How Women and Men Approach Impact Investing

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IUPUI WOMEN'S PHILANTHROPY INSTITUTE
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Written & Researched by

Women's Philanthropy Institute

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Introduction

The term *impact investing* evokes widespread interest, but few people have a deep understanding of the topic, and even fewer practice impact investing. What is impact investing? Who uses this investment strategy, and what are their objectives?

Impact investing is relatively new and has developed rapidly over the last decade. The term itself was introduced in 2007 when the Rockefeller Foundation convened leaders in the fields of finance, philanthropy, and development, with the aim of building an industry of investing for impact.[1] While a great deal has been written about the subject, most of this work comes from the world of finance and asks questions about financial return, comparing impact investing with investing purely for profit. The practice of impact investing is evolving exponentially, in contrast to research on this still-underexplored subject.

Impact investing combines the goals of financial and philanthropic capital: those who use this approach still desire a financial return on their investment, but also seek to improve society or the environment in some way with those same investments. In such a new and growing field, research is needed to show who is using this approach, and why. A 2010 study found that women investors were more interested, relative to men, in socially responsible investments; additionally, younger, single, more educated, and less wealthy women were the most likely to make such investments.[2] As impact investing becomes a more well-known and accessible approach, this may no longer be the case.

The growth of impact investing has the potential to affect the nonprofit and philanthropic sectors substantially, by engaging more donors in new ways. However, some worry that this approach could undermine or "crowd out" more traditional charitable giving.[3] Stakeholders – donors, fundraisers, policymakers, researchers, investment firms, and financial and wealth advisors – need information about how men and women are participating in impact investing. This study examines how individuals use impact investing, how men and women do so differently, and what those gender differences may mean for the broader philanthropic sector.

Specifically, this report explores the following questions:

1. Who is aware of impact investing, and who wants to know more?
2. Who is an impact investor? Research by other organizations suggests women and Millennials are particularly interested in impact investing.[4] What drives this pattern?
3. How does impact investing affect traditional charitable giving? Are impact investors using this practice in place of or in addition to their charitable giving?
4. How does gender influence impact investing? When women use impact investing, are their reasons for doing so different from men's?

HIGHLIGHTS:
How Women and Men Approach Impact Investing

There is a knowledge gap when it comes to impact investing: people who already are aware of impact investing are different in key ways from people who want to learn more about it. Women and men are equally likely to be aware of impact investing, but women are more likely to want to learn about impact investing.

Impact investors are younger, have higher levels of education, and have higher incomes compared to people who don't use impact investing. Women and men are equally likely to participate in impact investing, but gender differences appear for specific groups of people (separated by education or income level, for example).

There is a concern that impact investing might divert funds from more traditional charitable giving. People who use impact investing in place of charitable giving tend to be younger, have higher levels of education, and have higher incomes. Households where men make charitable giving decisions – either as single men, or as sole deciders within their marriages – are more likely to replace charitable giving with impact investing.

Women may have a particular interest in impact investing due to their different motivations for giving and interest in giving through a gender lens.

What Is Impact Investing?

Traditional philanthropy is expanding to encompass different ways of creating social change, including concepts like social enterprises, program-related investments, impact bonds, and impact investing.

One reason the impact investing landscape may be less well understood is that there is no legal definition for the term and no specific tax treatment for these investments. The two examples below show how different groups and individuals can define impact investing differently:

In a somewhat technical description, scholars Paul Brest and Kelly Born define impact investing as "actively placing capital in enterprises that generate social and environmental goods, services, or ancillary benefits such as creating good jobs, with expected financial returns ranging from the highly concessionary to above market."[5]

The Global Impact Investing Network (GIIN) defines impact investing as: "investment made into companies, organizations, and funds with the intention to generate social and environmental impact alongside a financial return."[6] The Case Foundation, a philanthropic leader in the impact investing space, emphasizes the flexibility of this definition: there is an expected return on the investment and an intention to create a positive impact; however, both "return" and "impact" can be broadly defined, and the investment can be made in for-profit or nonprofit organizations.[7]

While the GIIN definition is clear, it is also broad and can include a variety of investment types, from venture investments in specific areas, such as projects that benefit women and girls, healthcare research, international microfinance loans, or social impact bonds.[8] Impact investing can be envisioned on a continuum between a focus on financial return and a focus on social impact; some investments focus more heavily on one or the other, and other investments attempt more of a balance.[9] Other related terms add to the confusion: socially responsible investments, corporate social responsibility, program-related investing, and mission-related investing all refer to the concept focusing both on financial and social or environmental returns.[10] Even when surveys ask about whether people participate in impact investing or related approaches, they often do not provide definitions of these terms.

