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For immediate release

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Accounting firm Wiss and non profit SG United Foundation launch strategic partnership

[Strong Girls United](#) is extremely proud and excited to announce a founding partnership with the accounting firm [Wiss](#). Wiss will be working in concert with Strong Girls United to launch the Strong Girls United Book Club, as well as supporting SGU in its work to empower girls and women. This partnership is launching in June of 2022, in celebration of the 50 Year Anniversary of the passage of Title IX.

Wiss first came to the attention of the Strong Girls' team as the title sponsor of the [Just Women's Sports Podcast](#). "I heard a Wiss ad on the JWS podcast and thought, that's a really unique accounting firm that has decided to support women's sports on this level," said associate director for mentor support at SGU, Skyler Espinoza. "I wanted to learn more about them and their work, and was struck by how their values as an accounting firm so closely align with our values and work as a nonprofit."

SG United Foundation is a 501(c)(3) nonprofit organization with a mission to empower girls to be strong, confident, and resilient through sport and physical activity combined with mental skills and wellbeing activities. Strong Girls United works towards this mission through three main types of programming: [Events with Impact](#), two-hour events for girls to feel and be part of a team and exercise their body and mind, [Strong Girls U](#), our university program that is run by collegiate student athletes for underserved girls in their communities, and [FAM](#), our 1:1 mentorship program where girls in elementary and middle school are paired with collegiate and professional athletes for weekly meetups over the school year. In partnership with Wiss, Strong Girls United is in the process of launching a book club for the 2022-2023 school year. The book club will feature books written by female athletes, and will be open to all, making their programming more accessible across time zones and zip codes. You can learn more and register to join the book club at sgbookclub.org.

Wiss is a leading accounting, tax, and advisory firm that works with companies at every stage of their growth to help them overcome challenges and get to the next level. Through its work with remarkable companies, entrepreneurs, and families for the past five decades, Wiss has developed a passion for uplifting the underrepresented and helping them turn roadblocks into wins. Proud of their culture, Wiss elevates women in a historically male-dominated industry and encourages employees to be their authentic selves, ultimately leading to success for their clients.

Wiss' four core values are **advocacy**, **impact**, **care** and **collaboration**. Their results speak for themselves in how they have been able to apply these values towards their work with clients, but at Wiss their values live beyond their work. They work hard to support all those who face an

uphill battle, and women and girls in sports need more advocates like Wiss. They became a historic partner with Just Women's Sports, the biggest media company in the women's sports game, founding the [Baller's Market](#) and sponsoring the JWS podcast. "When we were approached by Strong Girls United we knew we had to be involved. For us it comes down to living our values and supporting the next generation of female athletes. It's almost like the girls we support in SGU might one day be on our JWS podcast!" says Wiss partner Paul Peterson. "Here at Wiss we encourage our employees to live their values, and we feel like our partnership with SG United makes that easy."

SG United Foundation is a non-profit officially incorporated in Maine, New York and Massachusetts. They empower girls and women through many different types of programming. More information can be found at their website [here](#). Wiss is a top-level accounting, tax, and advisory firm, and are proud supporters of female athlete entrepreneurs. They have three offices in the New York/New Jersey area, which positions them strategically to serve the northeast region. Please learn more about Wiss at their website [here](#).