

Introduction

Women's Audio Mission (WAM) is a San Francisco-based, women-run nonprofit that provides top-quality training and career development in music technology, media production and the recording arts to 900 Bay Area women and girls each year.

Since 2003, WAM has established itself as a premier provider of music production and professional audio technology training. However, its small 830-sq-foot recording studio severely limited the number of people it could serve, as well as WAM's ability to earn more revenue, expand its staff, and amplify its impact. WAM needed new and expanded facilities to accommodate more classrooms and office space, as well as a larger, dedicated recording studio that would match the exceptional quality of its recording gear, producers, engineers, and the caliber of recording projects coming to WAM.

In 2014, WAM launched the AMPLIFY! Capital Campaign to raise \$2 million to purchase and renovate a new recording studio, and to seed its first year of staff expansion. The campaign will truly change the face of sound, amplifying women's influence in music, media, and the recording arts for many years to come.

Strengths

In a field where women are chronically under-represented, making up less than 5% of workers, WAM provides hands-on training, experience, career counseling, and job placement to women and girls in media technology for music, radio, television and the internet. WAM's training in creative disciplines synthesizes the arts with technology and opens doors to careers for women in media and entertainment. WAM believes that women's mastery of creative technology, and greater gender diversity inclusion in the production process, will expand the vision and voice of media and popular culture.



In its first eleven years, WAM provided over 900 hands-on classes taught by experts in our professional recording studio to over 5,500 women and girls, and placed 157 women in entry-level industry positions with artists, companies, events and organizations such as GRAMMY Award-winner Tracy Chapman, Pixar Animation Studios, SFJazz, Comedy Central, Yoshi's, NPR, Animal Planet, Electronic Arts, Cycling '74 software, SF World Music Festival, and Sirius FM, among others. WAM's studio also provides access to professional, affordable recording services for underserved master musicians from countries around the world, as well as independent artists.

WAM is widely recognized for setting high standards in music production and recording arts curriculum, and was selected as a 2012 "Best of the Bay" winner by The San Francisco Bay Guardian. WAM has recorded such notable artists as Kronos Quartet, Salman Rushdie, Sean Dorsey Dance, Angélique Kidjo, and more than 80 master musicians from all over the world. In 2010, the White House Office of Social Innovation visited WAM to observe its innovative methods in using the arts to attract young women and girls to technology, a key component of President Obama's Campaign for Excellence in STEM Education.



Demographics

WAM serves over 900 San Francisco Bay Area women and girls a year.

- 94% are low-income
- 62% are people of color
- 56% have the highest level of education in their family with a high school diploma
- 77% have never had the opportunity to play a musical instrument
- 72% come from neighborhoods with a high school dropout rate of 20% or higher
- 67% did not pursue an education beyond high school due to socio-economic or academic performance issues before coming to WAM
- Partnerships with 16 Bay Area schools and youth organizations



WAM's New Space

After a two-year dedicated search for a viable space in the face of displacement, with the expiration of a lease at the end of 2014, WAM's scrappy determination finally paid off. In September 2014, after completing a capital campaign feasibility study and a thorough five-year strategic plan, WAM purchased a new, larger studio space, the former SF Soundworks recording studios, located in the heart of San Francisco's Central Market/SoMa neighborhood. WAM began transitioning to the new space in December 2014, with some classes beginning as early as February 2015 and studio operations starting in March/April. The new studios nearly triple WAM's former space, meaning that each year WAM will serve 300 more girls and women; provide 2,000 additional hours of hands-on creative and technical experience; record 150 under-represented artists and musicians for no or low fees and increase earned revenue by 300% in two years.

WAM could not have secured its new home without the expertise, direction, and support of the Northern California Community Loan Fund (NCCLF), the San Francisco Arts Commission (SFAC), and the San Francisco Office of Economic and Workforce Development (OEWD), which are working together to keep nonprofits and arts organizations in San Francisco.

WAM's relocation to this part of Central Market has the enthusiastic support of the Mayor, the local district supervisor, multiple city agencies, the local police, and our new neighbors. The new facility is adjacent to San Francisco's most important transit corridor, making WAM highly accessible via public transportation from anywhere in the greater San Francisco Bay Area.

Join the AMPLIFY! Campaign

Early supporters of the AMPLIFY! Capital Campaign — including The Dolby Family Fund, The San Francisco Arts Commission, The William & Flora Hewlett Foundation, The Walter & Elise Haas Fund, The Campbell Foundation, Meyer Sound, and 100% of WAM's Board of Directors, among others — collectively contributed more than \$400,000 to WAM's vision. Please join these arts and industry leaders by investing in WAM's AMPLIFY! Capital Campaign, and help us permanently change the face of sound.

