



The journey so far...

A snapshot of Share Her Journey, made possible with your support!

Thank you for your incredible support of Share Her Journey - TIFF's commitment to increasing opportunities for women in the film industry. With a goal to raise \$3 million over the next five years, your generosity has created overwhelming momentum to make our aims a reality.

We're delighted to share highlights since the initiative launched in July. **It's so important to us to let you know your gift is making a difference** and we will continue to keep you informed as Share Her Journey grows and evolves.

The Results

75% against our 2017 target; from, at last count, 849 supporters just like you!

Share Her Journey on Toronto's Street

As you know, Festival Street takes over King during the opening weekend of the Toronto International Film Festival, transforming 2 blocks into a hub of food, music, games, and screenings for pedestrians. This year, Festival Street featured a special chance for the public to learn about our incredible Share Her Journey Ambassadors and about gender inequality in the film industry, as well as TIFF's plan to help address this pervasive issue.

What you may not have heard about is a special moment during the weekend, when Ambassadors, Carol Nguyen, filmmaker and Erika Olde, producer, bumped into each-other taking photos of themselves at the same time! In this moment of serendipity, the two not only met but bonded.





Celebrating Women in Film – An Event Dedicated to Share Her Journey

On September 11th, we had the privilege to showcase and celebrate incredible female storytellers from this year's Festival. The filmmakers came from around and world and represented a true international filmmaking community. They discussed their experiences as women in the industry with honoured guests, Share Her Journey donors who gave \$200+. The panel of filmmakers included: producer Kerry Warkia (*Waru*), and filmmakers Limor Shmila (*Montana*), Coralie Fargeat (*Revenge*), Anjali Nayar (*Silas*), and Rima Das (*Village Rockstars*).



Panelists Rima Das, Anjali Nayar, Limor Shmila, Kerry Warkia, and Coralie Fargeat, with moderator Jane Schoettle



#SHAREHERJOURNEY

The Share Her Journey campaign took to social media like wildfire, inspiring many to spread the word and champion the movement. Here are a couple of our favourite posts from you!



70 likes

anjalinar Half the 38 feature docs at #TIFF17 are directed by women. Several of them gathered yesterday at a Filmmakers Brunch.

From L to R: Tracy Heather Strain (Sighted Eyes / Feeling Heart); Erika Cohn (The Judge); Violeta Ayala (Cocaine Prison); Heidi Ewing (One of Us); Alanis Obomsawin (Our People Will Be Healed); Hawa Essuman (Silas); Mila Turajlic (The Other Side of Everything); Kate Novack (The Gospel According to Andre); Anjali Nayar (Silas). @silasmovie @tiff_net #tiff17 #documentary @wift.toronto #film #shareherjourney



Here's to all the women in front of & behind the 🎥, like my favorite @Stana_Katic. #shareherjourney #womeninfilm #girlpower #tiff #tiff17



7:30 PM - 8 Sep 2017 from TIFF Bell Lightbox

26 Retweets 128 Likes

9 26 128



Share Her Journey in the Press

Share Her Journey also made waves in the media. It is so important for our world to understand this campaign.

Total number of media impressions (so far): **32,783,592**

Total stories published by the press: **130**

Special reads include:

- [NOW Magazine](#)
- [Variety](#)
- [Forbes](#)
- [Metro Morning interview with TIFF Artistic Director, Cameron Bailey, and Director of Industry, Kathleen Drumm](#)
- [CityNews interview with Priyanka Chopra, TIFF Soirée special guest and Share Her Journey Ambassador](#)

“And that’s the magic of a program like Share Her Journey. By stepping up to create the campaign, TIFF has not only taken on the issue of gender inequity in the film industry, but they have also created a platform which inspires others to contribute to the mentorship and sponsorship of women behind and in front of the camera. They’ve extended their reach by inviting others to lend a hand. **The impact of that will be felt, not only by those who get to participate in Share Her Journey, but across the film industry and beyond. Because when the playing field is leveled for women in any industry, everyone benefits.**”

- Pauleanna Reid, Forbes



Share Her Journey Ambassador Priyanka Chopra in conversation with TIFF Artistic Director, Cameron Bailey at Tiff Soirée 2017

What’s Next

Because of your investment in Share Her Journey, our Industry team is now able to finalize activity that will launch in 2018. As we plan, we are reflecting on the outcomes from our Festival Talent development programmes and consulting with industry professionals, to ensure the programmes we develop are as relevant, high impact and effective as possible.

Thank you for joining this movement. **We look forward to continuing this journey with you.**