



2025 CAPITAL SHIFT INITIATIVE

Redirecting Wealth. Transforming Systems. Advancing Opportunity.

OUR CHALLENGE: A SYSTEM ROOTED IN EXCLUSION

Capital shapes economies, yet historically underestimated communities often remain locked out of financial decision-making and wealth-building opportunities.

- Less than **1.3% of the \$82 trillion** in global assets under management are controlled by people who have been historically overlooked.
- Fossil-fuel-linked banking practices reinforce financial inequities, disproportionately harming overlooked communities.
- Philanthropy and impact investing often fail to close the racial wealth gap because they often don't address systemic barriers in financial flows.

OUR MISSION: REDEFINING CAPITAL FOR A JUST ECONOMY

Impact Experience works at the intersection of finance and sustainability to:

- Move money with intention—away from extractive models and into community-driven solutions
- Equip investors & institutions with tools to invest in historically overlooked communities
- Mobilize corporate & philanthropic capital to support marginalized entrepreneurs
- Co-create financial frameworks that prioritize sustainability and economic growth

We must secure \$500K by April 30, 2025, to drive immediate impact.

OUR ASK: FUND THE CAPITAL SHIFT INITIATIVE

We are mobilizing \$1M to shift capital toward sustainable financial systems.

- **Decarbonize financial institutions** by shifting corporate deposits to climate-friendly banks
- Train **100+ institutional funders & investors** on inclusive investment strategies
- Fund **3+ research reports** on racial wealth equity & systemic capital movement
- Host **5+ convenings** to mobilize major funders toward shifting capital



IMPACT EXPERIENCE

We will only be able to make our financial system work if we bring people across race, gender, citizenship status, and organizational type together.



OUR APPROACH: SYSTEMS CHANGE THROUGH CAPITAL MOVEMENT

Our impact is not just found in shifting dollars, but in rewiring financial structures for long-term, systemic change.

- We Engage—Convening funders, investors, and local leaders to build investment pathways
- We Transform—Providing strategic insights, investment frameworks, and climate-conscious banking strategies to decision-makers
- We Mobilize—Helping corporations, foundations, investors and financial institutions reallocate capital to sustainable opportunities

YOUR FUNDING IS A CATALYST

We must secure \$500,000 by April 30, 2025, to execute key initiatives in financial decarbonization, capital research, and corporate capital movement. Help us transform industries for a just and sustainable future. Every dollar you commit accelerates a shift toward sustainable financial systems.

OUR IMPACT: PROVEN RESULTS, MEASURABLE IMPACT

Impact Experience has already:

- Catalyzed **\$140M+** in investment for overlooked communities
- Influenced **1,000+** corporate & institutional funders to shift financial practices
- Generated **12,000+** commitments to impact-aligned capital movement

FLEXIBLE GIVING LEVELS AVAILABLE

\$125,000 to \$150,000

Logo in key research reports, invitation to 2 strategy sessions, early access to research

\$75,000 to \$124,999

Co-branding on systemic capital shift initiatives, featured in national convenings

\$50,000 to \$74,999

VIP donor roundtable, exclusive impact report briefings, sponsorship recognition

With your funding, we can scale these efforts!

Ensure sustained impact by committing funding over 2-3 years for long-term transformation. Multi-year pledge options are available.

