

The logo for WIFT+ is enclosed in a rectangular border with a purple-to-pink gradient. The text 'WIFT+' is centered within the border in a bold, black, sans-serif font.

**WIFT+**

**WOMEN  
IN FILM & TV  
TORONTO**

**ANNUAL  
REPORT  
2020**

# OUR APPROACH

In 2020, WIFT Toronto hit the ground running to implement the strategic priorities determined by the 2019 strategic plan. As part of this plan, the WIFT Toronto staff and board of directors made a commitment to improve race and gender equity, inclusion and access within the organization, and to being a leader in doing the same for the screen-based media industry in Canada

The following needs were identified as priorities for WIFT Toronto in 2020:

- A more inclusive mission and vision for WIFT Toronto that spoke to diverse representation.
- A strategic direction that would support inclusivity and access, as well as boost engagement in WIFT Toronto events and programs.

## 2020 ACTION STEPS

Following the 2019 strategic planning session and with the approval of the 2020 budget by the board of directors, a committee was formed to focus on creating a new identity. WIFT Toronto's updated logo and branding speaks to our role as leaders in building an equitable, inclusive and accessible screen-based media industry.



WOMEN  
IN FILM & TV  
TORONTO





# 2020 IMPACT

**445**

hours of program  
content

**53**

WIFT Connect  
mentorship  
matches

**24**

community  
awards

**19**

networking  
opportunities

# NEW IN 2020

Our goal to be responsive to our members' needs and industry changes means that every year we strive to introduce new initiatives.

In 2020, overcoming many challenges, we succeeded in our goal and introduced the following new programs:

## Programming

- Wednesdays with WIFT
- Business Booster
- Pitch It Masterclass

## Networking

- Virtual Happy Hours
- SnackChats on Instagram Live

## Events

- Red Carpet Ready with The Bay
- Free advanced screenings



WOMEN IN FILM  
AND TELEVISION  
CANADA COALITION

**WIFT**  **CC**

FEMMES DU CINÉMA  
DE LA TÉLÉVISION  
ET DES MÉDIAS NUMÉRIQUES

# WIFT CANADA COALITION

In 2020, in response to feedback from WIFT members across Canada, WIFT chapters from coast to coast to coast joined forces to form the first ever WIFT Canada Coalition.

In 2020, the WIFT Canada Coalition hosted the following webinars:

- Town Hall with the CMF, NFB & Telefilm Canada
- Town Hall with the Broadcasters: CBC, APTN & Tele Quebec
- Intimacy Coordinators with Lindsay Somers & Casey Hudecki (Part 1)
- Town Hall with Blue Ant Media & Super Channel
- Financing & Insurance post COVID-19 with the CMPA, Front Row Insurance & National Bank of Canada
- Heritage Minister, The Honourable Steven Guilbeault hosted by Sabine Daniel
- Cross Canada Industry Check-In with Amanda Tapping & Juanita Peters

# FREE MEMBER PROGRAMMING

The value of a WIFT Toronto membership continues to delight members - from affordable, intensive professional development to networking. In 2020, it was all the more important that our members knew WIFT was here to support them, especially in challenging times.

The following events and programs were free of charge to all WIFT members in 2020:

- An additional two-hour session re: pitching
- Wednesdays with WIFT
- SnackChats on Instagram Live
- Networking Happy Hours
- New Member Orientation
- The WIFT Toronto cornerstone events - Reception@TIFF, WIFT Toronto Showcase and the Crystal Awards - were held virtually and were free for all members.





FOUNDATION  
FOR  
WIFT TORONTO





# 2020 FOUNDATION IMPACT

**\$13,650**

in bursaries and  
cash prizes

**12**

intensive program  
tuition-free  
bursaries

**86**

individual &  
corporate  
donors



# OUR 2020 PARTNERS

## Corporate Social Benefits Partners



## Platinum Partners



## Gold Partners



## Silver Partners



## Bronze Partners



# OUR 2020 PARTNERS

## Community Partners



## Education Partners



THANK  
YOU



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