



**The Women's  
Foundation of Colorado**

Women Thriving. Colorado Rising.

Contact Info

Lisa Christie  
[lisac@wfco.org](mailto:lisac@wfco.org)  
917-609-0839

For Immediate Release

**Money On A Mission: The Women's Foundation of Colorado  
Announces 100% of Investable Assets to Meet Gender-Lens  
Investment Strategies by December 31, 2023**

*The Foundation also sets goal to invest a greater percentage with diverse managers, including managers from under-represented communities of color*

**DENVER (April 21, 2022)** – The Women's Foundation of Colorado (WFCO) announces that by December 31, 2023, it will offer donor-advised fundholders something that no other community foundation in Colorado can claim: 100 percent of its investable assets will meet its gender-lens investment strategies. As of March 31, 2022, The Foundation's investable assets totaled \$27,923,842.

With the help of investment manager Syntrinsic Investment Counsel, The Women's Foundation of Colorado's board of trustees broadened its four gender-lens investment strategies in 2018 to include:

- Gender mandate strategies (strategies focused on workplace equity, access to capital, and products and services for women)
- Environmental, social, and governance (ESG) integration
- Shareholder advocacy
- Diverse investment managers

The strategies support The Foundation's impact goals for its gender-lens investments, which are to address gender and racial disparities, expand access to capital, further economic security, and learn and share knowledge.

**OUR MISSION**

Catalyzing community to advance and accelerate economic opportunities for Colorado women and their families.

**WFCO.ORG**

The Chambers Center for the Advancement of Women  
1901 East Asbury Avenue • Denver, Colorado 80208  
303-285-2960



The Women's Foundation of Colorado will reach its 100 percent alignment goal less than 10 years after embarking on its gender-lens investing journey in 2014. That year, Impax Asset Management built the first index of the highest-rated companies in the world for advancing gender-diverse leadership. It introduced the first mutual fund that followed that index, the Pax Ellevest Global Women's Leadership Fund. WFCO put 1.4 percent of its investable assets in the fund.

By 2016, the fund exceeded its prospectus benchmark by 1.0 percent<sup>1</sup> by investing in companies with a greater representation of women on the board of directors and executive management. Consequently, The Women's Foundation of Colorado increased the gender-lens allocation in its long-term investment portfolio to 5.2 percent and launched a new 100 percent gender-lens investment portfolio for donor-advised fundholders and giving circles.

Between 2016 and March 31, 2022, the percentage of The Foundation's investable assets that met the gender-lens investment strategies grew from 5.2 percent to 75.1 percent. Upon reaching 100 percent, WFCO intends to merge its long-term portfolio and 100 percent gender-lens investment portfolio.

The Foundation also has set another investment goal to support its updated strategic framework focused on gender, racial, and economic equity. Inspired by the Association of Black Foundation Executives' pledge of "25% by 2025," WFCO's board of trustees voted in November 2021 to invest at least 25 percent of the investable assets of the total investment portfolio with diverse managers, including women, by 2025. At a minimum, 10 percent will be invested with managers from under-represented communities of color in the finance industry: Black, Latinx, Native American, and Asian.

---

<sup>1</sup> Since inception performance from April 22, 2014, through September 30, 2016.



In comparison, Knight Foundation reported in September 2021 that only 1.4 percent of total U.S.-based assets under management is managed by diverse-owned firms and 30 of the top-55 foundations have 16.6 percent of their endowments invested with diverse-owned firms.

“As the only community foundation in the state focused on gender, racial, and economic equity, it was time to unapologetically integrate all assets of our operation and programs around our goals to ensure the success of our strategic framework,” said Lauren Y. Casteel, president and CEO of The Women’s Foundation. “We are proud to align our money with our mission, and to use all of our available resources to maximize donor impact.”

The Women’s Foundation of Colorado is home to over 70 donor-advised funds (DAFs). A DAF is a philanthropic tool that allows donors to make charitable contributions, receive an immediate tax benefit, and recommend grants to their favorite nonprofit organizations from the fund over time. Additionally, The Women’s Foundation houses eight giving circles.

Fundholders and The Foundation’s community can learn more about the gender-lens investment strategies and goals by registering for one of two webinars on May 17 or 19, 2022. Visit [www.wfco.org](http://www.wfco.org) to register.

###



## **About The Women's Foundation of Colorado**

The Women's Foundation of Colorado is the only statewide community foundation dedicated to gender, racial, and economic equity. Since 1987, WFCO has funded more than 30 research reports that identify the systemic barriers that keep women from earning a livable wage, helped pass more than 50 pieces of legislation that have created economic opportunities, and granted more than \$23 million to nonprofits that work with women and families in urban and rural communities statewide.

The Women's Foundation hosts many communities of giving, including donor-advised funds, giving circles, the Power of Extended Philanthropy (PEP), Empowerment Council, Dads for Daughters / Men for Women, and more.