




# Will Power

A NEWSLETTER FROM THE PIONEERS ASSISTANCE FUND

HELPING INDUSTRY VETERANS FOR 80 YEARS



## BIG SCREENS. BIG HEARTS.

Alright, alright, alright...the BIG SCREEN is back! We have been waiting so long to say those words and we could not be happier about it.

Last year we assisted more than 10,000 movie industry members, with 98% of requests for assistance coming from movie theater employees. When speaking with them, the overwhelming majority said time and time again, "I just can't wait to get back in the theater. I absolutely love movies and I have the best job in the world."

As theaters re-open and the big screens shine once again, many theater workers have a long way to go to rebuild. The **Big Screen. Big Hearts.** campaign is playing a role in their recovery by providing financial aid for things like housing and healthcare.

A BIG thank you to our industry family for partnering with us to showcase this campaign across multiple platforms. Thank you to our friends at CEN Media Group, Screenvision Media and Deluxe for bringing our campaign to life in theaters across the country. And thank you to our friends at iMoxie Media and Paper Air Media for giving our partners in exhibition a seamless way to help us spread the word about the Pioneers Assistance Fund.

Keep an eye out for our graphics in your local theater. Snap a photo and tag us online at @wrpioneers or using hashtag #bigscreensbighearts.

We'll see YOU at the movies!



## ROUND-UP to GIVE!

Introducing a new way to support the work of the Will Rogers Motion Picture Pioneers Foundation every time you shop! When you join our Round-Up program, your small change will make a big impact to members of our film industry community who need it most. Signing up takes less than 5 minutes!

### How it works:

1. **Swipe Your Card:**  
Your everyday purchases are rounded-up to the next dollar and donated to WRMPFF.
2. **Set Your Cap:**  
You control how much change you want to give each month.
3. **See Your Impact:**  
We will send you monthly updates on how your donation is making an impact.

Our system uses bank-grade security to handle all sensitive financial data and it is secured with SSL encryption and multi-factor authentication to ensure unwanted access is prevented.

To learn more about the program and to sign up, visit [wrpioneers.org/donate](http://wrpioneers.org/donate) and click the "Round-Up" icon!

# 5 PANDEMIC CREDIT CARD HABITS TO CARRY FORWARD.

BY: ERIN EL ISSA, *NERDWALLET*

The coronavirus pandemic's impact on consumer finances has led many Americans to rethink their money habits. For example, according to *NerdWallet's* annual Consumer Credit Card Report, 19% of credit card holders say card issuers cut their credit limits during the pandemic—and almost all of those people (93%) say their financial views or strategies changed because of it.

The vaccine rollout is allowing people to move away from their pandemic routines, but that doesn't have to mean returning to pre-pandemic habits. Some money lessons are worth holding onto. Here are five credit card habits to consider keeping even as the masks start to come off.

## 1. Building or maintaining a dedicated emergency fund

At first glance, this may not seem like a credit card habit, but consider: Of the millions of Americans who saw their credit limits get cut during the pandemic, a quarter of them (25%) say they weren't able to cover an emergency that came up during that time because of it. Credit card issuers can reduce your limits for any reason—even if you didn't do anything “wrong”—so available credit isn't a reliable substitute for savings. Experts recommend that you have an emergency fund with enough money to cover three to six months' worth of expenses. But even a starter fund of \$500 or \$1,000 can make a difference. If you're just beginning, aim to establish a starter emergency fund quickly—perhaps by cutting back expenses for a few months or making minimum payments on outstanding debts—and then set up automatic contributions toward your ultimate goal. Emergency funds need to be safe and easily accessible, so it's best to keep the money in a savings account. Even the highest-paying account won't earn much interest, but the main purpose of an emergency fund isn't supposed to be its income-producing potential. It's insurance—a resource to lean on if something urgent comes up.

## 2. Balancing debt payoff and saving

Of Americans who experienced reduced credit limits during the pandemic, 27% decided to pay down their balances sooner than they originally planned because of it. Accelerating your debt payments can save you a lot of money: U.S. households that carry credit card debt pay more than \$1,000 a year in credit card interest, according to *NerdWallet's* annual household debt study. That said, aggressively paying down debt shouldn't take complete precedence over saving for emergencies. You don't

necessarily need to hit your emergency fund goal of three to six months of expenses before attacking debt—particularly high-interest debt—but aim to have some cash on hand before prioritizing your card balances. Money in an emergency fund is money you don't have to try to borrow if disaster strikes.

## 3. Keeping cards active so they aren't closed

One of the most important factors in your credit score is credit utilization, or the percentage of available credit you're using. A reduced credit limit can translate into higher utilization—and a lower score. For example, if you have a credit limit of \$10,000 and a balance of \$3,000, your utilization is 30%. If your limit is suddenly cut in half to \$5,000, your utilization jumps to 60%. The lower your utilization, the better for your credit score. That may help explain why 29% of cardholders who experienced a credit card limit decrease say their credit score went down as a result. And while utilization has no “memory”—the damage to your score lasts only as long as utilization remains high—the effect can keep you from accessing new credit right when you need it most. Utilization is measured both on a per-card basis and across all your accounts, so having a card account closed for inactivity can have a big impact on utilization, too. All the available credit in that account disappears, which means existing balances make up a bigger percentage of your total credit limit. One way to mitigate this risk is by making sure your existing credit card accounts remain open. If you don't use a card for a long time, the issuer may close the account without notice. Use the card once a month to keep it active—perhaps by putting a small recurring expense on it, like a subscription.

