

## About WIA

Women in Animation (WIA) brings together a global community of animation professionals, including over **4,500 members**, to empower and advocate for people of underrepresented genders 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 led by a team of dedicated and tireless volunteers, with donated service amassing more than **45,000 hours**.

Thanks to donors like you, **WIA has advanced gender justice** in the following ways:



### *Launched the industry's first-of-its kind Talent Database*

WIA's new database contains the profiles of 5,000+ underrepresented animation professionals, making it easier for studios to connect with women, non-binary, and transgendered talent.



### *Built a truly global community*

WIA has grown from just 120 members in 2013 to over 4,500 members. Headquartered in Los Angeles, with chapters across North America, WIA also has affiliates around the world including India and Colombia.



### *Elevated critical DEI research*

WIA joined forces with the USC Annenberg Inclusion Initiative to better understand the state of diversity and representation in animation and VFX.



### *Advocated for alternative pathways*

WIA launched efforts for low income youth to participate in an animation apprenticeship program, in partnership with the CA Department of Education, BRIC Foundation and Visual Effects Society.



### *Advanced professional growth*

WIA's mentorship program has matched over 1,600 women with experienced professionals to bolster careers and confidence. Participants represent countries all over the world, from Peru to Germany to South Africa.

## *Why your support matters*

In 2015, over 60% of animation school graduates were female, but women held only 20% of the creative roles in the industry. In response, WIA launched the **50/50 by 2025** initiative to advocate for change and provide programs and connections to drive toward gender parity by 2025. Today, women, nonbinary, and transgendered people hold 30% of creative roles\* — a 10% increase since 2015 — but there's still work to be done to achieve full representation.

By donating to WIA, you can help the industry achieve 50/50 equality by 2025. Here are just a handful of direct ways your support makes a difference:

- *WIA World Summit at Annecy*

WIA annually brings together industry experts from across the globe to discuss best practices for advancing diversity, equity, and inclusion in animation. Your donation ensures the highest quality summit experience for everyone involved.

- *Talent Database*

WIA maintains an ever-expanding database of underrepresented genders to help studios and recruiters quickly identify a diverse range of talent. Your donations allow WIA to continue to evolve this invaluable resource.

- *Education Programs*

WIA works with educators at universities around the globe to prepare and support students to successfully navigate from classroom to career. Your gift helps WIA expand its reach through programming and scholarships.

- *WIA/USC Annenberg Research Initiatives*

WIA has partnered with University of Southern California to publish two studies on increasing access in the industry for people of underrepresented genders. Your support allows WIA to conduct research like this for industry-critical advancements in diversity, equity, and inclusion.

- *Mentorship Program*

WIA connects underrepresented individuals to mentors who can advise and inspire the next best steps in their careers. Your gift funds the staffing and logistics needed in this highly personalized matching program.

## *How you can help*

WIA's work as a global nonprofit is only possible with the financial support of our sponsors. **When you donate, WIA will recognize you with a number of benefits that enhance your brand and visibility around the world.** You'll also have ongoing opportunities to reach WIA's influential and growing membership throughout the year.

### *Donor Levels and Benefits*

\$25,000

#### **Leadership Circle**

**Benefits include:**

- Marquee brand/name placement on WIA's website
- Marquee brand/name placement at the WIA World Summit
- A seat on WIA's Advisory Committee
- Full access to WIA's Talent Database for one year
- Five (5) sponsored inserts in the WIA weekly digest
- Two (2) sponsored eblasts to WIA's 4500+ members
- 50 annual WIA memberships

\$10,000

#### **Partners Circle**

**Benefits include:**

- Priority brand/name placement on WIA's website
- Priority brand/name placement at the WIA World Summit
- Full access to WIA's Talent Database for one year
- Two (2) sponsored eblasts to WIA's 4500+ members
- 20 annual WIA memberships

\$5,000

#### **Supporters Circle**

**Benefits include:**

- Brand/name placement on WIA's website
- Brand/name placement at the WIA World Summit
- One (1) sponsored insert in the WIA weekly digest
- 10 annual WIA memberships

\$2,500

#### **Friends**

**Benefits include:**

- Brand/name placement on WIA's website