This study does not attempt to further define impact investing; in fact, many surveys and data sets referenced here may not provide clear definitions themselves. Understanding that impact investing can be defined broadly and in many ways, this report does not ask what "counts" as an impact investment, but focuses instead on the individuals who participate in this approach: who are they, what are their motivations, and how does their impact investing affect the broader nonprofit and philanthropic world?

Anyone can participate in impact investing – corporations, foundations, or individuals. The bulk of impact investing is done by corporations, investment firms, or other institutional investors rather than individuals.[11] However, this report focuses on individuals who use impact investing, to determine whether gender plays a role in their decision to do so.

Background

Impact investing is a growing field and a financial force to be reckoned with. In its most recent survey of impact investors, the GIIN estimated that its respondents manage at least $114 billion in impact assets.[12] The market has been expanding rapidly, at an average rate of 18 percent per year since 2013.

Much of the research to date on impact investing centers on whether and to what extent these investments are financially beneficial to investors, or measuring return on investment. However, a few studies have connected impact investing to the field of philanthropy, and in particular to exploring how women make impact investments and connect those investments to their charitable giving.

One industry study of high net worth households found that women were more likely than men to say that impact is an important factor in their investment decisions.[14] In this same study, women were also more likely than men to say:

- They feel investment decisions are a way they express their values.
- They prefer to invest in companies with a positive social or environmental impact; they avoid investing in companies with harmful impacts, and review their portfolios with this in mind.
- They make investment decisions that support issues important to them.
- They see impact investing as the "right thing to do as a responsible citizen and investor."[15]

One key resource, *Women Leading the Way in Impact Investing*, sought to better understand how and why women participate in impact investing.[16] The report includes finance industry research on impact investing insights from both advisors and female investors, and strategies to inspire women to gain knowledge about and participate in impact investing. The study uses interviews with experts in the field to discuss how impact investing might expand by focusing on female investors; it does not move into quantifying such impact investments or exploring gender differences in impact investing.

In a recent study based on interviews of high net worth women donors who give primarily to women's and girls' causes, nearly half of interviewees said they made impact investments.[17] However, these female philanthropists defined impact investing in a variety of ways, such as: program-related investments; loaning capital to a nonprofit; making a capital investment in a women-owned business or social enterprise; and investing in women-owned companies or other for-profit companies with a gender lens. Again, this report did not attempt to explore impact investing in depth or how women might differ from men in this area, but it did highlight that impact investing is an important tool for many female philanthropists, especially those with higher levels of wealth.

Finally, a number of reports explore the concept of "gender lens investing," a type of impact investing where gender is the key social good in question, and investors focus on improving the lives of women and girls. The current study does not single out gender lens investing, treating it as one type of impact investing, except where the study examines why this type of investment may appeal more to women. However, many resources have been developed that discuss this particular type of investment and how women have led the way in this area.[18]

The existing research on impact investing is deep in some areas – such as evaluating return on investment or exploring gender lens investing – but shallow in others. This report seeks to deepen knowledge in one particular area: how women and men differ in their interest and participation in impact investing.

Data and Methods

This report analyzes data from the *Bank of America/U.S. Trust Study of High Net Worth Philanthropy* series.[19] These studies have been conducted by the Indiana University Lilly Family School of Philanthropy biennially since 2006. The most recent study, published in 2016, is based on a nationally representative random sample of wealthy donors.[20] These studies define "high net worth" households as having an annual household income of at least $200,000, and/or net worth of at least $1 million, excluding the value of their primary home.

Because impact investing is a relatively new phenomenon that has grown dramatically in recent years, early surveys about high net worth philanthropy did not ask questions about the topic. Gradually, impact investing began to be included in key survey questions, and these questions have been expanded and adjusted over time. As a result, this report pulls data and responses from several different survey years to provide the most comprehensive information possible about impact investing by high net worth donors. Throughout the report, the particular years of data used for various findings are noted.

