



After a challenging 2023, TIFF entered 2024 with a clear goal: restore stability and rebuild confidence. That focus paid off. With a break-even budget and a renewed emphasis on revenue generation, TIFF made significant strides in financial recovery, cultural leadership, and organizational transformation.

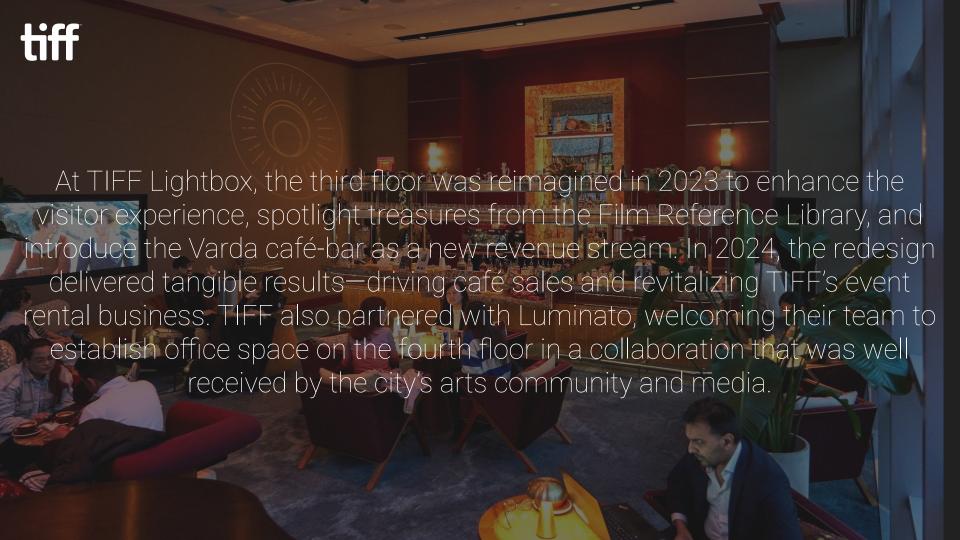
Early in the year, the organization secured its largest investment since the Lightbox campaign—a \$23 million, three-year federal commitment to launch a global content marketplace by 2026. This milestone signals a bold new chapter for TIFF as it works to cement Toronto's place as a global hub for screen content.

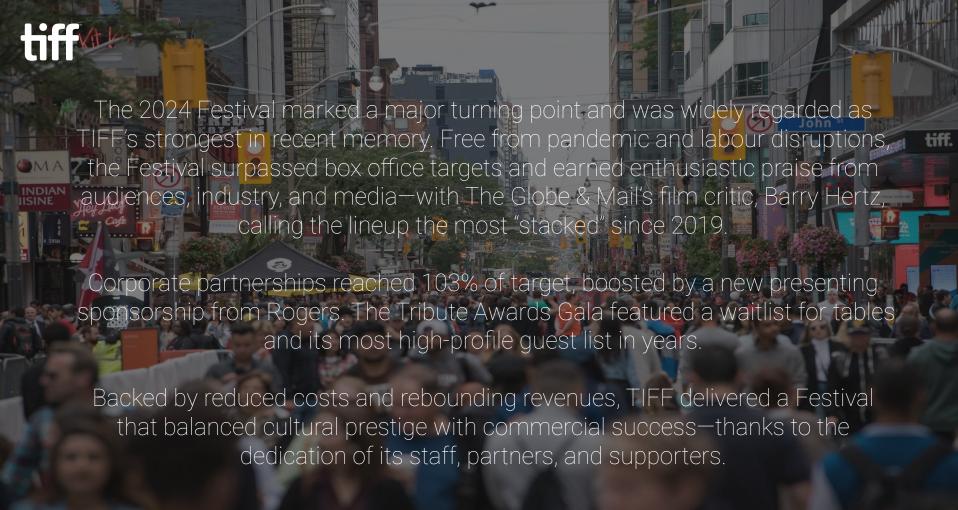
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Delivering on its 2022–2024 Strategic Plan, TIFF advanced all four of its strategic pillars:

- curating transformative film experiences
 - revitalizing the Festival
- deepening equity and sustainability efforts
 - strengthening year-round engagement

TIFF Film Circuit made a successful national return; membership households more than doubled from pandemic lows to reach a record 14,200; and standout programming like 2024 Summer Marquee Series: Women in Action and Next Wave drew new and more diverse audiences.







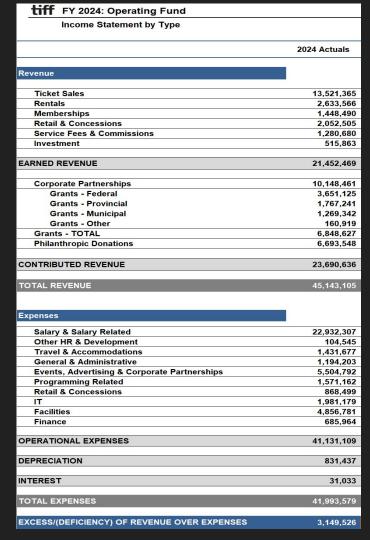
Still, success came with complexity. TIFF navigated a global landscape shaped by political tensions and social movements. These dynamics prompted difficult questions from staff, stakeholders, and the public about programming and partnerships. In response, TIFF reaffirmed its values - diversity, dialogue, and artistic freedom - and its belief that Art has the power to enlighten, enrich understanding, and foster empathy. Curated film series addressing the Middle East conflict underscored TIFF's belief in cinema as a vehicle for empathy and understanding.

TIFF's reputation is rooted in five decades of showcasing the world's most compelling cinema to the world's most engaged audiences. That legacy includes presenting bold, perspective-shifting films—stories that demand courage to program and reward curiosity about the human experience. Every time we do so, we act on our values and help transform how people see the world.



In the autumn of 2024, TIFF also welcomed a new slate of directors to its Board, bringing fresh leadership perspectives to guide the organization into its next chapter.

By year's end, TIFF had delivered a widely acclaimed Festival with record-breaking attendance—surpassing 700,000 across cinemas and Festival Street—and welcomed over 766,000 visitors to TIFF Lightbox. Financially stable and culturally vibrant, TIFF is well positioned for growth in 2025 and beyond. As it prepares to celebrate its milestone 50th edition, the organization moves forward with confidence—ready to build the Festival of the Future and deliver transformative film experiences year-round.





Link to 2024 Audited
Financial Statements