



INVESTMENT READINESS PROGRAM

VISION

Women and 2SLGBTQI+ populations with diverse lived experiences develop greater economic and social prosperity.

GOALS

To increase the presence and engagement of women-led, women-serving organizations in the social innovation/social finance (SI/SF) ecosystem by:

- Contributing to increased investment readiness and to building social finance/social enterprise assets
- Increasing women SPOs' access to social finance through expert advice, information, and capacity to attract and utilize social finance
- Increasing the capacity of women-led, women-serving organizations to apply a gender and diversity lens, and identify and respond to emerging social innovation issues

WHAT DID THE PROGRAM OFFER?

170 applications received.

41 SPOs funded (urban, rural, 2SLGBTQI+, Indigenous, at all stages of investment readiness)

Close to **70%** of them led by the community they serve.

Close to **50** expert service providers engaged, with wide ranging expertise¹

15 Capacity- building activities in Feminist Business, Financial Modelling, Investment Readiness 1011, Revenue Diversification, Impact Measurement, etc.

75 SPO members engaged in community of practice on slack



Inclusive application process



Building the Pipeline by coaching Prospective Applicants²



Access to SI/SF resources and tools

¹ Expertise included feasibility assessment, business development, marketing, product/ services development, Indigenous/intersectional support, and social impact measurement.
² for Cohort 2 and 3 only

HOW DID SPOs BENEFIT?

Most SPOs report that program offerings:

- supported the development of investment readiness skills and competencies
- enhanced their effectiveness in delivering social/environmental impact
- contributed to progress towards their social innovation goals

100% of SPOs access capacity-building opportunities

65% say quality of supports is excellent

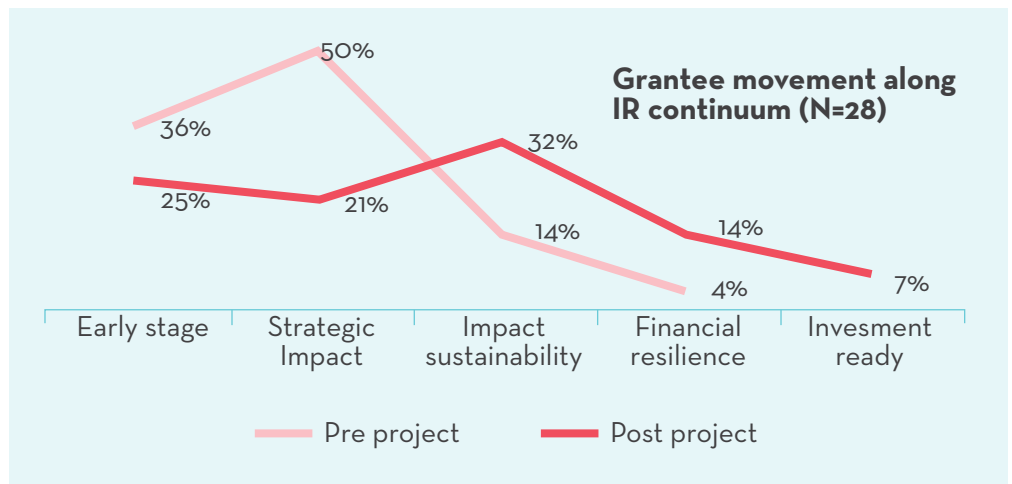
“It was affirming and refreshing to learn about business development from an explicit feminist framework. The Feminist Business Model Canvas was particularly useful in thinking outside of the conventional box of mainstream business objectives.” (SPO)

“CWF’s model for IRP was very strategic. They provided supports beyond grants, blended it with strategic partnerships with service providers.” (Expert Service Provider)

HOW DID SPOs INCREASE THEIR INVESTMENT READINESS?

MAJOR GAINS

- Almost all (97%) had moderate to high increase in knowledge of social finance.
- updated strategic plans to reflect Social Enterprise
- improved data collection and impact reporting
- a more viable social business model



Finance and money management:



more realistic revenue projections



positive gains on most indicators

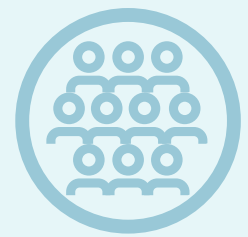
WOMEN-SERVING SPOs ARE INCREASING THEIR PRESENCE IN THE SI/SF ECOSYSTEM

“The connections we have made have helped us refine our pitch, enhance our revenue model, better understand the intricacies of mergers and acquisitions, and appreciate the realities of the current.... market” (SPO)

36% had increased their access to funding and/or partnerships beyond expected.

100% of grantees report that social finance will be important for their growth and sustainability in the next 3 years.

61% plan to apply for repayable financing



KEY ASSETS OF WOMEN-SERVING SPOs

- Uniquely positioned to design innovations that put women and their diverse needs and assets at the centre.
- “Relational investment” practices, especially in Indigenous SPOs
- Unique social change ideas rooted in strong understanding of community priorities.
- Passion and deep commitment to social change, which is reflected in the mission and goals of their social ventures.
- Strong reputation and brand in their communities
- Resilience demonstrated during the pandemic: SPOs extending their reach, digitizing products and services, and partnering across regions.