Descriptive information about the 2016 survey respondents can provide context for the larger report. A nationally representative random sample of 1,435 high net worth households responded to the 2016 survey. On average, these households had incomes of $331,156 and net worth of $16.8 million; respondents' average age was 59.9. The following table provides additional characteristics about the sample, including how respondents take risks with their personal and philanthropic finances. As seen below in the table, respondents are grouped into three categories: those who take the same amount of risk with their personal and their philanthropic dollars, those who take more risk with their philanthropy, and those who take more risk with their personal finances.

Summary of Demographics

Gender	Male	60.3%
	Female	39.7%
Age	Gen-X and Millennial (born since 1965)	20.4%
	Boomer (born 1946-1965)	58.6%
	Great and Silent (born before 1946)	21.1%
Education	High school or less	4.4%
	Some college	18.7%
	Bachelor's degree or more	76.9%
Marital Status	Single, never married	6.6%
	Married or living with a partner	83.8%
	Divorced or separated	5.2%
	Widowed	4.5%
Household Income	< $200,000	46.0%
	$200,000 - $500,000	45.0%
	> $500,000	9.0%
Household Net Worth	< $1 million	16.8%
	$1 million - $3 million	56.0%
	$3 million - $5 million	14.5%
	> $5 million	12.7%
Financial Risk*	More risk with philanthropy than personal	27.9%
	Same risk	57.5%
	Less risk with philanthropy than personal	14.6%

Unless otherwise specified, data in this table and in all graphs and charts in this report are from the unweighted sample from the *2016 U.S. Trust Study of High Net Worth Philanthropy.*
*Financial risk data are from the 2014 sample, when this question was most recently asked.

Findings

Finding 1: Knowledge gaps exist in the field of impact investing; those who are aware of impact investing differ in key ways from those who want to learn more about it. Women and men are equally likely to be aware of impact investing; but women are more likely to want to learn about impact investing.

From 2010 to 2014, the *Studies of High Net Worth Philanthropy* asked respondents about their awareness of impact investing, and from 2014 on, respondents were asked if they were interested in learning about impact investing. Their responses can help answer the questions: Who already knows about impact investing, and who wants to learn about it?

Awareness indicates that people already have some knowledge about impact investing. With the understanding that high net worth people may be more likely to know about financial tools such as impact investing, a relatively high percentage of respondents indicated they were aware of impact investing – 82.2 percent over the years when this question was asked. **Men and women had nearly the same levels of awareness:** 82.5 percent for men and 81.3 percent for women.

People who said they were aware of impact investing were more likely to be:

- Older
- Wealthier (considering this is a sample of high net worth households, "wealthier" households here are those with at least $5 million in net worth)
- Higher income
- Equally or more risk-taking with their personal finances than with their philanthropic finances.

This can be compared to people who want to learn about impact investing. For the years when this question was asked, 14.2 percent of people said they wanted to know more about impact investing. **Comparing men and women, women were statistically significantly more likely to want to learn about impact investing**: 16.2 percent of women selected this response, compared to 13.1 percent of men. While this percentage may be low, respondents were choosing among ten different options for what they wanted to learn more about.

People who said they wanted more knowledge about impact investing were more likely to be:

- Women
- Younger
- More educated (at least a bachelor's degree)
- Less wealthy
- Equally risk-taking with philanthropic and personal finances.

These statistics highlight that there is a gap between people who are interested in impact investing and those who are knowledgeable or aware of it already. Information about impact investing may be more readily available to wealthier, older people who are more prepared to risk personal finances – so they may be more interested in the concept of making impact investments. If impact investing is to continue growing, those who want more knowledge about the topic must be able to access that information. Is information about how to participate in impact investing being provided to those with less wealth, who are younger, or who do not want to take great risks with their financial investments?

Other research affirms that women have greater levels of interest in impact investing than men. In another survey of high net worth households, women were more likely than men to express an interest in impact investing.[21] Research on how women and men learn about finances more generally (i.e., financial literacy) can also provide insights on gender differences in knowledge about, and interest in, impact investing. A 2008 report found that for older people (50 years and up), women generally had lower levels of financial knowledge than men.[22] Additionally, women have different preferences for how to learn about these topics. Women typically prefer learning about investing in a group setting, and to rely on networks and relationships with friends, family, and financial advisors, compared to men, who prefer to learn about investing on their own.[23]

Finding 2: Impact investors are younger, more educated, and have higher incomes. Women and men are equally likely to make impact investments, but gender differences appear for specific groups of people (examined by income or education level, for example).

