



Acxiom Gives \$100,000 to the Women's Foundation of Arkansas Girls of Promise Initiative

Acxiom provides financial support to girls interested in STEM programs and renews commitment as the presenting sponsor for Girls of Promise®

LITTLE ROCK, Ark. (Dec. 3, 2021) – The Women's Foundation of Arkansas (WFA) Girls of Promise® initiative received a \$100,000 investment from longtime supporter Acxiom®, a customer intelligence company whose data-driven solutions create business growth by enabling better customer experiences. The Girls of Promise® initiative provides opportunities and mentors in science, technology, engineering, and mathematics (STEM) fields to increase the number of girls in STEM courses and careers, putting them on the path to achieve economic security as women. Acxiom also renewed its commitment as the initiative's presenting sponsor.

There is a significant disparity between women and men in STEM careers. Although nearly half of the United States workforce are women, they comprised only 27% of STEM workers in [2019](#), while men made up 52% of the U.S. workforce and accounted for 73% of STEM workers.

The WFA is dedicated to making a difference in the lives of girls and women by helping them reach their full economic potential. By providing opportunities like STEM conferences, hands-on convenings, internships and networking opportunities, the WFA's Girls of Promise® initiative has become a recognized leader in addressing the gender gap in STEM fields. The WFA intentionally focuses these efforts on reaching underserved communities, young women of color, and high poverty areas in Arkansas.

In addition to Acxiom's investment and presenting sponsorship, the company will host interns for the second consecutive year as a sponsor company of the WFA's Tjuana Byrd Summer Internship Program in 2022. This program, developed for college-aged women of color pursuing careers in STEM fields, matches interns with Arkansas-based companies to provide participants chances to gain real world experience, build professional networks, and have access to diverse college-to-career pipelines.

"We are so proud of our continued partnership with Acxiom," said Anna Beth Gorman, executive director of the WFA. "Their investment in our Girls of Promise® Initiative makes it possible for us to reach young women across our state, and work innovatively with a cross section of stakeholders to address gender and racial gaps in STEM based high demand careers. It also sends a message to other corporations about the value and role women play in our STEM economy."

Acxiom believes that investing in girls and women has an important impact on creating stronger families and communities.

"We are passionate about helping the next generation of leaders pursue their dreams through STEM careers," said Janet Cinfio, CIO at Acxiom. "We are proud to sponsor the WFA's Girls of Promise initiative and the Tjuana Byrd Summer Internship Program to help girls envision themselves pursuing a career in STEM. When girls and women are empowered with education and opportunities, the benefits extend to their families, their communities, and the global economy."

To learn more about the WFA Girls of Promise® initiative, including the annual STEM conference and the Tjuana Byrd Summer Internship, please visit GirlsofPromise.org.

About Women's Foundation of Arkansas

The [Women's Foundation of Arkansas](#) was founded in 1998 with the mission to ensure economic security for Arkansas women and girls through collaboration and focused philanthropic investment. Through grant making, research, and our Girls of Promise and Women Empowered initiatives, the Women's Foundation of Arkansas is investing in real solutions that allow women and girls to move up the economic ladder and reach their full potential

About Acxiom

[Acxiom](#) is a customer intelligence company that provides data-driven solutions to enable the world's best marketers to better understand their customers to create better experiences and business growth. A leader in customer data management, identity, and the ethical use of data for more than 50 years, Acxiom now helps thousands of clients and partners around the globe work together to create millions of better customer experiences, every day. Acxiom is a registered trademark of Acxiom LLC and is part of The Interpublic Group of Companies, Inc. (IPG). For more information, visit Acxiom.com.

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