

Back the Women Changing Facilities Management

The Women in Facilities Management (WiFM) Network is relaunching with a clear ambition: to raise the visibility, influence and progression of women across the FM profession. We are looking for one organisation to stand beside us as our **Founding Industry Ally**.

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WOMEN IN FM
NETWORK



WiFM - Back the Women Changing Facilities Management

The Industry Challenge

Facilities Management is a profession built on talent, expertise and leadership. Yet women remain significantly underrepresented — particularly in senior leadership and technical roles. With FM facing a growing skills shortage, the profession cannot afford to keep losing the talent already within it.

Leadership Gap

Fewer women progress into senior and director-level roles across FM organisations.

Technical Pathways

Women remain under-represented in technical and engineering disciplines within the profession.

Retention Crisis

Women are leaving FM before reaching leadership, at a time when the sector faces a critical skills shortage. Retaining and advancing women is not just an equity issue. It is a workforce survival issue.

“Being part of the Women in FM committee means being part of something bigger than ourselves. We have the opportunity to make a real difference, and this platform gives us the chance to drive meaningful change within the industry. For too long, FM has remained stuck in the same patterns, but now we get to help shape a more diverse, inclusive, and forward-thinking future for the next generation.”

- Christy Smith MIWFM - IWFM Chair of Women in FM, Head of Business Excellence, Maze Vanguard Group

This Is About The Whole Industry

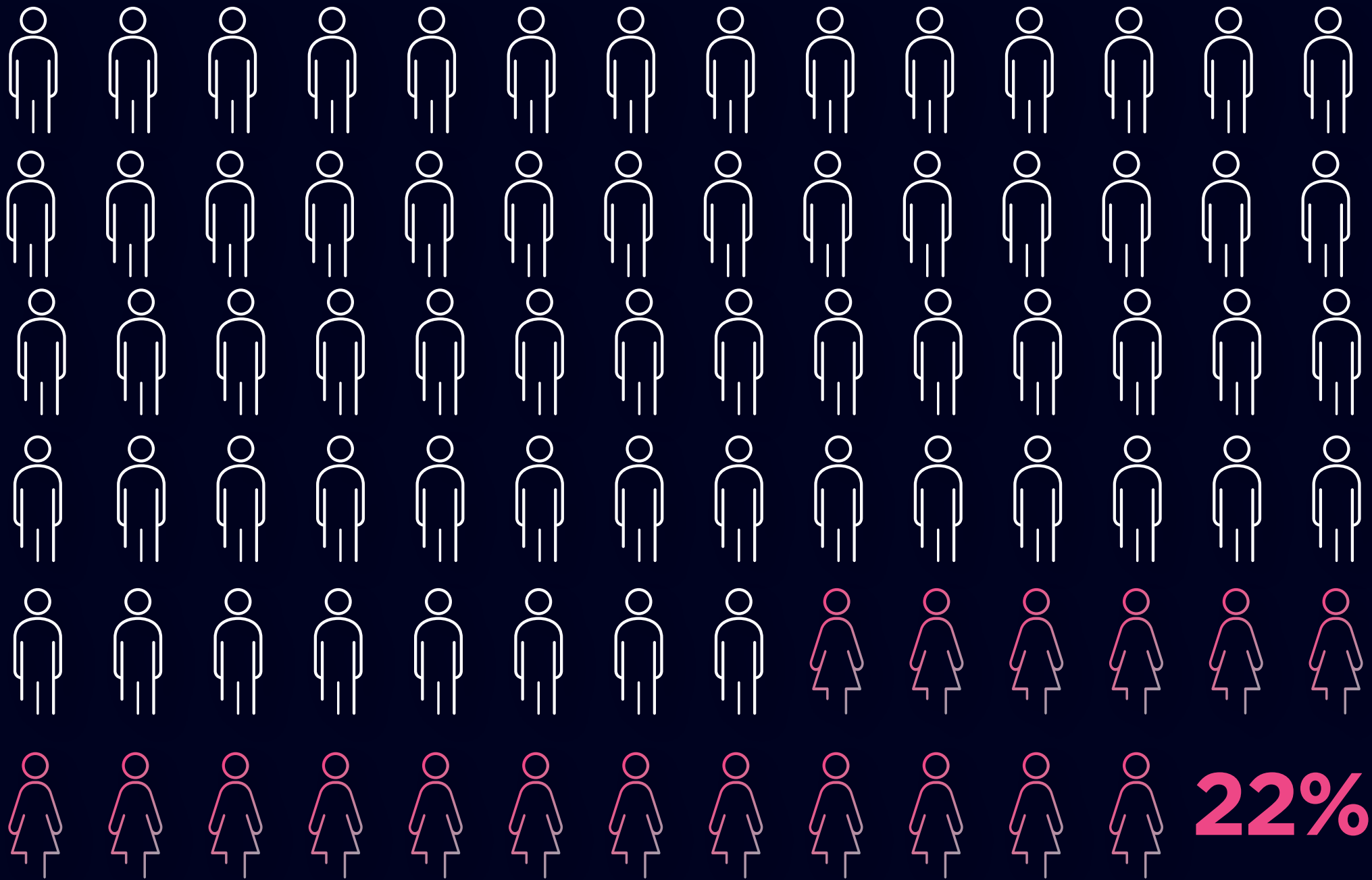
Change cannot come from individuals alone. Employers, organisations and industry leaders all shape the opportunities available — through the cultures they build, the pathways they create, and the voices they amplify.

