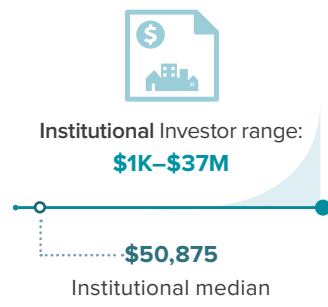
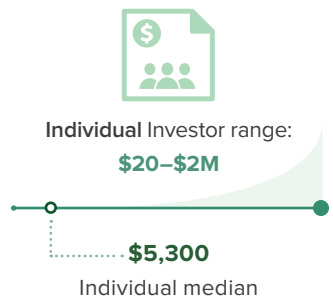
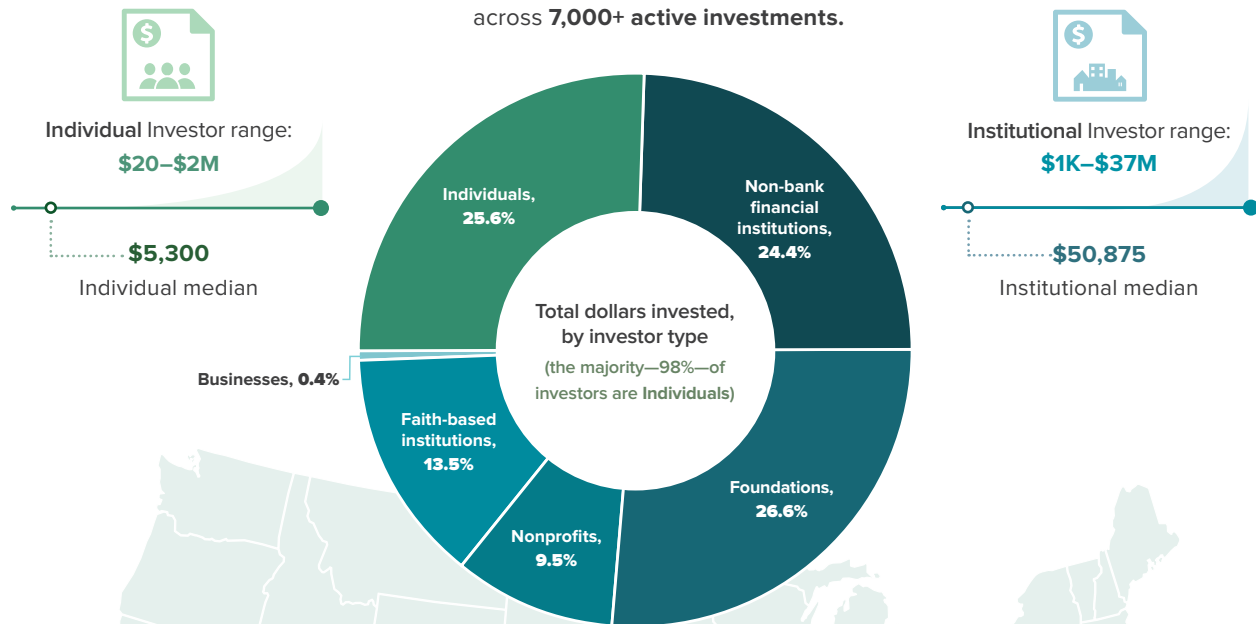


# Who is Investing for Impact?

Calvert Impact Capital was founded to make impact investing accessible and relevant to a diverse range of investors. Through our bi-annual survey, we seek to understand the investors we work with more deeply, to ensure that we are meeting their needs and continuing to expand the community of people dedicated to investing for impact.

In 2020, Calvert Impact Capital engaged over 5,400 investors who had invested over \$500 million dollars through our Community Investment Note® (the Note). Our retail investors range from the impact investing ‘newbie’ who made their first \$20 impact investment, to the veteran impact investor who manages their entire portfolio with impact strategies, and include institutional investors that range from financial institutions to foundations, faith-based institutions, and other nonprofits. Here’s more about these diverse investors and why they invest for impact.

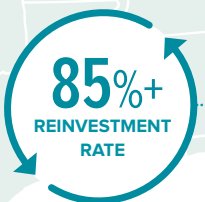
Our 5,400 investors range from **individuals** to **institutions** across **7,000+** active investments.



We have investors across **all 50 states** plus the District of Columbia, Puerto Rico, and US Virgin Islands.

