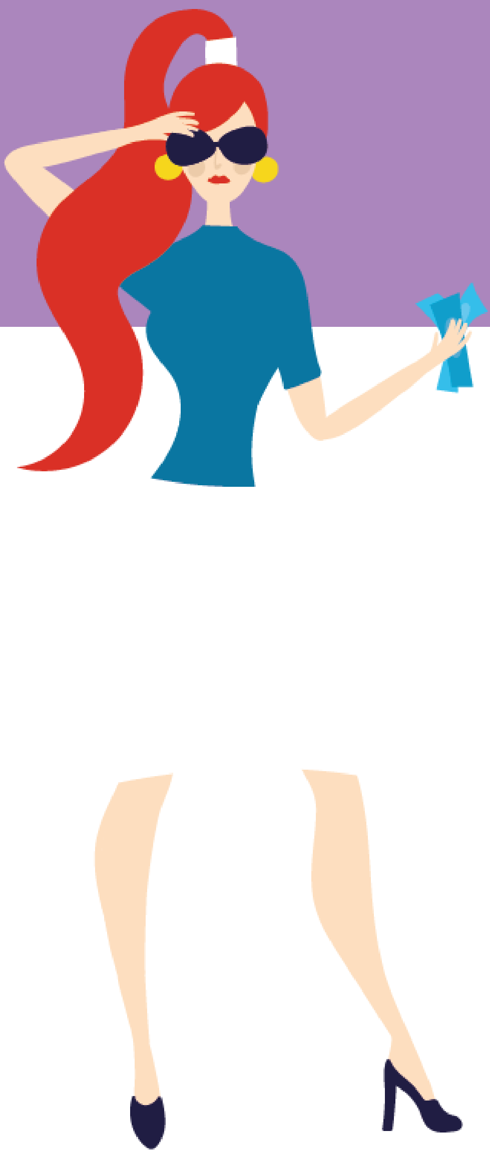
WHO FUND THE WORLD?

WOMEN'S GUIDE TO INVESTING



Good Money Week

WOMEN'S GUIDE TO INVESTING

CONTENTS

PAGE NO

1	INTRODUCTION CHARLENE CRANNY, CAMPAIGN DIRECTOR AT GOOD MONEY WEEK	3
2	WHY, OH WHY, DOES IT SEEM SO HARD TO SAVE? HANNAH LEWIS, FOUNDER AT BEHAVE LONDON	4
3	REBECCA'S STORY REBECCA O'CONNOR, CO-FOUNDER OF GOOD WITH MONEY	5
4	WHEN TIME IS SHORT... HOLLY MACKAY, FOUNDER OF BORING MONEY	6
5	AWAY WE GO! CLARE FRANCIS, DIRECTOR, SAVINGS & INVESTMENTS, BARCLAYS & EMILIE BELLET, FOUNDER, VESTPOD	8
6	ESTHER'S STORY ESTHER MUROKO, FOUNDER OF MONEY NUGGETS	10
7	CHANGE IS HERE, ARE WE READY FOR IT? AMY CLARKE, CO-FOUNDER, TRIBE IMPACT CAPITAL	12
8	INVEST IN THE GOOD YOU WANT TO SEE	13
9	JULIE-ANN'S STORY JULIE-ANN ASHCROFT, HEAD OF INVESTMENTS AT STANDARD LIFE WEALTH	14

Disclaimer: This publication should not be taken as financial advice or seen as an endorsement of any particular company or individual. Whilst every effort has been made to ensure the information contained in this document is precise, Good Money Week cannot guarantee accuracy.

1. INTRODUCTION

WHEN I STARTED WORKING ON THIS CAMPAIGN TO HELP FINANCIALLY EMPOWER WOMEN BY ENCOURAGING THEM TO INVEST, I HADN'T FULLY APPRECIATED JUST HOW LITTLE WE WOMEN TALK ABOUT MONEY.

Sharing tips on how and what to save, new investment opportunities and whether we are in a good place financially is not a conversation we have often enough.

PERSONAL FINANCE CAME SECOND ONLY TO SEX LIFE AS THE MOST AWKWARD DISCUSSION TOPIC IN OUR PUBLIC POLL FOR GOOD MONEY WEEK 2018

Hopefully, this guide will feel like a money conversation with friends. Each page has real women letting us into their money 'secrets' and why they, and we, manage money the way we do.

These fantastic experts cover everything from why our brains don't 'get' saving for retirement, to investment basics and how to save and invest in a way that doesn't do harm to people or the planet.

