

## **Adobe Commits an Additional \$5M to the Adobe Film & TV Fund through Grants, Fellowships and In-Kind Donations**

- In collaboration with global nonprofit organizations, the Adobe Film & TV Fund will commit an additional \$5M in 2025 to accelerate career growth for underrepresented creators.
- Group Effort Initiative (GEI) joins the Adobe Film & TV Fund, offering training for the next generation of editors, marketers and creatives in Adobe products including Adobe Premiere Pro, Express and Acrobat.
- Fund grants and contributions have supported creator fellowships and engagements at Telluride Film Festival and Toronto International Film Festival.

San Jose, Calif., January 22, 2025 — Today, Adobe (Nasdaq:ADBE) and the Adobe Foundation announced an additional \$5M commitment to the Adobe Film & TV Fund to support underrepresented creators and filmmakers in finding career opportunities on-screen and behind the camera. Established in 2024, the Adobe Film & TV Fund is accelerating the careers of thousands of emerging creators, fostering greater representation and inclusion in the film and television industry.

This year's pledge builds upon Adobe and the Adobe Foundation's 2024 commitment of \$6M in grants, contributions and Adobe Creative Cloud product donations to accelerate the careers of thousands of global creators.

The Adobe Film & TV Fund is this year partnering with Group Effort Initiative (GEI) to provide Adobe training courses for the next generation of filmmakers, editors and marketers that will be essential for corporate, creative and production jobs in film and television. The collaboration will also support mid-career advancement for diverse professionals through employer engagement, education, training and mentorship to enhance career growth in the entertainment industry.

“When it comes to storytelling in film and TV, diversity is crucial and ensures that audiences feel represented and heard,” said Stacy Martinet, Adobe VP of Marketing Strategy and Communications. “It’s not just optics, we also need unique voices and visionaries behind-the-scenes in the roles of creators, directors, and industry leaders telling the diverse stories that reflect the world we live in.”

In its second year, the Fund will continue to partner with global organizations that share Adobe's commitment to empowering underrepresented creators and providing them with direct, hands-on industry access through mentorships and networking opportunities. Additionally, organizations can also directly support creators in their communities for funding and short feature films.

The Film & TV Fund commitment Adobe announced today expands upon its commitment to creating greater access, opportunity and creativity for all, including its long-standing collaboration with the Sundance Institute. Three filmmakers who were supported through

Adobe Film & TV Fund grant from the Adobe Foundation to The Latinx House last year have films premiering at the 2025 Sundance Film Festival: María Gabriela Torres, editor of “The Librarians,” Isabel Castro, director of “Selena y Los Dinos,” and Mario Fierro, editor of “Sweet Talkin’ Guy.” Previous Film Fund grants and contributions have supported creator fellowships and engagements at Telluride Film Festival and Toronto International Film Festival.

### **Adobe’s Commitment to Los Angeles**

In addition to the Film & TV Fund commitment, the Adobe Foundation is responding to the immediate need of those affected by the wildfires, and those in the creative community, with a \$1 million donation across the California Community Foundation: Wildfire Recovery Fund and the Entertainment Community Fund. Adobe will additionally [match donations](#) at 100% to the Entertainment Community Fund and the California Community Foundation.

### **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

### **About the Adobe Foundation**

The Adobe Foundation creates positive change by supporting creative and digital literacy, social equity and opportunity and active engagement in our communities. For more information, visit [www.adobe.com/corporate-responsibility/community.html](http://www.adobe.com/corporate-responsibility/community.html).

### **About GEI**

Group Effort Initiative (GEI) was launched and financed by Ryan Reynolds and Blake Lively in August 2020 to create a pipeline for members of underrepresented communities to get real experience towards lasting careers within the entertainment industry by providing the following: a network of paid corporate and creative internships and entry-level jobs, on-set production job opportunities, ongoing educational events and training, and focused mentoring. To date, GEI has provided its participants 1,131 corporate entry-level positions and internships, 232 on-set jobs and hosted 105 educational events, impacting over 1,000 people. For more information on GEI, please visit [groupeffortinitiative.com](http://groupeffortinitiative.com)

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