

# Gender-Aligned Products

A Rally Assets Showcase

February 2024



## RALLY ASSETS PRODUCT EXAMPLES

### **Rally Assets**

Rally Assets is an impact investment management firm. The firm helps investors generate positive social and environmental impact alongside a financial return. Rally creates specialized solutions for corporate and institutional investors, foundations, family offices and individual accredited investors. Through its joint venture Realize Capital Partners, Rally is a fund-of-funds manager for the Government of Canada's Social Finance Fund, managing Realize Fund I.

Rally is a Portfolio Manager and Exempt Market Dealer registered in Alberta, British Columbia, Ontario and Quebec with the respective provincial securities commissions.

Rally is a certified B Corporation.

317 Adelaide Street West, Suite 1005, Toronto, ON M5V 1P9

[rallyassets.com](http://rallyassets.com)

The next few pages showcase a few gender-aligned impact products from across the country that are currently open to investment. These products may or may not be right for your foundation; we're sharing them here for your information, not as a recommendation.

**Private Investments**

Investing with a gender lens in the private markets can involve consideration for the fund manager, the fund's impact thesis and/or the underlying holdings' leadership, impact thesis or sector.

<b>Product Name</b>	<b>Disruption Ventures II</b> – Disruption Ventures
<b>Overview</b>	Disruption Ventures is an emerging woman-led fund manager based in Ontario. Investing in North American seed and seed+ companies that are founded or led by women. Sector focus includes health and education.
<b>Rally View on How this is A Gender-Aligned Product</b>	Woman-led fund manager Gender lens on leadership of investee companies

<b>Product Name</b>	<b>Fonds Evol</b> – Evol Financement
<b>Overview</b>	Evol Financement (formerly Femmessor) is a Quebec-based fund manager. Offering financing to those who are 'from a community that is under-represented in entrepreneurship': women, racialized people, immigrants, First Nations, Inuit, LGBTQ2+ community and people with disabilities.
<b>Rally View on How this is A Gender-Aligned Product</b>	Woman-led fund manager Gender lens on leadership of investee companies (as well as a wider equity lens)
<b>Product Name</b>	<b>Sandpiper Fund II</b> – Sandpiper Ventures
<b>Overview</b>	Sandpiper Ventures is a woman-led emerging fund manager based in Nova Scotia. Investing in Canadian tech startup companies led by women with equitable ownership at the C-suite level.
<b>Rally View on How this is A Gender-Aligned Product</b>	Woman-led fund manager Gender lens on leadership of investee companies Investment thesis focused on gender equality
<b>Product Name</b>	<b>MATR Ventures Fund</b> – MATR Ventures

<b>Overview</b>	MATR Ventures is a new woman-led fund manager based in Ontario. Raising its first fund to invest in tech companies that are led or co-led by founders who are women, Black, Indigenous, persons of colour, persons with disabilities, or members of the 2SLGBTQ+ community. Sector focus includes fintech, healthcare, climate/energy and cyber/privacy.
<b>Rally View on How this is A Gender-Aligned Product</b>	Woman-led fund manager Gender lens on leadership of investee companies (as well as a wider equity lens)
<b>Product Name</b>	Technology Infection Fund II – Pender Ventures Investment thesis focused on gender equality
<b>Overview</b>	Pender Ventures is an emerging woman-led fund manager based in British Columbia. Investing in North American healthtech companies, with a focus on companies founded by women or people of color (targeting at least 40%).
<b>Rally View on How this is A Gender-Aligned Product</b>	Woman-led fund manager Gender lens on leadership of investee companies (as well as a wider equity lens)
<b>Product Name</b>	TheVenture.Fund I – TheVenture Fund
<b>Overview</b>	TheVenture Fund is a new fund manager based in British Columbia and Quebec. Investing in impactful ventures led by women and non-binary people.
<b>Rally View on How this is A Gender-Aligned Product</b>	Woman-led fund manager Gender lens on leadership of investee companies Investment thesis focused on gender equality

### Public Investments

Investing with a gender lens in the public markets usually involves looking at company leadership and workforce demographics.

### Canadian Products:

<b>Product Name</b>	BMO Women in Leadership Fund - BMO
<b>Overview</b>	Investing primarily in North American companies that promote a gender-diverse leadership environment by having at least 25% of the board composed of women and/or having a female CEO.
<b>Rally View on How this is A Gender-Aligned Product</b>	Gender lens on leadership of investee companies
<b>Product Name</b>	Fidelity Women's Leadership Fund – Fidelity Investments

<b>Impact Overview</b>	Investing primarily in US companies that prioritize and advance women's leadership and development by meeting at least one criteria: female CEO; other influential position/s on the management team held by a woman; 33% of the board composed of women, or three or more women on the board. Also examines gender diversity initiatives and policies.
<b>Rally View on How this is A Gender-Aligned Product</b>	Gender lens on leadership of investee companies Gender lens on policies of investee companies

