Women’s Capital Collaborative
A Philanthropic Initiative to Support Women Entrepreneurs
The Challenge

Women entrepreneurs are routinely left behind when it comes to funding. On average, women start businesses with half as much capital as men, despite women-led enterprises exhibiting faster rates of growth.

A Harvard Business School study found that, even when business pitches were identical, men were 60% more likely to be chosen to receive funding. Early growth stage capital is especially hard for women to raise.
Through our Women’s Capital Collaborative, we partner with women entrepreneurs to provide them with crucial growth capital when they need it most. This philanthropic initiative uses an integrated capital approach to fund women-led social enterprises. More than 50% of our funding supports women of color.
Integrated Capital: An Overview

Integrated capital is the coordinated use of diverse forms of financial and human capital to support enterprises and strategies that are addressing complex social and environmental problems.

Tools:

**LOANS**
- Senior-secured loans
- Unsecured loans
- Loan participations

**LOAN GUARANTEES**
- RSF guarantees
- Third-party guarantees

**GRANTS**
- Technical assistance
- Third-party grants

**NON-FINANCIAL RESOURCES**
- Network connections
- Advisory support
Integrated Capital in Action

We partnered with The Runway Project to support their pilot program, Runway Project Oakland. Their mission is to catalyze African American wealth through small business ownership and standardize the way friends-and-family capital is deployed to African American, primarily women, entrepreneurs. They also provide culturally relevant technical support and a community of mentors.

Funding provided by the Women’s Capital Collaborative:

- **$100k** January 2018
  Loan to be used as collateral for loans they provide to entrepreneurs

- **$20k** April 2018
  Technical assistance (TA) grant to support business advisory services

- **$100k** August 2018
  Two additional loans to act as collateral for loans they provide to entrepreneurs

- **$130k** November 2018
  TA grant to provide marketing support

- **$20k** December 2018
  Loan to be used as collateral for loans they provide to entrepreneurs

- **$10k** May 2020
  Rapid response grant in light of COVID-19 crisis

Stevonne Ratliff, founder of Beija Flor Naturals and Runway Project borrower
Selection Criteria

— Owned and/or led by women

— Support women and/or girls in at least one of the following areas: health, economic empowerment, education, personal safety, and legal rights

— Committed to advancing women in their organization

— Collaborative, transparent, inclusive, and prioritize long-term benefit to stakeholders

— Based in the United States

1 “Women” includes trans-women and people whose gender is non-binary

2 Research from The Center for High Impact Philanthropy found five key dimensions crucial to women flourishing.
Portfolio Highlights

Eu’Genia Shea
Employs and uplifts Ghanaian women through the sourcing and processing of shea butter and offers financial literacy training.

Brooklyn, NY

Kreyol Essence
Provides economic empowerment to Haitian women and environmental restoration in Haiti through the creation of castor oil.

Miami, FL

Uptima Business Bootcamp
Provides education, resources, and community to entrepreneurs through a cooperatively-owned business accelerator.

Bay Area, CA | Boston, MA
Participatory Grantmaking

Democratization, collaboration, and community wisdom

Shared Gifting Circles – grantees have ownership, distribution and allocation authority

Flow Funding – new funders are entrusted with grantmaking decisions
Multiplier Effect

We partner with other funders, networks, and allies to leverage resources and create customized capital solutions for women-led social enterprises.

Together, we can amplify our impact to raise two to five times more resources from other investors, lenders, and donors.
Progress

Thanks to generous individuals and foundations committed to supporting women entrepreneurs and creating an inclusive and equitable economy, we recently surpassed our initial $4 million fundraising goal. We have provided over $2.5 million to 48 groundbreaking women-led social enterprises impacting the lives of women and girls in over 20 countries.

Our next goal is to grow the Collaborative to $10 million to multiply our impact.

To learn more, please contact one of us:

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