

# CRITERION VENTURES

## Women Effect Investments

Women are key assets in building their communities, combating poverty and creating new pathways to a more just and sustainable world. Women create economic wealth. They lead the revitalization of communities. And, community economic security contributes to the security of nations. When women are economic agents and leaders, social change accelerates and returns multiply. This is **The Women Effect**.

Thanks to the dramatic popularity of microfinance and research from groups ranging from the United Nations to Citibank, stories that detail the profound impact of supporting women as economic players are more mainstream than ever before. Yet, the world of financial services lacks simple, secure, well-known vehicles for retail and institutional investments in women.

Criterion Ventures is leading the charge to demonstrate the Women Effect in impact investing. We believe this is the right time to move significant assets to investments in women and to create the metrics necessary to prove that investments in women work.

With the Calvert Foundation, and other collaborators, we are creating a vehicle that enables investments in women – in their entrepreneurship, training, housing, education and childcare – with a modest financial return. Philanthropic investments in these strategies have proven that they work. The returns of women-focused community investing can be measured in your neighborhood, and on the other side of the world.

We marry these strategies with Calvert Foundation’s Community Investment Notes, a widely respected high impact, fixed-income investment. Investment dollars are pooled and placed in a professionally managed portfolio of affordable loans to nonprofit organizations and social enterprises. The full value of the principal is lent out to help women. As loans are repaid, the capital is lent again, multiplying the social impact of the investments. At maturity, capital is returned with interest.

<b>Terms</b>	1, 3, 5, 7 or 10 years
<b>Interest Rates</b>	0, 1, 2, or 3% (Investor choice)
<b>Social Returns</b>	Affordable Housing, Microcredit, Small Business Development, Community Facilities, Social Innovations

In connecting the targeted screen of our strategies for investment with the operations at Calvert Foundation we make accessible pools of investments such as:

- **Microcredit**—to provide small loans to women entrepreneurs, empowering them to work their way out of poverty.
- **Support for Small Businesses**—to provide jobs and economic stimulation through entrepreneurship to communities across the US.
- **Affordable Housing**—to improve living conditions for women and their families through renovation, new construction and counseling for first-time homebuyers.
- **Community Facilities Development**—to create the necessary building blocks for women and their families in communities: daycare centers, schools, healthcare and more.
- **Social Innovations For and By Women**—expanding beyond traditional approaches to poverty alleviation through fair trade cooperatives, independent media and social enterprise.

The Calvert Community Investment Note features:

- **Track record**—14 years, \$180M under management. Loan losses of less than 0.2% have been fully covered through ample loss reserves.
- **Flexibility**—Ability to enable investors to choose their return (from 0-3%), their investment term (1-10 years), and their geography
- **Accessibility**— Investment size from a \$20 minimum (online) to millions of dollars for institutions and high net worth portfolios

The investment is accessible to all kinds of investors, including middle class individuals, high net worth investors, family foundations, associations, church groups—a viable, accessible fixed income investment option. The investment opportunity is marketed through partnerships with the organizations that fight for women’s economic empowerment and have credibility with women-focused philanthropists and investors. With the established platform of Calvert Foundation, we are able to offer the option through financial professionals who currently distribute the Calvert Community Investment Notes, a large and very efficient distribution channel.

Evaluation of Women Effect Investments will happen through a proprietary social change evaluation tool, *Making the Case*, designed and tested with women’s funds across the globe.

### **Collaborators in this Endeavor**

**Criterion Ventures**, a national firm that identifies, examines and solves social problems on a large scale by launching social ventures, has a wealth of connections, the methodology and savvy to navigate complexity and a commitment to creating social impact. In 2006 Criterion partnered with Tim Freundlich and Kevin Jones to found Good Capital LLC, an asset management firm seeking to move capital to good.

**Calvert Foundation**, a nonprofit 501(c)(3) organization, works to make community investment a safe and logical option for all investors seeking to make a positive social impact. Calvert

Foundation focuses on using investment capital, rather than conventional philanthropy, to create a sustainable, scalable model that enables nonprofit organizations and social enterprises to address critical social problems.

**Inspired Legacies**, a nonprofit founded and operated by Tracy Gary, consults with a diverse range of individuals and organizations to improve and expand philanthropy, legacy planning, and volunteerism. Inspired Legacies is the largest provider of legacy and donor education tools in the country.

**The Women's Funding Network** is a global network more than 145 organizations that fund women's solutions across the globe, one of the largest collaborative philanthropic networks in the world. The members are women's foundations that span public charities, private foundations and funds within community foundations.

For more information and to get involved, please contact Jackie VanderBrug, Managing Director at Criterion Ventures at [vanderbrug@criterionventures.com](mailto:vanderbrug@criterionventures.com)