



Denver Country Club Monday November 2, 2015 from 8:30 AM to 4:00 PM



# IMPACT INVESTING WITH A GENDER LENS

You've heard of socially responsible investing, but did you know you can align your values with your investments to advance women? Thanks to everyone who joined us for a first of its kind educational event with national leaders of the Gender Lens Investing movement. We hope you learned new strategies for using a gender lens to create impact with your philanthropic and investment dollars. As you learn all the ways you can position assets to promote workplace equity and women's access to capital to drive assets to companies with women on their boards and management teams; to women-owned businesses; to foundations that use a gender lens for their investments. About shareholder advocacy and purchasing power as tools to achieve gender balance. The wealth management industry that investing in women is good business for a more equitable world!

Over the last two decades, Socially Responsible Investing has experienced an extraordinary shift from a relatively small niche market to a mainstream investment strategy that continues to gain traction, including the more nascent area of Gender Lens Investing. According to the Social Investment Forum's 2014 Report on Sustainable and Responsible Investing Trends in the United States (<http://www.ussif.org/sribasics>), sustainable, responsible and impact investing enjoyed a growth rate of more than 76% in two years – increasing from \$3.74 trillion in 2012 to \$6.57 trillion in 2014. As of year-end 2013, more than 1 out of every 6 dollars under professional management in the United States — \$6.57 trillion of \$36.8 trillion – was invested according to SRI strategies. This represents a tenfold increase since they started tracking the SRI universe in 1995.

The report identifies Mutual funds as one of the most dynamic segments within the environmental, social, and corporate governance (ESG) investing space. The number of ESG mutual funds in the United States has grown from 333 to 456, and their collective assets have increased from \$641 billion to \$1.93 trillion, more than a 200% increase. SRI investing “with a gender lens” has also taken hold, but with a much more limited number of investment opportunities.

Gender lens investors put their assets with entities whose missions and/or practices help to advance the lives of women and girls, including access to capital, gender equity in the workplace, and increased products and services that benefit women and girls. The vehicles used to influence these categories of impact range from small debt instruments to large mutual funds to private equity investments in women-led enterprises. Most gender investing vehicles are only available to high net worth/accredited investors, corporations, foundations, and non-profits – while the general public is limited to a handful of investment options. An increasing number of advocacy organizations are playing a critical role in helping businesses recognize the importance of gender diversity from the check-out to the boardroom. Further, economists, academicians, and social researchers have compiled data to support the huge payoffs for businesses, communities, and the larger economy. The timing is ideal to boost the visibility of this “investing revolution”, whereby investors are recognizing the power of their investments beyond just financial returns.



