



REPRESENT ME

2021



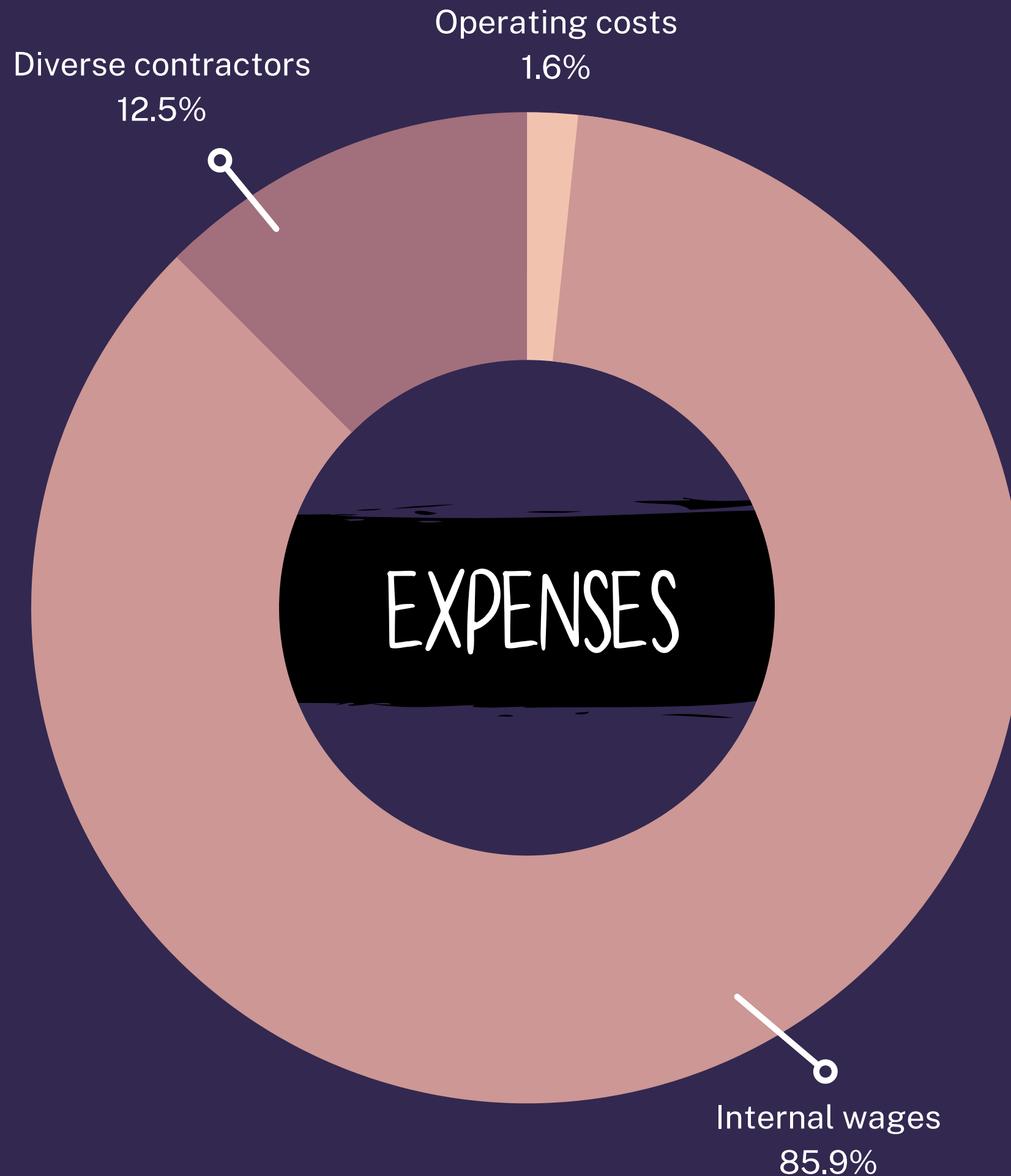
Our major success this year was the publication of our Best Practice Guidelines, which is a project we've had in the works for years.

We were also proud to work alongside a number of studios this year, connecting them with consultants to help make the representation in their games resonate with a larger audience.

Unfortunately, our annual earnings still do not allow for anybody on our team to work at Represent Me full-time. 2021 was a busy year for our team professionally and personally, and so it was a quiet year for Represent Me. But we hope 2022 will allow us to find a new rhythm and get back to attending events, publishing articles, and sharing financial stipends.

Alayna Cole

Founding director, Represent Me



## INCOME

94.42%	Consultations
4.73%	Sales
0.85%	Donations

## BALANCES

Expense account:	\$6,312.07
Savings account:	\$8,530.78
PayPal account:	\$843.25

# FINANCIAL ANALYSIS

## EXPENSES



Payment of internal wages increased this year as we worked on and released the Best Practice Guidelines, which required extensive administrative work. We also worked on consultancy to top up our accounts following larger total expenses last year.



Now that our bank accounts are full again, our financial goals for 2022 include more stipends and donations to support marginalised populations in games.

## INCOME



Income from sales and donations remain low due to COVID-19 continuing to restrict our attendance at events.

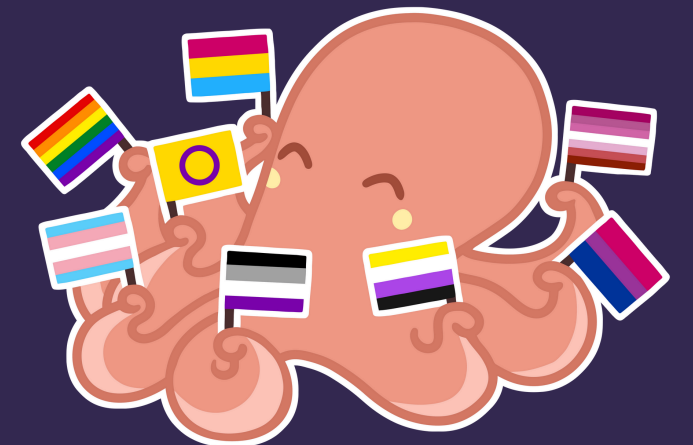


Majority of our income in 2021 was received through consultancy agreements with various companies. We project that this income source will be reduced in 2022, so are seeking alternative avenues.

# INITIATIVES

In 2021, we:

- Connected game studios and paid consultants on multiple new projects
- Spotlitged queer devs as part of Pride Month 2021
- Released the Best Practice Guidelines (both free and paid resources)
- Spoke at PAX Online about "Aiming for Authenticity"





Retrospective written Dec 2021 by Alayna Cole