**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.

**Traditional investing** → **Impact investing** → **Philanthropic giving**

**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.

**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?

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*Definition adapted from The Global Impact Investing Network.

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