



Empowering Women through Investing

Women Effect Investments

Women Effect Investments (WEI) seeks to shape the social capital markets to maximize their impact on women and girls. WEI is expanding investment opportunities with a gender lens and invigorating women investors to move significant capital toward investments that generate social *and* financial returns.

We are doing this because when women are economic agents and leaders, social change accelerates and returns multiply. The returns of women-focused investing can be measured in our families, our neighborhoods, and on the other side of the world. This is **The Women Effect**.

Today's philanthropists have been energized by stories and research that detail the profound impact of investing in women and girls. And women donors, in particular, have focused their *charitable assets* toward supporting women. However, the world of financial services offers few vehicles that enable women and allies to move significant *investment assets* toward generating the Women Effect.

WEI connects the worlds of social investing, women's capital and gender expertise to create insights and collaborations that will compel investors and create new possibilities. We are creating a community of investors and supporting the development of a landscape of investment vehicles.



Our success will increase the flow of capital into funds that support women through three diverse, intersecting gender lenses:



Gender Lens in Investing

- Promoting gender equity and women's leadership in the workplace
- Providing capital to women, from microenterprises to high growth companies
- Developing jobs, products and services that benefit women

Achieving our ambitious vision requires a collaboration of many implementing and resource partners across the social capital, philanthropy and gender expertise fields. WEI plays the role of connective tissue, bringing together the moving parts within this movement and providing a strong infrastructure to plan, manage, measure and achieve our collective goals.

WEI has been supported by a remarkable set of women who have joined our Founding Community. If you are interested in providing philanthropic support to WEI or collaborating in our efforts to build the field, contact Jackie VanderBrug at vanderbrug@criterionventures.com, and let us connect you with Women Effect Investments. Learn more at www.criterionventures.com/women