

Women in the Footwear Industry (WIFI) Grants

Educational grants for women seeking upskilling or professional development

Two Ten Footwear Foundation has long been committed to accelerating the careers of women in the footwear industry and increasing their representation in senior leadership roles. **Two Ten's Women in the Footwear Industry (WIFI) community is a cornerstone of that effort.** For more than 15 years, WIFI has been an important resource, helping women in footwear connect with peers across the industry, learn from each other, grow their professional networks, and elevate themselves.

WIFI Grants support the objectives of Two Ten's WIFI community, offering women funding for an upskilling or professional development learning opportunity.

Whatever career stage you are in, if you identify as a woman and are currently employed in the U.S. footwear industry, you can apply for a WIFI Grant to cover all or part of the cost of a learning opportunity relevant to a career in footwear.

The grant is intended to support relatively short duration learning opportunities, including skills-focused online training courses, one-day or multi-day workshops and bootcamps, professional conferences, or specialized prep courses for certification exams. It can also be used for some types of personal development, such as leadership training. We hope to introduce a WIFI Grant for small teams in 2025.

Our mission is lifting lives

Two Ten Footwear Foundation is an independent nonprofit dedicated to supporting the U.S. footwear workforce. Two Ten offers footwear employees and their families a wide range of educational funding and emergency assistance programs.



“ I'm looking to move from a customer-facing retail job into another area of the footwear industry. I think what I'll learn in this course will help me do that and help me advance.

- Molly, WIFI Grant Recipient

Frequently Asked Questions About WIFI Grants

- **What is WIFI?** Two Ten's Women in the Footwear Industry (WIFI) community is an affinity group for women in footwear. WIFI members connect, share information, learn from each other, and grow their professional networks, supporting each other while advancing their careers.
- **What is the WIFI Grant?** WIFI Grants are financial awards made to women seeking an upskilling or professional development opportunity relevant to their career in footwear.
- **This isn't a loan, right?** That's correct. WIFI Grants do not need to be repaid. These grants are educational funding similar to a scholarship. They're intended to cover the cost of a learning opportunity that will help a woman broaden her skillset, expand her industry knowledge, or earn a credential or certification relevant to her career in footwear.
- **Who is eligible to apply?** If you identify as a woman and currently work in the U.S. footwear industry you are eligible to apply for a WIFI Grant. We also encourage WIFI grant recipients to get involved with WIFI community if they're not already a member. WIFI members meet for networking and thought leadership events throughout the year and Two Ten also offers online programming for the WIFI community, including webcast panel discussions and roundtables.
- **What are the selection criteria?** The primary factor determining whether a WIFI Grant is awarded is the relevance of the educational opportunity. If you apply for a WIFI grant you'll be asked how the opportunity you're seeking the grant for will support your career in footwear.
- **How much are the awards?** The value of an award will vary based on the type of learning opportunity an applicant seeks, but WIFI grants are typically less than \$3,500. Payment is made directly to the educational institution or professional association offering the learning opportunity, on behalf of the grant recipient. Two Ten does not disburse funds directly to grant recipients.
- **Is the WIFI Grant needs-based?** Not at this time. You will need to prove you are currently employed in footwear but we won't ask about your income unless you request a care stipend.
- **What is the care stipend?** There is a modest (\$250) stipend available to help with the cost of childcare or eldercare during a learning opportunity. The stipend is paid directly to the grant recipient and is only available to those who qualify based on household size/household income.
- **When can I apply?** Whenever you've identified a learning opportunity you're interested in. Applications are reviewed on a rolling basis throughout the year. [You can start an application here.](#) It's best to apply well in advance of a course start date to allow time for your application to be reviewed and, if an award is offered, for Two Ten to issue payment of course fees on your behalf.
- **How often can I apply?** Some women use WIFI Grants to complete multiple learning opportunities. This is allowed. However, returning applicants must demonstrate successful completion of the previously approved learning opportunity before they can reapply.
- **Are any courses specifically excluded?** WIFI Grants are not intended to fund pursuit of an undergraduate or graduate degree. If you're seeking tuition assistance for a two- or four-year degree program, you may want to learn more about [Two Ten Higher Education Scholarships.](#)