

About WIA

Women in Animation brings together a global community of animation professionals to empower and support women in the art, science, and business of animation by increasing access to resources, creating opportunities for education, encouraging strong connections, and inspiring excellence.

Founded in 1995, WIA has thrived under the leadership of president Marge Dean since the organization's re-launch in 2013. WIA has been operated almost solely by a team of dedicated volunteers on the executive committee, board of directors, and advisory board, with donated service amassing more than 45,000 hours.

Today, WIA has laid a strong foundation and is poised for growth. The organization's major accomplishments include:



Membership Growth

Since 2013, **3,233%** increase from 120 to **over 4,500 members** around the world with headquarters in Los Angeles and chapters in San Francisco, New York, Austin, Montreal, and Vancouver.



Mentorship Program

Established a mentorship program to match more than 1,200 women with experienced professionals to bolster their careers and their confidence.



Supporting Students

Partnered with six major schools, providing 750+ memberships to ensure that students have the skills and support to succeed in their careers. Funded **sixteen scholarships** to support women seeking an education in animation.



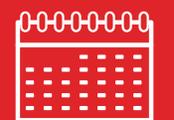
Women in Animation World Summit

Created the **first and only global summit** focused on equality in the animation industry, featuring top executives and filmmakers from around the world covering topics like Unconscious Bias, Inclusion, and Belonging.



Research: Annenberg Inclusion Initiative

Together with the Walt Disney Studios, commissioned a research study with the USC Annenberg School on **increasing inclusion in the animation and VFX industries**.



Events: Education and Empowerment

Hosted **more than 200 studio-supported panels, screenings, and work-shops** to empower and educate women by showcasing leading female talent in leadership and creative roles.



Anti-Harassment Advocacy

First organization to publicly address sexual harassment concerns in the industry, including creating the Anti-Sexual Harassment Pledge, which commits studios to providing **a safe and equitable work environment**.

The Global Fund

In 2015, over 60% of animation school graduates were female, but women held only 20% of the creative roles in the industry. WIA launched the **50/50 by 2025** initiative to advocate for change and provide programs and connections to drive toward gender equality by 2025. Today, women hold over 30% of creative roles* - a 50% increase since 2015. At this pace, 50/50 by 2025 can be a reality - but only if we all join together to support the cause.

The purpose of the Women in Animation Global Fund is to develop and expand programs in order to achieve 50/50 equality in our industry by 2025. The goal is to raise \$1M by Q3 2020 with key global partners supporting this effort.



● **WIA Staff and Operations**

This will allow WIA to transition from a volunteer-run organization to a fully staffed entity and to expand its reach globally by developing chapters around the world.

● **Women in Animation World Summit Series**

WIA seeks to expand its annual world summit into a series of events in four additional cities around the world to ensure that gender equity is addressed on an international level.

● **Mentorship - Global Expansion**

WIA seeks to expand its mentorship program both globally and virtually to provide women worldwide with mentorship in-person or remotely.

● **Classroom to Career**

WIA works with educators, administrators and industry members to prepare and support students to go from classroom to career.

● **Virtual Member Community**

WIA aspires to share its programming, research data, resources and best practices globally. We are developing a digital portal that will facilitate worldwide connection and collaboration.

● **Talent Database**

In response to constant requests to identify talent for the industry, WIA will create and maintain a talent database and enhanced job board to match women with opportunities.

● **Gaming Industry Focus**

Gaming is one of the largest employers of the animation industry, however, there are even fewer women employed in gaming than any other sectors in the animation industry. WIA seeks to expand its work into the Gaming sector through targeted research and programs.

* As reported by The Animation Guild in 2020

WIA Global Fund Donation Levels

As a non-profit organization, WIA's work would not be possible without contributions from our individual and corporate sponsors. With the Global Fund, we seek to recognize our sponsors by providing benefits that enhance their brands. Our major events provide global visibility, and our year-round programs offer ongoing opportunities to reach our influential and growing membership.

Donor Levels and Benefits

\$25,000

WIA Leadership Circle

Benefits include:

- Marquee brand/name placement on WIA's website
- Marquee brand/name placement at WIA World Summits, including programs, signage, social media, and live stream.
- A seat on WIA's Advisory Committee
- Full access to Talent Database
- Web banner on womeninanimation.org
- Up to five (5) Sponsored inserts in our Weekly Digests (every Tuesday)
- Up to two (2) Sponsored eblasts to our mailing lists
- 20% Discount on all additional advertising
- Priority access to all WIA ticketed events
- Annual WIA membership for up to fifty (50) members

\$10,000

WIA Partners Circle

Benefits include:

- Priority brand/name placement on WIA's website
- Priority brand/name placement at WIA World Summits, including programs, signage, social media, and live stream.
- Full access to Talent Database
- Up to two (2) Sponsored inserts in our Weekly Digests (every Tuesday)
- 20% Discount on all additional advertising
- Priority access to all WIA ticketed events
- Annual WIA membership for up to twenty (20) members

\$5,000

WIA Supporters Circle

Benefits include:

- Brand/name placement on WIA's website
- Brand/name placement at WIA World Summits, on programs and signage
- Up to one (1) Sponsored inserts in our Weekly Digests (every Tuesday)
- 20% Discount on all additional advertising
- Annual WIA membership for up to ten (10) members

\$2,500

WIA Friends

Benefits include:

- Brand/name placement on WIA's website