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FOR WOMEN**

# Forms of Fundraising

A guide to the different forms of fundraising available to women entrepreneurs

## Introduction

Women entrepreneurs face unique challenges when it comes to accessing capital for their businesses. These challenges often stem from societal norms, limited financial resources, and unequal access to opportunities. However, as more women entrepreneurs break barriers and make their voices heard, finding appropriate funding options becomes more accessible to everyone. Below, we've listed some of the funding options available to women entrepreneurs who continue to face societal challenges on a daily basis.

## Microfinance and Peer Lending

Microfinance institutions have played a key role in providing financial services to women entrepreneurs worldwide. These institutions offer small loans and financial literacy training to women who might not have access to traditional banking systems. Additionally, peer-to-peer lending platforms have emerged as a powerful tool, connecting borrowers directly with lenders. This form of fundraising empowers you to secure funds from a community of supporters who believe in your potential.

## Impact Investment

As global perception changes, impact investors are recognising the potential of women-led businesses to create positive social and economic change. Impact investment funds prioritise businesses that have a measurable, positive impact on society and the environment. Women entrepreneurs can tap into this growing trend by aligning their businesses with social and environmental causes, attracting capital from investors who share their values.



## **Crowdfunding**

Crowdfunding platforms have made fundraising a public effort, allowing women entrepreneurs to present their ideas to a global audience and raise funds from individuals who believe in their vision. Through platforms like Kickstarter, Indiegogo, and GoFundMe, you can showcase your projects, products, or services, and receive contributions from supporters worldwide.

## **Government Grants and Initiatives**


Governments across the world are increasingly recognising the importance of women's entrepreneurship in driving economic growth. As a result, many governments are launching various grant programs and initiatives aimed at empowering women in business. These programmes can provide crucial financial support to you, as a women entrepreneur, at different stages of your venture.

## **Corporate Partnerships**

Many corporations are eager to support women entrepreneurs through partnerships, mentorship programmes, and investment opportunities. These collaborations can open doors to funding, expertise, and valuable networks. Explore partnerships with businesses that align with your values and goals, for a relationship that serves you and your business.

## **Women's Business Networks**

Women's business networks and associations are a great tool for women entrepreneurs seeking funding. These organisations often offer grants, scholarships, and access to investors who are passionate about supporting women in business. Networking within these communities can lead to funding opportunities, as well as valuable connections.





## Conclusion

While women entrepreneurs still do face financial barriers, the outlook on women-owned businesses is changing for the better. Innovative forms of fundraising, such as microfinance, impact investment, and crowdfunding are empowering women to overcome challenges and pursue their entrepreneurial dreams. By using these opportunities and building strong networks, you can grow your business whilst beginning to create lasting change in your community and contribute to economic development on a global scale.