Finding 1 confirmed that there is a gap between people who want to know about impact investing and those who actually have that knowledge – and a gender gap between those who want to know more. The study turns now to the action of making impact investments. In the *2016 Study of High Net Worth Philanthropy*, the most recent edition, respondents indicated whether or not they made impact investments. This helps to answer the questions: Who is an impact investor? What are the typical characteristics of impact investors?

About one-third of survey respondents said they participate in impact investing (34.0 percent). **While women were slightly more likely to participate in impact investing (36.4 percent of women compared to 32.4 percent of men), this difference was not statistically significant.**[i] Yet when gender and marital status are examined simultaneously, married women are more likely to participate in impact investing than married men.

People who participated in impact investing were more likely to be:

- Younger
- Higher income
- More educated (at least a bachelor's degree)

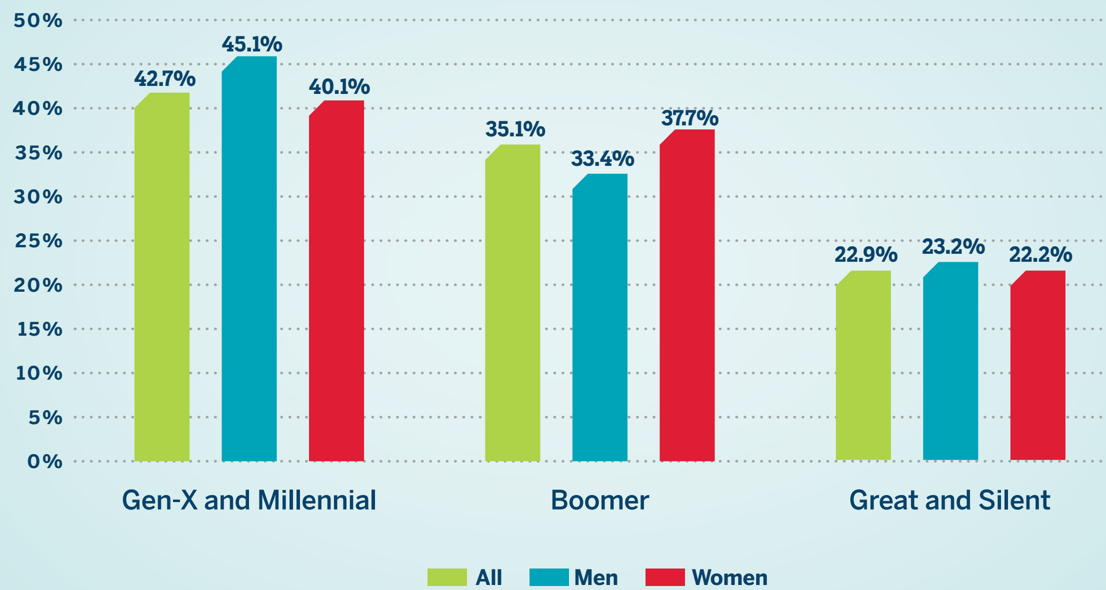
These characteristics are discussed in further detail below. Interestingly, when respondents cited that their primary source of wealth came from investments, they seemed to participate in impact investing *less*.

The majority of respondents (58.6 percent) were Baby Boomers, with the remainder about evenly split between older generations (Silent or Great, 21.1 percent) and younger generations (Gen-X and Millennials, 20.4 percent). Younger respondents (Gen-Xers and Millennials) were more likely to impact invest than Baby Boomers, who were themselves more likely to impact invest than older respondents (the Great or Silent generations). This is supported by research from other organizations suggesting that Millennials are particularly interested in impact investing.[24]

[i] Statistical significance means that a particular result is not likely due to chance.

Impact investors are younger.

