



**WIN-WIN INVESTS  
IN PROGRAMS  
THAT SUPPORT  
WOMEN THROUGH:**

- Child Care
- Education
- Health Care
- Housing
- Leadership
- Microfinance



A PROJECT OF CALVERT FOUNDATION

The Women INvesting in Women INitiative (WIN-WIN) was created to raise \$20 million from women—and from those who care about women—to make loans to organizations and projects that create opportunities for women around the world who lack access to essential services like credit, health care, or education. The World Bank says that investing in women is “smart economics.” Research shows that economic growth for women has an important multiplier effect, because when women experience economic gain their families and communities also benefit.

**Microfinance and More**

We know what happens when women become agents of their own economic power. Through the organizations we support, women get the opportunity to improve their lives through access to credit and critical services like child care and housing. Increasingly, the source of financing for this type of work is coming from impact investors like Susan (see her story below).

What is impact investing? It’s a way for people to invest with the goal of ending poverty and empowering women—to invest for a financial and social return. For over 16 years, Calvert Foundation, a leader in impact investing, has connected investors with social entrepreneurs through our Community Investment Note.

**AN INVESTOR: IN HER OWN WORDS**

*Susan Hubble Pitcairn was looking for an innovative way to support sustainable, community-based projects. Following the advice of a friend, Susan decided to check out Calvert Foundation’s Community Investment Note. “It is one of the most positive options around for helping lift people out of poverty and towards self-reliance,” she said. “It offers a reliable return on your money as well, a true win-win.”*



**PARADIGM PROJECT—NAIROBI, KENYA** In rural Kenya, women typically cook every meal over an open fire. This is difficult work that requires hours of collecting wood, subjecting them and their children to severe health risks, and can drain a family economically and a community environmentally. According to the World Health Organization, every day over 2,500 women in poor rural communities around the world die from respiratory illnesses related to indoor cooking smoke. Furthermore, in some regions of Kenya, to be a woman alone in the woods is to be vulnerable to attacks ranging from theft and beatings to rape and death. Paradigm Kenya manufactures and delivers efficient cookstoves that require less wood, reducing respiratory illnesses and increasing women's productivity and safety.



**VALLEY ECONOMIC DEVELOPMENT CORPORATION—LOS ANGELES, CA** For nearly 40 years, Jane Skeeter has created customized architectural glass for clients in hospitality and retail. Yet she has also had her share of challenges. In 1991, an arson fire burned her workspace to the ground. Just three years later, an earthquake left her Los Angeles-based business in ruins. In August 2001, with business thriving, Jane purchased a building for her company. Just one month later, 9/11 put an end to that momentum. Current economic conditions have made it tough, but Jane has persevered. Recently she took out a loan from Calvert Foundation borrower Valley Economic Development Corporation (VEDC), which fills a critical gap in financing for small business entrepreneurs seeking capital. Most of their clients cannot get financing from traditional sources, either because of a lack of credit history or because they want to borrow amounts as low as \$1,000. Impressed with Jane's history and plan for growth, VEDC provided a loan that allowed Jane to purchase new equipment, which will allow her to produce more in less time, using less power, and grow her staff by an additional 65 employees.

To create opportunities for women like Jane and others, Calvert Foundation has launched an innovative project called the Women INvesting in Women INitiative (WIN-WIN). The goal of WIN-WIN is to raise \$20 million from women—and from those who care about women—to make loans to organizations and projects (75% U.S.-based, 25% international) that create economic opportunities for women. Be a part of this initiative by investing toward that \$20 million goal, or by making a gift to support this initiative.

	INVEST	&	GIVE
HOW IT WORKS	If you invest \$1,000, every dollar will go directly to flexible and affordable loans targeting women, and you will receive up to 2% interest on your investment, as well as the knowledge that you are empowering women. Invest in women by purchasing a Note online for as little as \$20 through our partner <a href="http://www.microplace.com">www.microplace.com</a> . (U.S. residents only; some state restrictions apply.)		If you donate \$1,000 to WIN-WIN, your gift will be leveraged to create \$5,000 in loans to organizations and projects in the WIN-WIN portfolio. You receive a tax deduction and the knowledge that you are creating opportunities for women.
BENEFITS	You'll receive a return up to 2%, and participate in a new type of investing that has a financial and social return on investment that EMPOWERS women to succeed.		Your tax-deductible gift provides ongoing support as it is used over and over again to create OPPORTUNITY for women around the world.



**Calvert  
Foundation™**

FOR MORE INFORMATION, GO TO [WWW.CALVERTFOUNDATION.ORG/WINWIN](http://WWW.CALVERTFOUNDATION.ORG/WINWIN) OR CALL US AT 800.248.0337.

Disclaimer: Calvert Social Investment Foundation, a 501(c)(3) nonprofit, offers the Community Investment Note, which is subject to certain risks, is not a mutual fund, is not FDIC or SIPC insured, and should not be confused with any Calvert Investments sponsored investment product. Past performance is no guarantee of future results. As with all investments, there is risk. This document is neither an offer to sell nor a solicitation of an offer to buy these securities; the offering is made only by the prospectus, which should be read before investing.

It is about women's empowerment, dignity, and hope. Now that's a return on investment!