

IMPACT REPORT



2025



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KIRSTEN SCHAFFER



Dear Friends,

In recent years, the entertainment industry has faced unprecedented challenges. The consolidation of major studios has had devastating impacts on jobs and the economy, disproportionately affecting women and people of color who were already fighting for a foothold in this industry. Coming out of years of industry upheaval, WIF has met every obstacle head-on through our programs, advocacy, and research.

Our Fellowships and programs sustain careers and equip filmmakers to thrive. This year's highlights include WIF/The Black List Episodic Lab alums Hannah McMechan '17 and Danya Jimenez '17, who honed their craft in our program before becoming co-writers of the cultural phenomenon that is Kpop Demon Hunters. Outcomes like this one directly illustrate WIF's strategic role in incubating diverse talent and providing the professional infrastructure needed to create high-impact, commercially successful, and culturally relevant content.

We galvanized our community around the California Film & TV Tax Credit, which was passed this year and brings more production work back to LA. This legislation creates critical opportunities for women in the industry, many of whom are primary caretakers who rely on local work to sustain their careers. The total economic impact of the incentives issued so far, is expected to be around \$2.5 billion.

When our First Amendment rights came under threat earlier this year, WIF amplified Jane Fonda's 1A Committee to fight for policies that protect free expression—because our stories, and our right to tell them, matter.

Our mission at Women In Film is to sustain focus on these critical issues, advance innovative solutions through our programs, and demonstrate that transformative change is within reach. We believe that parity is achievable behind the camera and among the decision-makers with greenlight power. This goal for the future delivers undeniable benefits: an economically vibrant industry where the stories we tell authentically reflect the world and its people.

Together, with our members, partners, and funders, we will achieve parity and transform culture.

Kirsten Schaffer

WIF CEO

ABOUT WIF'S WORK

Inclusive storytelling ignites change, sparks dialogue, drives economic prosperity, and reimagines what's possible.

Yet the world's most influential storytelling industry continues to vastly overlook diverse voices essential to realizing that potential:

Only 14% of
Directors are
women.

Only 23% of
Screenwriters are
women.

Only 3% of
Cinematographers
are women.

*Data from the [2024 ReFrame Report on Gender and Hiring in Film](#).

TOGETHER WITH OUR PARTNERS, WE'RE CHANGING THIS STORY.





WHO WE ARE

Women In Film is a passionate group of storytellers and executives working to advance the careers of women and gender diverse people in the screen industries.

WHAT WE DO

Build the Pipeline

WIF supports the creation of high-quality film, TV & media that reflects the world and its people through Fellowships and Emerging Careers programs.

Sustain Careers

WIF activates a community of storytellers, artists, and executives by providing meaningful connection and access to resources and information.

Advocate for Change

WIF encourages the adoption of equitable best practices and policies through results-driven campaigns and research.

HOW WE DO IT

WIF Fellowship

This flagship program welcomes 50+ Fellows each year from all areas of the entertainment industry for a year of mentoring, master classes, network building, and one-on-one career strategy sessions. This year, WIF selected and supported 51 emerging leaders, across writing, directing, producing, cinematography, executive leadership, and craft positions. WIF's Fellowship program is one of the few programs in Los Angeles that supports various artisan and crew positions, which fills crucial pipeline gaps in the industry. This year, in partnership with e.l.f. Cosmetics, WIF launched e.l.f. Makers, an initiative providing personal grants to five selected WIF Fellows across various film and TV disciplines to help supercharge their careers.

ReFrame Rise Fellowship

ReFrame Rise is an invitation-only artist development program designed to support 11 mid-career women, nonbinary and trans directors and cinematographers. The program provides Rise fellows with introductions to industry sponsors and offers participation at in-person filmmaker events, including the Sundance Film Festival; closed-door Q&A's with industry leaders on relevant mid-career topics; and career strategy sessions to support fellows with publicity materials development and pitching.

ReFrame Stamp

The ReFrame Stamp recognizes narrative films and scripted television that demonstrate gender-balanced hiring of women, non-binary, gender non-conforming, and trans people across key production roles. Recent research shows Stamped productions perform better financially, with higher box office returns and greater television viewership.