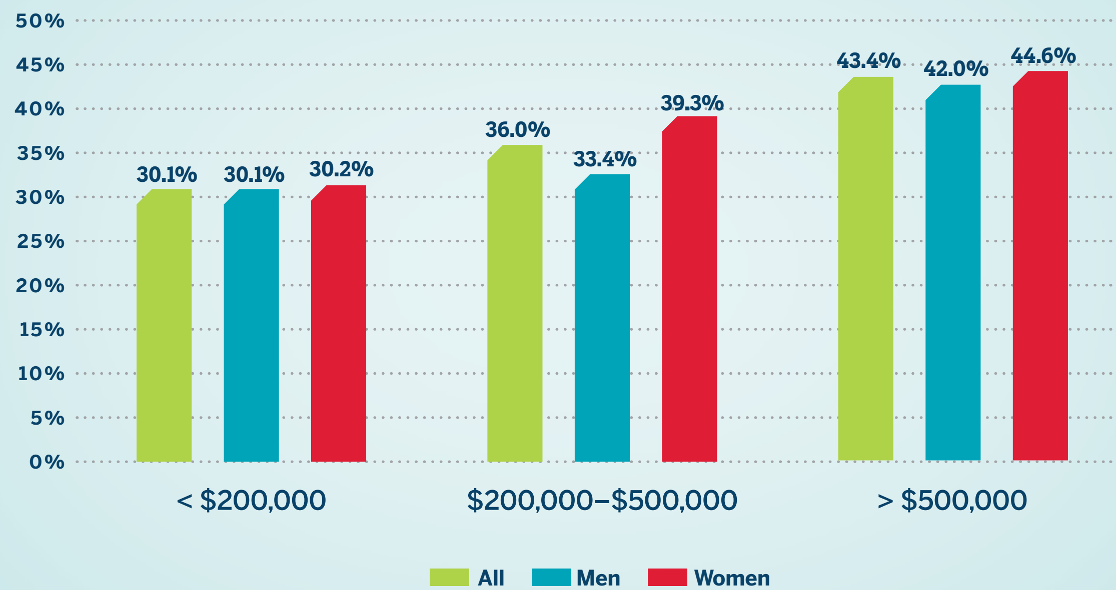
Figure 1: Percent who impact invest, by gender and age



Examining this age breakdown in further detail shows the impact of gender. While no gender differences appeared for the oldest respondents, **Boomer women participated in impact investing at a higher rate than men. However, for Gen-Xers and Millennials, men were more likely to participate in impact investing than women.** These results suggest gender differences in impact investing by age; however, it is important to note that these differences are not statistically significant. It can be challenging to determine statistical significance when the sample is divided into small groups as it is here; further research, using a larger sample, may confirm these results.

Impact investors have higher incomes.

Figure 2: Percent who impact invest, by gender and household income

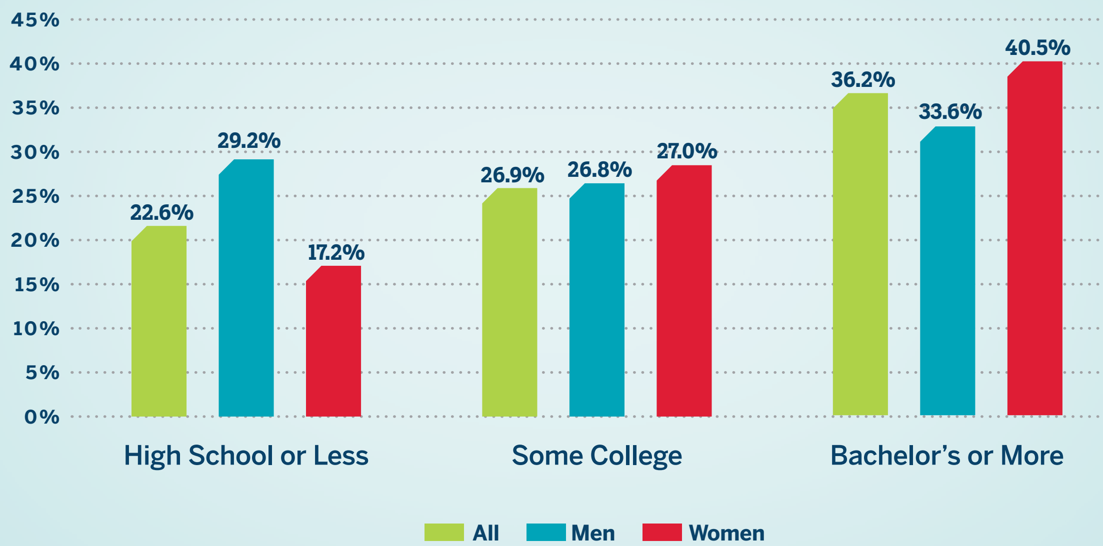


While all of the respondents in this study are classified as high net worth, the income range within the sample varied widely. Most respondents were evenly split between those with annual incomes of $200,000 or less (46.0 percent) and those with incomes between $200,000 and $500,000 (45.0 percent), with a smaller portion bringing in more than $500,000 (9.0 percent). As household income increased, people were statistically significantly more likely to impact invest. Those with the highest incomes, of $500,000 and up, were most likely to impact invest, followed by those in the middle income range ($200,000-$500,000). Finally, those with less than $200,000 in income were least likely to impact invest. This finding makes sense: people with greater incomes, as shown in Finding 1, already have greater levels of awareness about impact investing. They also likely have more disposable income to risk by making these sorts of philanthropic investments.

