Who is Investing for Impact?

In 2018, more than 5,000 individuals and institutions were investing in Calvert Impact Capital’s Community Investment Note. The diversity of our investor base is unique within the private impact investing market. Our investors are of all ages, all levels of wealth, and come from all 50 states and US territories. They are institutions and individuals; they are funds and family offices and financial advisors. They are proof that the Note is an investment for everyone. This infographic combines our 2018 Investor Survey findings with sales data to demonstrate the diversity and motivations of our community of impact investors.

Our investors range from individuals to institutions.

Individual Note range: $20–$2.8M
Individual median: $6,000

Institutional Note range: $1K–$20.3M
Institutional median: $75,000

Total dollars invested, by investor type
- Individuals, 24%
- Non-bank financial institutions, 21%
- Foundations, 20%
- Nonprofits, 19%
- Faith-based institutions, 13%
- Businesses, 1%
- Banks, 2%

Over 91% of direct Notes that matured in 2017 were reinvested

They are highly engaged with the Note and impact investing.

Investors have held their Notes with us, on average, about 10 years

This infographic blends findings from our 2018 Investor Survey with sales data to demonstrate the diversity of our investor base. Over 8.6% of investors responded to the survey (n=421), and we have interpreted these responses in order to extrapolate key findings on our investor base.
Our investors’ portfolios vary widely\(^1\)

"How would you categorize your total investment portfolio?"

More than half of our investors are women.

Impact investors care about:

Climate change; Investors rated the following as their top three issues:

- **Environmental sustainability** was rated as the top issue in almost every single demographic group.

- **Gender equity** was rated as a top issue (nearly 3x more than other investors)

For additional information on the 2018 Investor Survey and key takeaways, please see our [2018 Investor Survey Report](http://calvertimpactcapital.org/insights/survey).

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\(^1\) Respondents were instructed to consider stocks, bonds, mutual funds, and all other investments, not including a car or home, as part of their total household investment portfolio. Millennials were categorized as ages 18-34.

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