## 4. Keeping utilization down

Speaking of credit utilization, keep it as low as you reasonably can, both for your credit score and in order to more easily withstand financial crises. The survey shows that of cardholders whose credit limits were reduced during the pandemic, 30% plan to make more than one credit card payment per month to keep their balances low. You can also consider other methods of lowering your credit utilization. There is a potential drawback to this: If issuers choose to decrease limits en masse again, they may cut the limits of those who aren't using much of their available credit. Still, keeping a low balance is good for your credit score, and if you're carrying a balance from month to month, it also means you're paying less in interest. Paired with an emergency fund, it's likely worth the risk of a potential future limit decrease.

## 5. Knowing your relief options, and their potential downsides

As incomes were disrupted during the pandemic, many cardholders enrolled in hardship assistance programs offered by their issuers. These programs can provide temporary help like reduced or deferred payments, waived late fees or reduced or waived interest payments. Most of those who tried to enroll in hardship programs at the beginning of the pandemic were accepted, according to last year's Consumer Credit Card Report, but a large majority of them faced some sort of consequence for doing so, including reduced credit limits. This doesn't mean that you shouldn't ask for help if you need it. But it's important to go into a hardship program knowing the risks, in order to evaluate your other options in comparison. If you don't have a better option, absolutely reach out to your issuer for assistance. But if you can tap your savings or ask a family member for help, you can avoid the pitfalls that commonly accompany hardship programs.



Thank you Cinema Week for making the Pioneers Assistance Fund a beneficiary of merchandise sales during the inaugural Cinema Week!

T-shirts available at [cinema-week.com](http://cinema-week.com).

# 2021 FILM ROW GOLF OUTING

Thank you for joining us at the 2021 Film Row Golf Outing! What a treat to see so many of our industry friends and colleagues IN PERSON!

When we first began discussing this outing, we did not set out to organize a fundraiser. All we were looking to do was create a reason for all of us to see each other again in person. To our surprise, we had a few companies reach out to us and ask if they could help cover some of the expenses. We were once again reminded just how special this industry is and how much we really do take care of each other.

Thank you to our generous underwriters and auction donors:

- Deluxe - Host
- The Brenden Mann Foundation - Lunch
- Dolby - Beverages on the Course
- Amazon Studios - Player Gift
- P3 - Breakfast
- Olson Visual - Signage
- Alan and Laura Davy - Bloody Mary Bar
- Mark Christiansen - Lakeside C.C. Golf Outing
- Kyle Davies - 'Cooking with KD'

The day would not have been possible without the support and guidance from our Film Row Golf Outing Committee:

- Jeff Greenspun, Chair
- Bailee Dolan
- Brian Flanagan
- Keith Foenander
- Ryan Woods

Thank you to everyone who participated in the outing, we look forward to seeing you all again next year!





Thank you to our friends at Universal Pictures for making the Pioneers Assistance Fund part of the *Scott Pilgrim vs. The World* 10th Anniversary celebration. Proceeds from digital collectibles benefitted the *Big Screens. Big Hearts.* campaign.



## FILM ROW: L.E.A.D.

Congratulations to Film Row L.E.A.D. for continuing their ever-popular Speaker Series. Thank you for providing our industry with such engaging and important conversations.

### APRIL 22, 2021

#### Marketing for Social Change Speakers:

- Christina Kounelias, President, Worldwide Marketing, Participant
- Anikah McLaren, EVP, Narrative Film, Participant

### JUNE 23, 2021

#### The Importance of Meaningful AAPI Representation in the Entertainment Industry Speakers:

- Nancy Chen - Director, Human Resources, Universal Filmed Ent. Group
- Mark Zee - VP, Global Content Licensing, Walt Disney Company
- Milan Chakraborty - Head of Film, Marginal Media Works
- Andy Park - Director, Visual Development, Marvel Studios



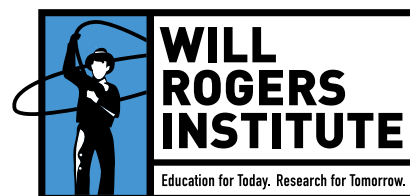
## WILL ROGERS INSTITUTE

The Will Rogers Institute (WRI) has been a rich part of our history going back to the 1950's as part of the Will Rogers Memorial Hospital. Since the beginning, WRI has focused on pulmonary health and infectious disease.

Today, the Will Rogers Institute laboratory is located at University of Southern California Keck School of Medicine. In addition, WRI funds five research fellowships across the United States. The Institute is making strides every day in understanding, treating, and curing pulmonary diseases and disorders, including COVID-19. Edward Crandall, PhD, MD, Medical Advisor of Will Rogers Institute, states, "Before the pandemic, there were 25 million people in the United States who suffered from a lung disorder. What we learn results in new treatment for very serious lung diseases and ultimately provides better health care for everybody."

We are proud of the work being done at our lab and fellowship institutions caring for patients suffering from the effects of COVID-19 and contributing to finding treatments for this devastating infectious disease.

- Will Rogers Institute Pulmonary Research Center at Keck School of Medicine USC
- Patricia Neal Rehabilitation Center (Knoxville, TN)
- Burke Rehabilitation Hospital (White Plains, NY)
- University of Texas Southwestern Medical School
- NYU Grossman School of Medicine
- Cedars-Sinai Medical Center (Los Angeles, CA)



**BRIDGING THE GAP DURING UNEMPLOYMENT, ILLNESS AND ACCIDENTS.  
FINANCIAL GRANTS | SUPPORTIVE COUNSELING | ALWAYS CONFIDENTIAL**

For more information, visit [wrpioneers.org](http://wrpioneers.org) or call **888.994.3863** to learn more about our program that provides assistance to industry veterans who work in distribution, exhibition and trade services.

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