Some women's approaches are slightly different to others. And thats okay. Take it in and see what works for you. The key message is to start investing whatever your income so we can beat problems like this...

"[THERE IS] A HUGE DIFFERENCE IN THE SIZE OF POTS FOR MEN AND WOMEN. MEN HAVE ON AVERAGE SAVED £73,568, THREE TIMES THE £24,869 HELD BY WOMEN, HIGHLIGHTING THE NEED TO FOCUS ON ADDRESSING THIS WORRYING GENDER DIVIDE." AEGON UK, APRIL 2017

Good luck! And, if you want to discuss what you learn with other women like you, remember to join our facebook group good money for women and I'll see you there.

CHARLENE CRANNY

CAMPAIGN DIRECTOR, GOOD MONEY WEEK

@UKSIFCHARLENE

#WHOFUNDTHEWORLD

AberdeenStandard Investments

BARCLAYS

2. WHY, OH WHY, DOES IT SEEM SO HARD TO SAVE?

HANNAH LEWIS, FOUNDER AT BEHAVE LONDON, SHEDS LIGHT ON OUR MENTAL BARRIERS

Short-term rewards

Saving for "future you" is a lot like giving money to a stranger. We humans have a strong preference towards the present, meaning that we prefer a reward today, rather than a far-off tomorrow.

Looking at retirement savings, the benefits of saving are enjoyed much later in life, provided we sacrifice rewards today. Emotionally, we'd much rather save towards a holiday or for a nice evening out - something we can enjoy in the near-future.

Too much optimism

People tend to have what's known as an 'optimism bias'. We tend to be overly confident that our future is going to work itself out, so much so it can skew our view of the world. We're wired to be cheerful about our futures, rather than accurate.

Studies have shown that when we think about our past, we view it as a mix of positive and negative experiences, but when we think about our future we almost only think about it in positive terms.

We are overly optimistic that some of the major decisions we encounter through life such as retirement will figure themselves out. We think we'll get rich, or inherit cash, and therefore don't need to save for our pension now; we think it will solve itself.

Commit future you to saving & don't miss out on free cash

Next time you get a pay rise – put more money into your pension from that extra cash. Commit yourself, right now, to putting 20% of every new pay rise into your pension. Whether it's 50p an hour, or an extra £5000 – if you decide what will happen to it BEFORE you get it, then you'll know what to do when it arrives.

If I put £10,000 on the table in front of you, and told you if you added £10,000 in savings you could walk away with the whole £20,000 – you would think was a wonderful deal. But that's exactly the kind of deal you're giving up, if your employer matches your contributions into a pension fund, and you don't take advantage of that free cash. Check you're not leaving ££££'s of free money on the table.

WHERE ARE THE FEMALE ROLE MODELS?

45% OF PEOPLE DON'T THINK THERE ARE GOOD FINANCIAL FEMALE ROLE MODELS, OR CAN'T NAME ONE

1 IN 3 CHOSE JK ROWLING AS THEIR FEMALE FINANCIAL ROLE MODEL.

1 IN 5 CHOSE OPRAH, DEBORAH MEADEN OR KARREN BRADY

GOOD MONEY WEEK SURVEY 2018

3. REBECCA'S STORY

REBECCA O'CONNOR, CO-FOUNDER OF GOOD WITH MONEY AND AN AWARD-WINNING FINANCIAL JOURNALIST

There are so many reasons I invest, but I will focus on two: my past and the future.

I invest because of my past and to protect my future. When I was growing up, my family had the appearance of having money, but underneath, we were broke. Saving and investing did not feature in the conversations, or possibly even the thoughts of my parents, except as something not for them.

My parents were self-employed, my Mum worked for my Dad, and whatever they earned, we spent. In fact, we went into debt. Deep, deep debt - the kind where the only way out is to sell the house, which we did. The business also went under. My parents divorced. So much anxiety, stress and eventually heartbreak, all in one way or another caused by misplaced financial priorities, difficulty managing money and a lack of understanding of the need to save money for the future.

Where money issues affect families, more often than not, they hit the woman in the household hardest.
My Mum's financial dependence on my Dad had a profound influence on my approach to my own finances. Mum was left penniless – and without a state pension - when my parents divorced, as Dad had not paid her National Insurance Contributions when she worked for him. After the divorce, Mum was in a hugely stressful situation financially, but I didn't appreciate how bad this must have been for her until much later on.

It's painfully clear to me that women should be capable of standing on their own two feet financially because of what happened to Mum. But despite how far women have come in the workplace, once children have happened, sadly, dependence on husbands and partners remains hard to avoid.