As with age, examining the income categories alongside gender reveals interesting comparisons. For the lowest income bracket, men and women were equally likely to participate in impact investing. However, **for the upper income brackets, women were more likely than men to participate in impact investing, with the largest difference seen in the middle income bracket.** These results suggest gender differences in impact investing by income; however, similar to the age breakdown above, these differences are not statistically significant.

Impact investors have higher levels of education.

Figure 3: Percent who impact invest, by gender and education



Finally, those in the sample with the highest education levels were most likely to participate in impact investing. Overall, respondents were fairly highly educated: the vast majority (76.9 percent) held at least a bachelor's degree; 18.7 percent had some college education; and only 4.4 percent had a high school degree or less.

People with at least a bachelor's degree were statistically significantly more likely to impact invest. However, when looking more closely at gender, the picture leads to interesting insights. **For women, there is a clear link between education and impact investing: around two out of five high net worth women with a college degree participated in impact investing, a statistically significantly higher percentage than similarly educated men.** For men, the education link is weaker, with a relatively high percentage of men with a high school degree or less also impact investing.

While further research is needed to examine the gender differences seen above, it is clear that impact investors are younger, more educated, and have higher incomes. Research by other organizations suggests women are particularly interested in impact investing, and may be more likely than men to own impact investments.[25] A deeper look is needed to determine if this is truly the case across the board, or if this is only true for some subsets of women – such as higher educated or wealthier women.

Finding 3: People who impact invest in place of charitable giving are younger, more educated, and have higher incomes. Households where men make charitable giving decisions (either as single men, or as sole deciders in their marriages) are more likely to replace charitable giving with impact investing.

Finding 2 established an image of the typical impact investor – a younger, higher-income person with at least a bachelor's degree. The study turns next to how these investors relate their impact investing to their more traditional philanthropy. Impact investing is a hybrid model, not pure investment for profit (without concern for environmental or social impact) and not pure philanthropy for impact (but without concern for financial gain). Do men and women who use impact investing do so in place of or in addition to their charitable donations? This question has implications for nonprofits and philanthropy at large. If donors are giving in place of their more traditional charitable donations, this may affect how nonprofits need to connect with donors.

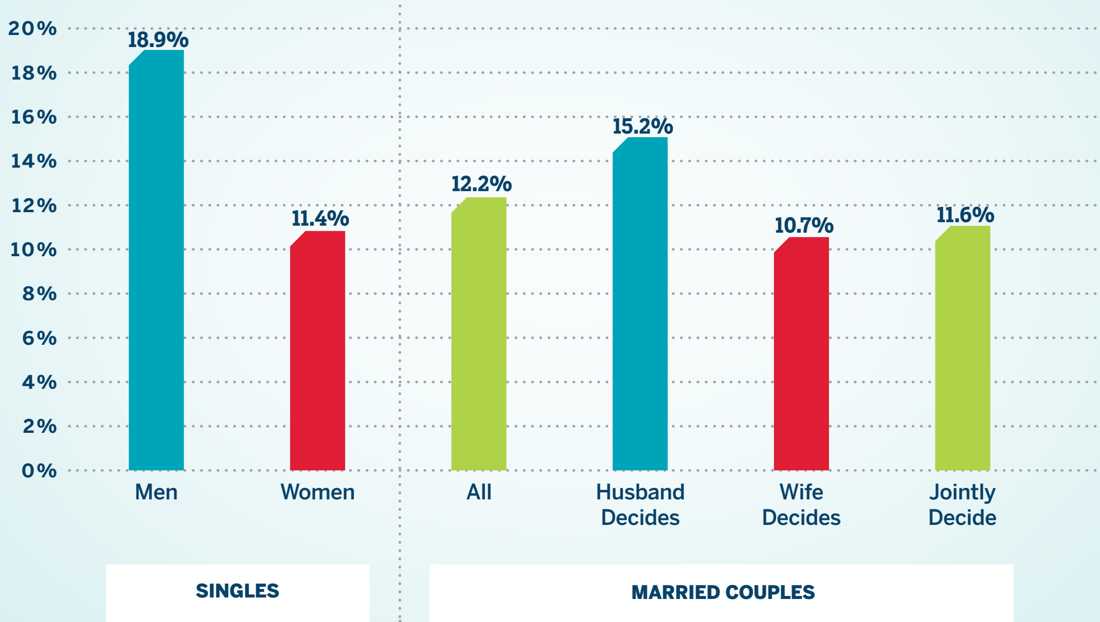
In 2016, for the first time, the *Study of High Net Worth Philanthropy* included this level of information about impact investing. Respondents indicated whether their impact investing was additive to their existing giving, in place of some of their existing giving, or in place of all of their existing giving.