<b>Product Name</b>	<b>Mackenzie Global Women's Leadership ETF</b> - Mackenzie Investments
<b>Impact Overview</b>	Investing primarily in equity securities of companies anywhere in the world that promote gender diversity and women's leadership. Guided by the Impax Gender Score, the strategy seeks to identify and invest in companies with gender balanced boards and/or senior leadership teams, as well as companies with pay equity and other gender-advancing policies and programs. The portfolio's systematic investment process overweights the highest-rated gender leadership companies, as determined by the Impax Gender Score.
<b>Rally View on How this is A Gender-Aligned Product</b>	Gender lens on leadership of investee companies Gender lens on policies of investee companies Leverages external gender analysis

***Products that Trade in US Dollars but are Available to Canadian Investors:***

<b>Product Name</b>	<b>EQUIL IQ Engender Equality ETF</b> – New York Life Investments
<b>Impact Overview</b>	Tracking the Solactive Equileap US Gender Equality Index, which is designed to deliver exposure to global companies that promote gender equality and are committed to women's empowerment through equal compensation and gender balance in leadership and the workforce.
<b>Rally View on How this is A Gender-Aligned Product</b>	Gender lens on leadership Gender lens on policies Leverages external gender analysis

<b>Product Name</b>	<b>SPDR MSCI USA Gender Diversity ETF</b> - State Street Global Advisors Funds Management
<b>Impact Overview</b>	Providing exposure to US companies that demonstrate a strong commitment to promoting and supporting gender diversity throughout all levels of the organization. Companies are also evaluated on diversity policies and programs. Companies are weighted according to their market capitalization and Gender Diversity Score, a measure of a company's female representation and diversity management.
<b>Rally View on How this is A Gender-Aligned Product</b>	Gender lens on leadership of investee companies Gender lens on policies of investee companies

<b>Product Name</b>	<b>WCEO Hypatia Women CEO ETF</b> – Hypatia Capital Management
<b>Impact Overview</b>	Investing in all publicly traded American companies with a female CEO, from small cap to mega cap.
<b>Rally View on How this is A Gender-Aligned Product</b>	Gender lens on leadership of investee companies

<b>Product Name</b>	<b>Women's Opportunities ETF</b> - BNY Mellon
<b>Impact Overview</b>	Investing principally in US companies that promote opportunities that can enhance the professional development and advancement of women and/or the ability of women to meet their work or other personal life responsibilities; that is, companies that demonstrate gender equality practices in the workplace and/or that provide products or services that are believed to enhance the lives of women, including female participation in management and board representation, positive benefit programs including family leave and flexible work arrangements, as well as companies that offer products /services that help women meet daily life needs.
<b>Rally View on How this is A Gender-Aligned Product</b>	Gender lens on leadership of investee companies Gender lens on policies of investee companies Gender lens on revenue/products

<b>Product Name</b>	<b>YWCA Women's Empowerment ETF</b> - Impact Shares
<b>Impact Overview</b>	Tracking the Morningstar Women's Empowerment Index, which is designed to provide exposure to companies worldwide with strong policies and practices in support of women's empowerment and gender equality.
<b>Rally View on How this is A Gender-Aligned Product</b>	Gender lens on policies of investee companies Leverages external gender analysis

#### KEEP LOOKING: NEW PRODUCTS KEEP COMING OUT

This report showcases just a few of the gender-aligned products available to Canadian investors at the end of 2023 but new products come out quite often. You may wish to ask your portfolio manager to specifically hunt for gender-aligned products when it's time to review your portfolio. For example:

- **The51** is an Alberta-based, woman-led feminist fund manager that has a couple of gender-aligned funds; while not currently offering an investable product it is likely to do so in the near future
- Woman-led **Cross-Border Impact Ventures'** first fund, the Women's And Children's Health Technology Fund, had a strong focus on women, investing in companies that address gender health inequalities. While that fund has now closed, new funds from this fund manager may also have a gender focus

- **Deetken Impact** is a woman-led fund manager that uses a gender lens to invest, particularly with its Ilu Women's Empowerment Fund

We expect both **SVX** and the **Social Finance Fund portal** to launch impact product directories in 2024.

## **DISCLAIMER**

Rally Assets considers third-party information and data presented herein to be reliable but cannot guarantee its accuracy. Opinions expressed herein are current as of December 2023 and are subject to change without notice.

The information provided in this document is provided as a general source of information and not an investment recommendation. While the information is considered to be true and correct at the date of publication, change in circumstances after the time of publication may impact the accuracy of the information. Rally Assets reserves the right to add, remove, vary or alter the information and materials contained in this document.

This document may contain "forward-looking information" as defined in Canadian securities regulations. Forward-looking information involves estimates, projections and known and unknown risks. The actual performance of or other achievements by the potential investment examined herein may be materially different from those expressed or implied in the forward-looking information. Wherever possible, words such as "anticipate", "believe", "expect", "intend" and similar expressions have been used to identify these forward-looking statements. For greater certainty, information regarding a security's or a firm's past performance, whether that information is actual or simulated, is not a reliable indicator of future performance and should not be relied upon as a basis for an investment decision.

There are risks associated with investing in securities. The security described herein may be subject to considerable fluctuations in value and the loss of principal is possible.