WiFM will work with employers across the sector to encourage stronger support, better pathways and greater visibility for women in Facilities Management.

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WOMEN IN FM
NEXT GENERATION





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22%

Women in IWFM

Only 22% of IWFM members are women — a figure that has remained stubbornly flat for over a decade, according to IWFM's own Impact & Experience Survey.

34%

Women in FM in the UK

Women make up 34% of the UK FM workforce (22% globally) — up just two points since 2020, progress that has effectively stalled.
(Source: IWFM Pay & Prospects Survey,

1 in 9

Senior Leadership

Women remain severely underrepresented in FM leadership roles, with high turnover rates preventing progression to the top.
(Source: IFMA Retention & Advancement Report, 2024)

These numbers represent more than a diversity challenge — they represent a workforce crisis. With more than half of today's FM practitioners expected to retire in the next 5-15 years, the business case for retaining and advancing women has never been stronger. Gender-diverse executive teams are 21% more likely to outperform on profitability. (Source: McKinsey)



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Why WiFM Exists

WiFM is a Network Group within the Institute of Workplace and Facilities Management (IWFM). The network exists to support, empower and advance women across the profession – providing a platform where women across Facilities Management can connect, develop and influence the future of the industry.



Career Progression

Supporting women at every stage of their FM career, from early-career professionals through to senior leadership.



Leadership Representation

Actively working to increase the number of women in senior and executive roles across the profession.



Professional Networks

Building strong, lasting connections between women across FM organisations, sectors and disciplines.



Raising Visibility

Championing the achievements and contributions of women working across Facilities Management.

A Movement for Women in FM

WiFM is building a **visible and growing community** of women and allies across the profession — determined to make this network **impossible to ignore**. We are here to drive real, measurable progress, not just conversations about change.



Events and Roundtables

Industry events bringing FM women together



Employer Engagement

Working with organisations to create stronger pathways for women



Research and Recognition

Data and initiatives that celebrate and champion women in FM



Mentoring Programmes

Connecting aspiring leaders with experienced professionals



Training and Development

Building skills and confidence at every career stage

“A stronger, more inclusive Facilities Management profession — that is the future WiFM is working to build.”





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One Organisation. One Opportunity.

We are inviting one organisation to become the WiFM Founding Industry Ally. This ally will support the next phase of WiFM's development and ambition — and stand beside the women shaping the future of the Facilities Management profession.

This is not simply sponsorship. It is an opportunity to support a movement within the industry — and to be recognised as a genuine champion for women in FM at the moment it matters most.

A Single Industry Ally

One organisation will hold this exclusive founding position — ensuring maximum visibility, differentiation and impact.

A Founding Moment

The relaunch of WiFM represents a pivotal moment for the profession. The Founding Industry Ally will be part of that story from day one.

A Lasting Legacy

Your organisation's support will directly shape the opportunities available to women across FM for years to come.

Why Become the WiFM Founding Industry Ally?

Becoming the WiFM Founding Industry Ally positions your organisation at the forefront of progress in the FM profession. The benefits go well beyond visibility – this is an opportunity to demonstrate genuine, values-led commitment to gender equity.

- Champion Status**
Be publicly recognised as a champion for women in FM, across events, communications and industry engagement.
- Meaningful Impact**
Support initiatives that directly strengthen career progression and leadership representation for women across FM.
- Community Access**
Engage directly with a growing, active community of women and allies working across the profession.
- Demonstrated Values**
Signal a genuine, credible commitment to gender equity and inclusive leadership – internally and externally.