ReFrame Research

ReFrame publishes annual reports on Gender & Hiring in TV and Film. The initiative provides research, support, and practical frameworks to mitigate bias in creative decision-making and hiring, while measuring progress toward gender parity across the industry.



"The WIF Fellowship fostered a year of intentional, focused strategy in both the business and creative spheres. The incredible leadership team, mentors, and other fellows created such an uplifting and supportive environment. We all felt like we not only made connections, but real friends." - Brooke Solomon, Writer Fellow '24

"The fellows and mentors I've met along the way have recommended me for jobs, brought me to lens tests, invited me to events and on their sets, and introduced me to their own networks - all these invaluable experiences come from the community and connection that is the WIF." - Cassandra Giraldo, Cinematographer, Artisan and Crew Fellow '24

WIF | The Black List Episodic Lab

This program equips emerging television writers with the tools to build and sustain their careers through craft development, professional training, and industry networking. Each year, six to eight writers participate in a four-week intensive featuring script development, pitching practice, mock writers' rooms, and roundtables with established writers and executives, with ongoing events and screenings throughout the year.

International

With support from the Gates Foundation, WIF International Programs set out to test a bold hypothesis: that by investing in women creators across the Global South, building partnerships that move resources across continents, and showing up consistently in global cultural arenas, we could help reshape the narrative and infrastructure of international screen industries.

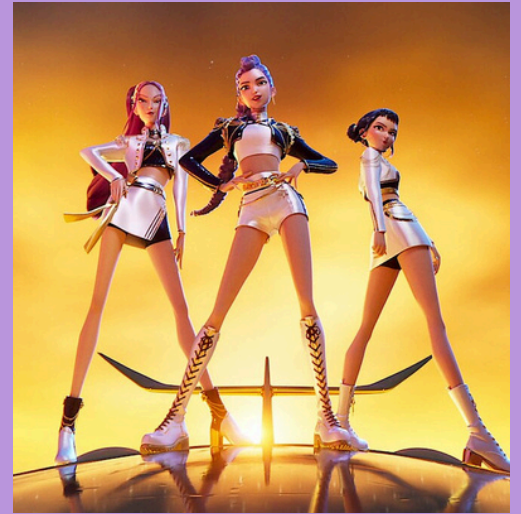
WIF Membership

Our membership cohort is a living network of culture-changers who are eager to connect and build progress together. Members receive special offers for products and platforms, invitations to in-person member and partner events, and access to a networking community.

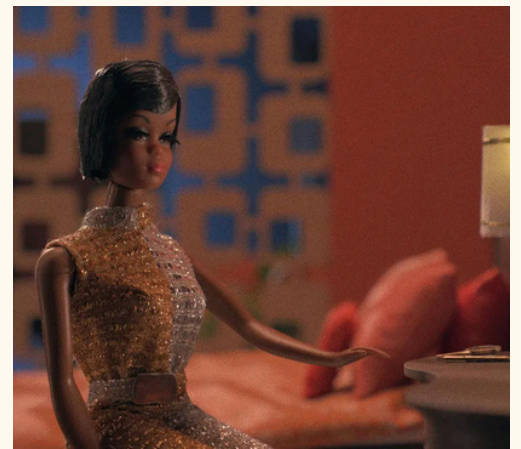
PROGRAM SUCCESS STORIES



WIF's influence on career trajectory and hit-making is powerfully demonstrated by **Danya Jimenez '17 and Hannah McMechan '17**, alums of the Episodic Lab, a collaboration between WIF and The Black List. Their participation in the program helped launch their massive success: the Netflix hit ***KPop Demon Hunters*** became a global phenomenon, smashing box office and streaming records and earning them *Time* magazine's coveted "Breakthrough of the Year" title.



This year, WIF Financing Intensive Project Alums, Director/Writer **Laguera Davis '18** and Executive Producer **Camilla Hall '18**, received critical acclaim on their **Netflix Project *Black Barbie The Documentary***, receiving **two Emmy Awards** for Outstanding Arts and Popular Culture Program and Outstanding Writing Team For a Daytime Non-Fiction Program. The documentary holds an impressive 96% rating on Rotten Tomatoes.



