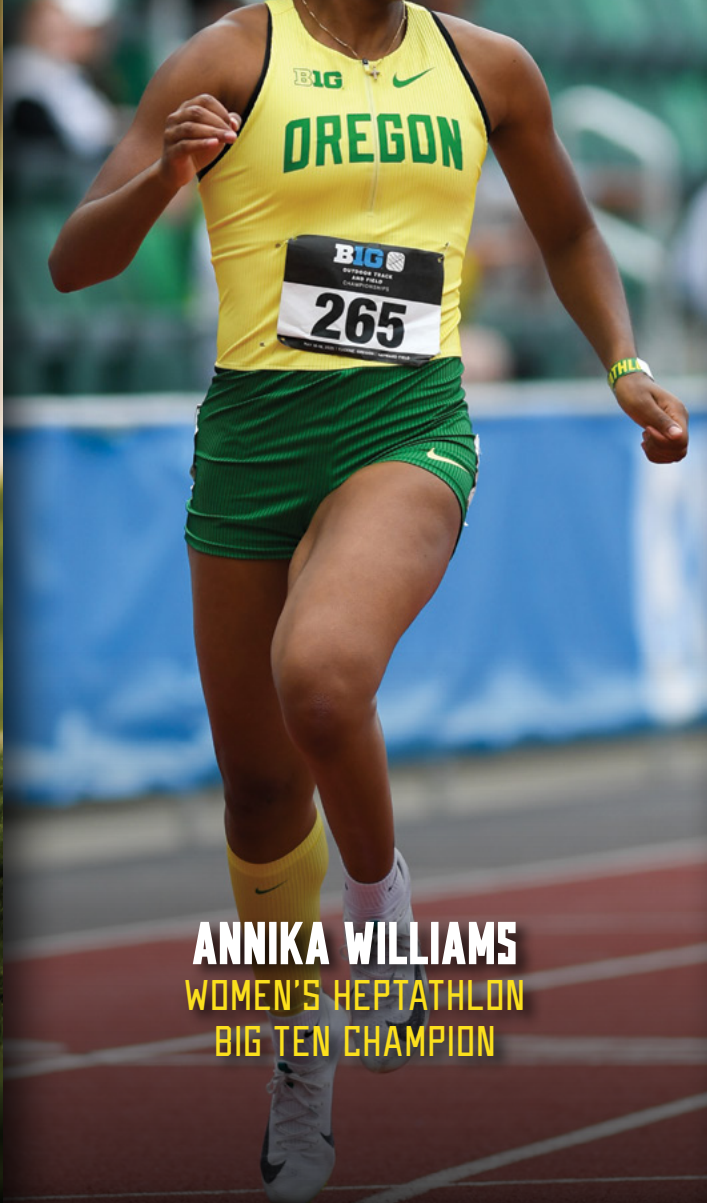
KLAUDIA KAZIMIERSKA
WOMEN'S 800M
BIG TEN CHAMPION



AALIYAH MCCORMICK
WOMEN'S 100M HURDLES
BIG TEN AND
NCAA CHAMPION



KIARA ROMERO
BIG TEN WOMEN'S
GOLFER OF THE YEAR



ANNIKA WILLIAMS
WOMEN'S HEPTATHLON
BIG TEN CHAMPION



THANK YOU FOR YOUR CONTINUED SUPPORT OF
WOMEN IN FLIGHT AND OREGON ATHLETICS