Joe Keefe



Jackie VanderBrug



Donna Evans



Kathleen McQuiggan



Dr. Stephanie Gripne



Patricia Foley Hinnen



Jo Lynne Whiting



Brook Eddy



Lauren Y. Casteel



Jennifer Pryce



Justin Conway



Patricia Farrar-Rivas



Marilyn Manila



Debbie Huttner



Praful Shah



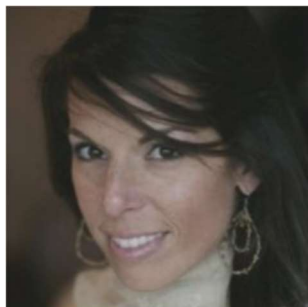
Jacki Zehner



Dan Osusky



Kate Lyda



Nicole Casanova



Kaylene Alvarez

# COMMITMENTS TO ACTION

- Speak to my financial planner
- Make at least one ESG Investment this year
- Educate myself on companies I support regarding the diversity of their leadership
- Find out if the companies I hire have women in leadership positions
- Invest in companies and funds with a gender lens
- Inform others of the importance of gender lens investing
- Research with my high school daughter, non profits with youth boards for her to consider joining
- Invest in Capital Sisters
- Learn more about gender empowerment frameworks and how they can be incorporated into my work
- Develop International Collaboration then fund track focused on women with Beyond our Borders
- Build a platform for female entrepreneurs and help them launch innovative, social impacting companies with the help of EVERYONE!
- Explore a "Collective impact Fund" to invest in / support the social impact of INPOs / INGOs working in the girls empowerment space
- Buy PAX world Fund
- Buy Calvert Win-Win Notes
- Build out our investment options that include a diversity / gender lens for clients
- Democratize impact investing, including gender lens
- Act as the bridge between millennials and older generations to catalyze impact
- Re-allocate my portfolios!
- Educate the women in my community
- Take the steps to become an accredited investor and then invest!
- Re-evaluate all our investments in liquid securities, with an explicit gender lens
- Collaborate with the 30% coalition and utilize their strategies
- Review / rebalance our mutual funds with a gender lens
- Invest in a bond / note for my daughters
- Vote my proxies with a gender lens
- Explore with other Organizations how philanthropy \$\$ can better support gender lens initiatives
- Review my own investment portfolios
- Talk to my financial advisor again
- Invest in gender lens funds
- Review my current portfolio to understand impact and educate myself on investment products
- Educate myself on the investment products my company offers related to impact / gender lens
- Invest my own money in a micro-finance loan
- Never stop having the conversation about the importance of investing in women
- Buy a Calvert Foundation WINWIN note
- Encourage a business owner I know to consider seeking capital to grow their business
- Research companies I buy from to ensure they have workforce equity
- Recruit investors to a coalition to talk to Colorado companies to add women to their Boards
- Use the Buy Up App
- Move 10% of my investments into gender lens investing opportunities
- Convince at least one male investor to invest in a woman-led business
- Collaborate with fellow women investors
- Better educate myself and the men in my life about gender lens investing
- Convince an investor to consider gender lens investing opportunities
- Speak to my financial advisor about gender lens options
- Find out how to receive DAF or some foundation \$\$ into our non-profit and receive \$100k by end of January 2016
- Hold an intro to Finance at Spiritual Center
- Make my fifth gender lens investment
- Re-evaluate my investment portfolio and redirect at least 50% within 6 months
- Review the entire McKinsey Report
- Join a corporate board
- Open a banking account for my 3 year old daughter
- Invest and get involved in a women owned business
- Be a resource for gender lens grantmaking and investments for donor advised funds
- Start educating others

- Look into getting involved in donor circles
- Dedicate personal investments
- Contact companies I invest in to get more women on their boards
- Call my financial advisor about SRI options
- Educate my clients about ESG investing and find new clients that think like me
- Evaluate my current investments to assess how they are currently supporting my values
- Talk to investment manager about different language standards of evaluation for “success” of a company E.G. refining B Corps. Companies
- Support Beyond Our Borders
- Continue seeking more and better data sets to incorporate into my research and to share these data sets with others for the sake of collaboration
- Interview Jackie Vanderbrug and Patricai Ferrar Rivas on impact investing
- Learn how to leverage my personal philanthropy for greater impact
- Follow up with Donna Evans
- Talk to my financial advisor about investing with a gender lens
- More thoughtfully consider the foods and products I purchase and the company’s reputation for employing women
- Do more due diligence about companies’ environmental, social and governance standards before investing money or buying a product
- Continue asking for statistics about women of color and transgender women in corporate leadership positions in order to increase those population in business
- Continue to invest in women led businesses
- Speak to my financial manager about ESG investing and ask him to add such a fund to my portfolio
- More thoughtfully complete share-holder materials I receive
- Educate myself re companies “walking the talk” on gender lens equity
- Try to build a consortium of Fortune 500 companies on becoming gender enabled
- Invest \$1M in women entrepreneurs over the next 2 years
- Explore how donor-advised funds can invest in women’s empowerment (before being donated)
- Reassess portfolio ESG!
- Educate men about the value of gender lens management / investment
- Commit to investing in a women entrepreneur
- Collaborate on investment due diligence
- Connect with foundation and impact investors to accelerate growth. Bigger \$\$ means more direct impact on artisans and global communities
- Talk with my financial advisor
- Ask my employer about SRI 401k options
- Talk to confluence re: social equity in environment and impact investing
- Talk to my family about incorporating impact investing into our foundation’s work
- Develop my knowledge base around gender lens investing
- Move our own capital into impact with a gender lens and create more ways for others to do the same