ReFrame Rise Fellowship alum **Ally Pankiw '23** directed the uber popular documentary ***Lilith Fair: Building a Mystery*** that premiered at the Toronto Film Festival before receiving widespread praise and distribution on **Hulu** and **Disney+** in September 2025.



Alum **Caroline Lindy '19** continued her creative ascent in 2025 as her horror-rom-com ***Your Monster*** premiered on HBO Max in January, showcasing the breakthrough talent nurtured through our Production Program.





ADVOCACY AND GLOBAL REACH

Film Festival Presence

Through curated Festival Guides, high-profile panels, and strategic networking events at **Cannes, Sundance, TIFF, and SXSW**, WIF engaged filmmakers while elevating films by our members, staff, fellows, alums, and board members, creating **marketing momentum for women-led projects**. WIF also created direct pathways to capital by connecting filmmakers with philanthropists and investors at Cannes and Vogue World Hollywood.

WHO TO WATCH: FYC TV & Film Guides

These strategic awards season campaigns rewrite the narrative of who gets seen, celebrated, and hired—a necessary tool for equity, especially for creators with limited marketing budgets. This year, WIF and ReFrame kicked off awards season with Changing the Ratio, the third annual event co-hosted with the Alliance of Women Film Composers and Film Fatales, connecting hundreds of filmmakers with industry decision-makers.

WIF Oscar Nominees Celebration

Demonstrating our commitment to sustaining career momentum, WIF actively amplified the achievements of **all women and nonbinary Oscar nominees** across every category, both above and below the line. By showcasing these successes at the annual WIF Oscar Nominees Celebration, which earned 2 Billion+ press impressions, WIF acts as a vital advocacy engine, ensuring these exceptionally talented individuals receive the visibility necessary for **professional longevity**.

WIF Honors

Since 1977, Women in Film's signature event has celebrated the remarkable creators who are laying the foundation to transform Hollywood. Our industry—and culture—are made better through their ingenuity, vision, and advocacy. The 2025 honorees and presenters included **Kristen Wiig, Tessa Thompson, Mara Brock Akil, Regina King, Maude Apatow, Jamie Lee Curtis, Jane Fonda**, and more. This year's event garnered 13 Billion press impressions, firmly solidifying WIF as an industry advocate that is powerfully fueling the fight for gender equity in entertainment.

WIF'S INFLUENCE BY THE NUMBERS

10+ COUNTRIES CONNECTED ACROSS 4 CONTINENTS

This year, we expanded into **more countries, partnered with more institutions, and appeared on more global stages** than at any other point in WIF's history. From Park City to Cannes, Goa to Berlin, Nairobi to Lagos and the policymaking corridors of the United Nations, our work connected movements, communities, and women leaders across more than ten countries—many of which now host growing WIFT chapters activated through our direct support.

1,500+ FILMMAKERS ENGAGED AT FILM FESTIVALS

Through bespoke Festival Guides, leadership panels, and targeted networking activations at Cannes, Sundance, TIFF, and SXSW, WIF connected with filmmakers while amplifying women-led projects, driving visibility and sustained marketing momentum.

600+ PEOPLE WELCOMED TO WIF'S NEW HQ

In March 2025, WIF reached an exciting milestone—a move into a new headquarters that doubled our space and dramatically expanded our ability to serve the mission. With a spacious boardroom, welcoming living room, and a terrace overlooking Hancock Park, our new home is more than an office, it's a vibrant hub for creativity and collaboration. Since its opening, we have welcomed 600+ people for workshops, screenings, panel discussions, and educational opportunities.

235,000+ FOLLOWERS ACROSS SOCIAL MEDIA

With nearly a quarter million followers (equivalent to more than four times the seating capacity of Dodger Stadium) across Instagram, Facebook, YouTube, X, LinkedIn, and TikTok, WIF engaged top-tier influencers, executives, and media voices with our advocacy and research campaigns. In 2025, WIF's Instagram content alone garnered 2.4M engagements (a 27% increase from 2024), showing that WIF's work mobilized public awareness far beyond Hollywood, to the audiences who shape box office and streaming successes.