People who "replace" or "crowd out" their charitable giving with impact investing tend to be:

- Younger
- More educated (at least a bachelor's degree)
- Higher income
- For married or cohabiting households, those where the man is the primary decision-maker about giving.

Interestingly, those with wealth from investments were *less* likely to replace their charitable giving with impact investing.

Figure 4: Percent who make impact investments in place of some or all charitable giving



This study tested several ways of measuring gender (for example, comparing men and women; or comparing single males, single females, and married or cohabiting couples). This study also tested different ways to measure whether impact investing "displaces" charitable giving. One measurement compared people who either did not participate in impact investing, or who did not replace their charitable giving with impact investing, to people who used impact investing to replace some or all of their giving. Using this measurement, **single men were significantly more likely than other groups to replace their charitable giving with impact investing.** And when married couples were examined according to how they made charitable decisions, **couples where the husband alone made charitable decisions were significantly more likely than other couples to make impact investments in place of charitable giving.**

The key gender difference in impact investing appears to be the idea of the replacement of charitable dollars. **When men are involved – whether single-headed households headed by men, or married couples where men are the key charitable decision-makers – they are more likely than other households to replace charitable dollars with impact investing.**

After examining how people participate in impact investing compared to their other charitable giving, this report examines the question: which charitable causes or subsectors might this "replacement" of traditional charitable donations impact? While this question is challenging to answer directly, one way of approaching it is to identify the charitable causes impact investors are giving to with their more traditional donations, and to also examine which causes people who "replace" their charitable giving with impact investing tend to support. These are likely the subsectors that will experience more displacement of traditional charitable gifts by impact investing.

Regression results show that people who make impact investments are associated with greater amounts of charitable giving to most subsectors, but the relationship is strongest with combination organizations,[ii] youth and family services, arts and culture, international, and environment or animal causes. A few causes stand out when examining only those who replace their charitable donations with impact investing. People who use impact investments in place of some or all of their charitable giving are associated with greater giving levels to religion, health, and animal causes.

Finally, the data allow an examination of the public policy priorities or social issues that concern impact investors. People who cited the issues of climate change, human rights, or race relations were more likely to impact invest. People who said the economy/federal deficit or terrorism were key issues of importance to them were less likely to impact invest.

Nonprofits can take away several points from these findings. Impact investing is a new tool for philanthropically minded people to use. Fundraisers must examine how new philanthropic tools affect existing ones; organizations hope new tools are used in addition to, rather than instead of, traditional giving vehicles. Organizations in the key subsectors mentioned above should pay particular attention to impact investors. This is one possible way these organizations can more deeply engage existing donors or attract impact investors who may align with their current donor profile.

WOMEN DONORS AND IMPACT INVESTORS ARE NOT OUTSIDE THE NORM BY COMBINING THEIR DESIRE FOR FINANCIAL RETURNS WITH THEIR PASSION FOR IMPROVING THE WORLD.

[ii] Combination organizations include the United Way, United Jewish Appeal, Catholic Charities, and similar groups.

Why Women?

Women may have a particular interest in impact investing due to their different motivations for giving and interest in giving through a gender lens. This report has shown that while **overall, women and men have similar rates of impact investing, women are more interested in learning about impact investing and are more likely to impact invest in addition to their current charitable giving** (as opposed to replacing charitable giving with impact investing). These findings raise the questions: why does gender matter with impact investing? And when women impact invest, are their reasons for doing so different from men's? Although the high net worth philanthropy data do not directly answer these questions, a number of other resources have addressed them and are summarized below.