“I want to be part of the Women’s Network because in some areas of the profession there may only be one or two women in an organisation or team. Having a wider network creates connection, support, and allyship across the business. It also gives us opportunities to share learning, support others in developing inclusive workplaces, and help shape positive change at a time when this is increasingly in the FM awareness.”

- Laura Birnbaum (MRICS), Assistant Director of Property and TSS, London Fire Brigade



Industry Allyship Opportunities

As the WiFM Founding Industry Ally, your organisation will play an active and visible role in shaping the network's programme of activity across the coming year. Your support will directly enable:

Events & Industry Discussions

Sponsoring and co-presenting at WiFM events that bring women across the FM profession together — from roundtables to larger industry gatherings.

Mentoring & Professional Development

Supporting structured mentoring programmes and CPD initiatives that help women progress into leadership and technical roles within FM.

Research & Insight

Funding research and reporting activity that puts credible data behind the conversation about women in FM — adding evidence to advocacy.

Employer Engagement & Campaigns

Joining employer engagement activities and visibility campaigns that raise the profile of women working across the FM industry.

Our Values

WiFM is committed to supporting **meaningful, lasting progress** for women across the profession. We are seeking a Founding Industry Ally that shares our values — and is prepared to demonstrate that commitment through action, not just words.

Gender Equity

Actively working to close representation gaps across FM at every level.

Inclusive Leadership

Championing diverse voices in decision-making and senior roles.

Professional Development

Investing in the growth of women across all career stages.

Workforce Strength

Building a more sustainable and capable FM profession for the future.



What Your Industry Allyship Includes

The WiFM Founding Industry Ally will receive a defined package of benefits across the programme year — designed to maximise visibility, impact and return.

Exclusive Naming Rights

Founding Industry Ally status across all WiFM communications, events and published materials throughout the allyship year.

Event Presence

Speaking and branding opportunities at WiFM events, roundtables and industry gatherings — putting your organisation in front of the profession's rising talent.

Research Co-Authorship

Joint ownership of WiFM's annual insight report — positioning your organisation as a thought leader on gender equity in FM

Direct Community Access

Engagement with WiFM's growing network of women and allies across the profession — for recruitment, employer brand and talent pipeline development.

Join the Movement

Facilities Management needs more women in leadership. The women already in the profession deserve greater visibility, support and opportunity. WiFM is helping make that happen – and the momentum is building.

“The question is: who will stand beside the women driving that change?”

Be First

Secure the exclusive Founding Industry Ally position before the relaunch programme begins.

Be Visible

Put your organisation’s commitment to gender equity front and centre across the profession.

Be Counted

Join a movement that will shape the future of the FM workforce for years to come.





“WiFM matters to me because I’ve lived both sides of this story. I’ve been the only woman in the room. I’ve also been the woman who was backed, supported, and given the chance to lead. The difference was never about talent. It was about who was around me. WiFM is about making sure every woman in this profession has that.”

- Valerie Miller, WiFM Events Coordinator, Chief Customer Officer, DMA Group

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Expressions of Interest

We are inviting organisations to express interest in becoming the WiFM Founding Industry Ally. This is an exclusive, one-of-a-kind position, awarded to a single organisation that demonstrates the strongest alignment with WiFM’s mission and values. WiFM is entirely self-funded. Without industry allyship and sponsorship, we simply cannot run the network, deliver events or support the women who need it most.

To Learn More or Arrange a Conversation

We would welcome the opportunity to discuss this allyship in more detail and explore how your organisation can play a founding role in WiFM’s next chapter.

Contact

Valerie Miller WiFM Events Coordinator
Valerie.miller@dma-group.co.uk

Why Act Now?

WiFM’s relaunch is underway — but like all volunteer-led networks, our ability to deliver depends entirely on the support of organisations who believe in what we’re building. The Founding Industry Ally position is exclusive and will not be repeated. Your investment directly funds the events, mentoring and development programmes that will shape the next generation of women in FM.

Not ready for Founding Industry Ally status?

We'd still love to hear from you. If you're interested in event sponsorship, one-off involvement, or simply want to stay connected with WiFM's work — please get in touch with Valerie Miller, WiFM Events Coordinator.

Building a Stronger Future for Women in FM

Supporting the talent, leadership and voices driving the industry forward.

The logo for the Women in FM Network, featuring the lowercase letters 'iwfm' in a bold, sans-serif font. A thin horizontal line is positioned directly below the text.

**WOMEN IN FM
NETWORK**