They are **highly engaged** with the Note and impact investing.

Investors have held their Notes with us, on average, **about 8 years.**



Over **85%** of Notes were reinvested over the last 5 years, and **99%** of investors plan to invest with us again.

Our Note was **the first impact investment** for

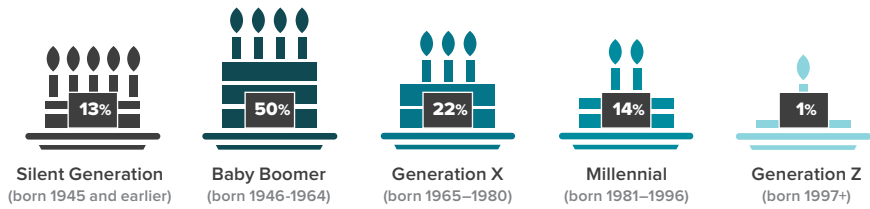
**47%**  
OF OUR INVESTORS

This infographic blends findings from our 2020 Investor Survey with sales data to demonstrate the diversity of our investor base. More than 7.5% of investors responded to the survey (n=406), and we have interpreted these responses in order to extrapolate key findings on our investor base.

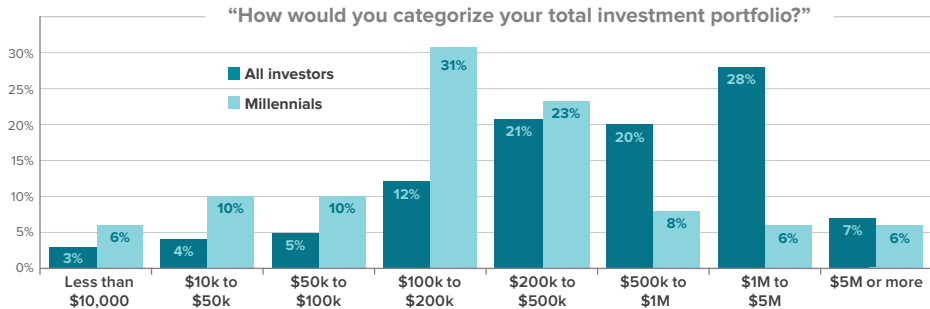
More than half of our investors are **women**.



Our investors are of **all ages** and across **all generations**.



Our investors' **portfolios vary widely**\*

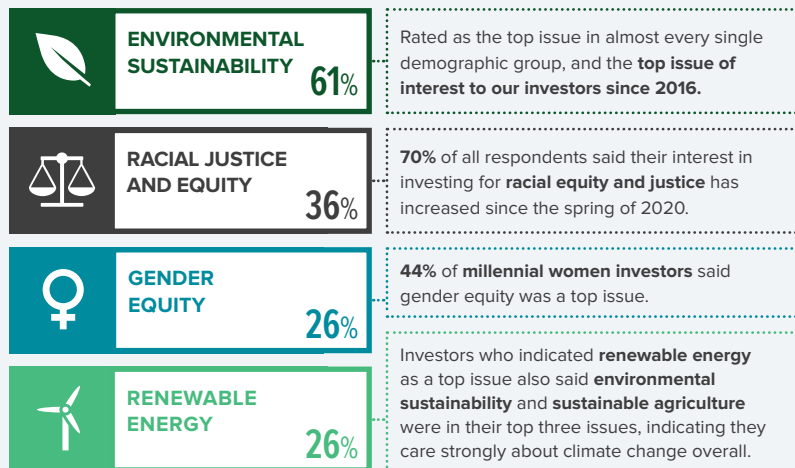


**Income**  
47% make less than \$100,000 a year.



### Issues that impact investors **care about**:

Investors' **top four** issues



Investors also care about

- AFFORDABLE HOUSING<sup>†</sup>
- AGING
- COMMUNITY DEVELOPMENT<sup>†</sup>
- EDUCATION
- FAITH
- HEALTH
- LOCAL INVESTING
- MICROFINANCE<sup>†</sup>
- SMALL BUSINESS
- SUSTAINABLE AGRICULTURE<sup>†</sup>

For additional information on the 2020 Investor Survey and key takeaways, please visit [calvertimpactcapital.org/survey](https://calvertimpactcapital.org/survey).

\* 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.

† These issues were indicated as a top concern by over 20% of investors.

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