## Resources

- Colorado Impact Days (<http://www.impactfinancecenter.org/colorado-impact-day/>)
- Why the Next Steve Jobs Will be a Woman (<http://www.inc.com/magazine/201510/kimberly-weisul/will-the-next-steve-jobs-be-a-woman.html>)
- It's Time to End the Misconception That Impact Investing Isn't Financially Profitable ([http://www.huingtonpost.com/praful-shah/angel-investing-for-impac\\_b\\_5536990.html?utm\\_hp\\_ref=the-b-team](http://www.huingtonpost.com/praful-shah/angel-investing-for-impac_b_5536990.html?utm_hp_ref=the-b-team))
- Womenomics: Illuminating Opportunities and Increasing Returns Through Gender Lens Investing (<http://www.triplepundit.com/2012/10/womenomics-illuminating-opportunities-increasing-returns-gender-lens-investing/>)
- From Philanthropy to Impact Investing: The Role of Women Investors in Asia (<http://thestoryexchange.org/philanthropy-impact-investing-role-women-investors-asia/>)
- Investing in Female Entrepreneurs: The Impact of Goldman Sachs' "10,000 Women" (<http://blogs.cfr.org/coleman/2012/03/01/investing-in-female-entrepreneurs-the-impact-of-goldman-sachs-10000-women/>)
- Investing in Women Pays Off ([http://www.huingtonpost.com/stacie-nevadoski-berdan/investing-in-women-pays-o\\_b\\_1437322.html](http://www.huingtonpost.com/stacie-nevadoski-berdan/investing-in-women-pays-o_b_1437322.html))
- One woman's quest to create an investment company with purpose (<http://socialfinance.ca/2013/08/08/from-scratch-the-story-of-one-womans-quest-to-create-an-investment-firm-wit/#sthash.dHyCMD2q.NwPdoUfB.dpuf>)
- 5 reasons to bank on women in Emerging Markets (<http://www.viveinvest.nl/emerging-markets/>)
- B Lab's Gender Empowerment metric set (<http://b-analytics.net/products/measure-and-evaluate/thematic-data/gender-empowerment>)
- Colorado Women's Chamber of Commerce (<http://www.cwcc.org/>)
- Women's Leadership Foundation (<http://womensleadershipfoundation.org/>)
- US Trust Capital Acumen Online Publication (<http://www.ustrust.com/publish/ust/capitalacumen/archive.html#summer2014>)
- Women who Start up (<http://womenwhostartup.com>)
- Board Bound Program (<http://womensleadershipfoundation.org/>)
- Beyond Our Borders (<http://www.wfco.org/beyond-our-borders>)
- Capital Sisters International (<https://www.capitalsisters.org>)

STEERING COMMITTEE MEMBERS

Patricia Cooper, Patricia Foley Hinnen, Helen Gair, Rhondda Grant, Laurie Hirschfield Zeller, Alexis Newton and Jo Lynne Whiting

EVENT SPONSORS



**Beyond Our Borders**

A GROUP-ADVISED FUND OF  
THE WOMEN'S FOUNDATION OF COLORADO

Jewish Women's  
Fund of Colorado

*Engage Educate Empower*

**Capital Sisters** International

Micro Loans for Women in Poverty



**It's Time** NETWORK  
Engaging Women & Girls



**VERIS**

Wealth  
Partners

Values. Wealth. Sustainability.



**DOMOTO**

**Moye** | **White**



**Colorado Capital**  
MANAGEMENT



**Calvert**  
Foundation™

**boardbound**

3 women **+** on every Colorado board.

**U.S. TRUST** 

Bank of America Private Wealth Management

**Pax Ellevest Global  
Women's Index Fund**  
(PXWEX)

THE WOMEN'S  
FOUNDATION  
OF COLORADO



THE DENVER FOUNDATION