As a type of financial investment, one might expect impact investing to be less interesting to women. Some studies have shown that women are more risk-averse and are less confident in their investing decisions.[26]

On the other hand, high net worth women have demonstrated that in certain contexts, they behave more strategically than men with regard to charitable giving (for example, by drafting a mission statement for their giving, or by having a budget for giving) – which may indicate more of a preference for impact investing.[27] Studies have also shown that women tend to be more socially conscious consumers: they are more ecologically conscious and are willing to pay more for environmentally friendly products than men.[28] Additionally, when looking at overall motivations for charitable giving, research shows that women tend to be motivated by empathy and altruism, compared to men who are more motivated by their own self-interest.[29] It is possible that this translates into women being more likely to make their other financial investments in a more impact-conscious way rather than focusing solely on return on investment.

Finally, female philanthropists are often interested in giving or investing *through a gender lens,* which essentially means making gifts or investments while considering how women and girls might be affected. A case study interview with the Cordes family of the Cordes Foundation provides insight into the concept. Marty Cordes explained:

> *The way we look at gender is that we aren't just supporting organizations where women are the end beneficiaries…We're also looking at where women are playing roles in an organization, in leadership positions or on boards, for example, as we believe that those organizations are going to be more effective.*[30]

When women give to causes that benefit women and girls, they often do so out of different motivations than men, for example because of their personal experiences of bias and discrimination, or understanding inequities faced by women around the world.[31]

Conclusions and Implications

This report has documented a widespread demand for knowledge about impact investing. Women and men are equally likely to impact invest, but impact investors tend to be younger, more educated, and have higher incomes; gender differences appear with deeper examination into these sub-groups. People who replace their charitable giving with impact investing tend to be younger, more educated, and have higher incomes; men seem to drive this replacement, whether as single males or as sole deciders in married couples. While it is yet to be seen which charitable causes may be most affected by those who replace their traditional charity with impact investing, special attention should be paid to the health, animal, and religion subsectors.

These findings have important implications for donors, fundraisers, and other stakeholders. Donors should understand that impact investing is growing, and is one approach they can use to effect change. Women donors and impact investors are not outside the norm by combining their desire for financial returns with their passion for improving the world. Women in particular can feel confident in learning more about these tools.

This report also provides insight into how women can move from wanting to learn about impact investing, to understanding the practice, to the action of making impact investments. Research shows that women typically feel the need to understand investment decisions fully and feel comfortable with them before proceeding.[32] Organizations such as The Philanthropic Initiative are calling on the field to increase knowledge about impact investing, in particular by inspiring and engaging women.[33] These efforts will require the provision of data and resources to help women become more comfortable with making impact investments.

This report adds to the growing evidence that impact investing is here to stay; people are increasing their knowledge and use of impact investing and the importance it plays in their financial and charitable portfolios. Nonprofits should consider how they might provide donors with options to make these sorts of investments, or how to use other types of investments beyond traditional donations (for example, low-interest loans for capital projects). Organizations in specific cause areas may have additional reason for concern, and should consider whether they might be more natural fits for impact investors. If a charity's donors are more likely to impact invest in place of traditional donations, these organizations should plan for how this could affect their traditional fundraising.

The limited data available about people who impact invest opens the door to a relatively new research topic. Knowledge about impact investing needs to increase among all donors, as well as among professional financial and philanthropic advisors. As this knowledge increases, future research will continue to address this subject. Four possibilities for future research stand out:

1. Why do people impact invest, and are men and women motivated to do so for different reasons?
2. Why are single men, and married couples where men make giving decisions, more likely to impact invest in place of more traditional charitable giving?
3. What barriers exist for impact investing?
   This study examined a relatively high net worth sample; households with lower incomes and wealth levels are likely to be less interested and involved in impact investing. If the field is to grow further, a closer look at barriers to impact investing should take place – including how attitudes toward risk, and the idea that such investing is only for the wealthy, may affect who participates in impact investing.
4. How does gender affect institutional impact investing?
   This report's focus is on impact investing by individuals, but the vast majority of impact investing is done via corporations, foundations, and investment firms. Future research should examine how gender diversity in these organizations' boards, leadership, and staff influence whether and to what extent these groups use impact investing.

Impact investing as another means to accomplish social change is gaining traction among donors and investors. More research is necessary not only to support continued growth of the practice, but also to increase both donors' and investors' knowledge and understanding about the outcomes impact investing can produce.

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