



How Women and Men Approach Impact Investing

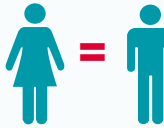
IMPACT INVESTMENTS are made into companies, organizations, and funds with the goal to generate social as well as financial returns.* Our latest study finds that both men and women are increasingly embracing the financial practice—but do so in different ways.



WOMEN are more likely to use **impact investing** to **COMPLEMENT** their **charitable giving**.



MEN are more likely to use **impact investing** **IN PLACE OF** charitable giving.


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,



have higher incomes.



People who use **impact investments** in place of all or some of their charitable giving tend to give more to **religion, health, and animal causes**.

Reflection Questions

HOW DO YOU THINK impact investing relates to philanthropy?

ARE YOU CONSIDERING how to support charitable causes financially beyond traditional giving?

*Definition adapted from The Global Impact Investing Network.

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