20% MORE TV VIEWERS FOR GENDER-BALANCED SERIES

The ReFrame Stamp is awarded to projects that meet the criteria for gender-balanced production by hiring women and gender diverse individuals in key roles across the production. This distinction is a marker of **both increased viewership and financial viability**, with gender-balanced TV productions netting higher viewership, perhaps because these inclusive projects resonate more deeply with audiences worldwide.

75% REFERRAL RATE

Surveys show that 3 out of 4 WIF constituents recommend the organization's programs to a friend or colleague, signaling that WIF's initiatives are **meeting the needs** of women in the film industry and fostering a **highly-valued network** that members are eager to share.

\$293 MILLION IN REVENUE AT THE BOX OFFICE FOR REFRAME STAMPED PRODUCTIONS

...versus an average \$117M in revenue for projects who hired mostly men. Through its ReFrame program—co-founded with the Sundance Institute—WIF produces industry research that **makes the financial argument undeniable: gender-balanced narrative features earn more than twice as much as others.**

17 BILLION+ PRESS IMPRESSIONS

This massive media footprint (a **65% increase** from 2024), demonstrates WIF's **unrivaled ability to set the industry agenda** around gender parity, ensuring that its **research, advocacy, and calls to action** are seen by decision-makers and the public on a colossal, global scale.

3,337 WIF MEMBERS SERVED

In 2025, WIF empowered more than 3K members with a vibrant, **collaborative network** of women, nonbinary, and trans creatives. Members gained access to industry-shaping conversations, screenings, partner events, and skill-building workshops; enjoyed **exclusive savings** on essential tools like IMDbPro, The Ankler, and Los Angeles Times; and received resources and opportunities through our Member Bulletin. **Current students join at zero cost.** WIF is committed to cultivating the next generation of filmmakers while sustaining a living community that builds progress together. Executive-level members and WIF's supporters make this free offering for students possible.

PRESS HIGHLIGHTS

Inc.

Screen Time: How Gender Diversity Boosts Box Office Profits
A new report indicates that gender-balanced films outearn male-dominated movies.

Los Angeles
MAGAZINE

WIF Takes Los Angeles by Storm with New HQ, FYC Voter Guide and More

VARIETY

Women in Film CEO Kirsten Schaffer Urges the Need to 'Double Down on our Efforts for Inclusion'

Forbes

At The 2025 WIF Honors, Advocacy Took Center Stage As Jamie Lee Curtis, Jane Fonda, and Mara Brock Akil Were Celebrated

VOGUE

Women in Film and Vogue100 Bring a Powerful Conversation to Cannes

THE
Hollywood
REPORTER

If You Want a Gender-Balanced Staff, Hire a Woman as Showrunner

DEADLINE

WIF Announces Six Additional Members To 2025 Board Of Directors; Stacey Abrams & Rachel Rusch Among New Class

JOIN OUR MOVEMENT



Even with this year's remarkable achievements, the path to true equity is long, and our work is far from done. Behind every data point in this report is a creator whose voice matters and whose career can be transformed with your partnership. When you give to WIF, you invest in the storytellers shaping culture, challenging norms, and redefining what's possible. Together, we can build an entertainment industry that reflects the full brilliance of the world and its people.

Make a Gift

To make a gift to WIF, please visit our website or contact Carrie Scott, Director of Development, at cscott@wif.org.

Sponsorship Opportunities

To learn more about sponsorship opportunities, please contact Laura Marie Salinas, Head of Corporate Partnerships, at lsalinas@wif.org.

Become a Member

To become a member of WIF, please register on our website or contact Toni-Marie Gallardo, Manager of Membership & Grants, at tmgallardo@wif.org.

Press Inquiries

For press inquiries, please contact Chandra Jackson, Director of Marketing & Communications, at cjackson@wif.org.

WOMEN IN FILM 2025 BOARD OF DIRECTORS

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