So I invest now for personal resilience – because I don't want anything that happened to my Mum financially to happen to me.

Then there is investing for the future – mine and my children's. I invest in a Stocks and Shares ISA, a Lifetime ISA and a junior ISA for each of my boys. And I make modest monthly contributions to my NEST private pension. In fact all of my contributions are modest – I work part time and am self-employed – I don't have much to set aside at all. But something is always better than nothing. Months turn into years and before you know it, you've built up your own freedom pot. And what I save for the kids might help make their financial lives a bit less stressful than mine was at the beginning.

CONSIDER THE LIVES OF THE WOMEN IN YOUR PAST, THOSE CLOSE TO YOU, AND HOW YOU CAN LEARN FROM THEIR EXPERIENCES WITH MONEY.

4. WHEN TIME IS SHORT...

HOLLY MACKAY, FOUNDER OF BORING MONEY

Without wanting to wheel out clichés, there are lots of reasons why today's modern woman is just a bit too busy to get everything done. But 'investing' a bit of time in your finances really is something we need to prioritise. Sticking your head in the sand, combined with career breaks, juggling family commitments, smaller pensions, and the odd sexist boss who doesn't pay what you deserve can mean that women finish their working lives with less in savings than the guys.

Here's what to prioritise when time is short.

Saving and Pay Yourself First

The best tip is to save as often as you can, as much as you can and as early as you can. Easier said than done in the hurly-burly of just getting through the week. If you're like me, the key thing is to set up a direct debit to automatically chip in little and often into a savings account. Interest rates aren't that exciting these days, but it's still worth shopping around as current accounts are mostly pretty weak. For example, the best rates around for 12 month fixed term deposits are about 2%, the best easy access rate cash today is 1.3%. ISAs are basically tax free savings accounts and are often a good place to start – more on that later.

Pay Yourself First is a great rule and feels relatively painless. This is how it works. The next time you get a pay rise, automatically set up (or increase) a direct debit into a savings account. Decide an amount which feels achievable - can you put 30% of the extra monthly money into savings for example? The key thing is to do it before you have mentally accounted for the extra money and before you miss it. So set up the direct debit to be siphoned off on pay day.

Watch debt

Such a simple tip, but make sure you have direct debits set up to clear the minimum monthly repayments on credit cards. These can be set up in a matter of minutes and save you an accidental broken credit record and unnecessary interest. There are also lots of 0% credit card transfer deals out there, so if you have racked up a balance then think about transferring it rather than hanging around losing money.

Don't be afraid of the stock market

Women are statistically more likely to avoid shares and say that the stock market is like gambling. But behind all the BS, shares are simply a way of harnessing your lot to the world's biggest companies. You can own a tiny fraction of FTSE 100 companies like ITV, Just Eat, Apple, Ocado and Unilever.

As for returns, a parcel of shares has made more than cash (money just kept in your current account) 9 times out of 10 over any 10 year period since stock markets began. Stock markets began hundreds of years ago so the outlook is pretty good. The key is not to charge into bonkers stuff like Bitcoin along with the latest headline. Buy quality companies which do things you understand. There are great digital services these days which will effectively choose and manage a variety of shares for you, a bit like buying a mixed case of wine.

Lots of providers have online quizzes which will recommend a blend of investments which suit your wishes, needs and attitudes. People who live on their phones will like Wealthify. Those who want the low-cost, easy, big brand option should look at Vanguard. Nutmeg is another easier option.

At least try out the quiz with firms like Nutmeg and Wealthify – there's no obligation to do anything at the end but you'll see what's involved, what you could make and pick up some tips along the way. Our Boring Money Best Buys pages will let you pick the best options for your confidence levels and see how other investors rate each service too.

There is one caveat, though. The stock market is only worth considering for savings which have at least a 5 year timeframe. History shows that long term it's a fairly safe bet, but the ride can (and almost certainly will) be bumpy – so you don't want to get stuck in a position where you have to cash in when your position is in a downward blip. If this is a short-term savings amount, then stick to cash and make sure you don't just leave it in your current account. Check out the latest Best Buys for cash on sites such as Savings Champion or This is Money.

Don't roll your eyes about pensions

It's true that they are typically about as interesting as watching a tortoise hibernate. But there's a wonderful thing called 'compounding'. This is like making a snowman – it's ridiculously hard work at first for very little gain, but the bigger the snowball gets, the quicker it grows. It's the same with your money – which is why sticking aside £25 or £50 a month into a private pension from an early age makes a lot of sense.

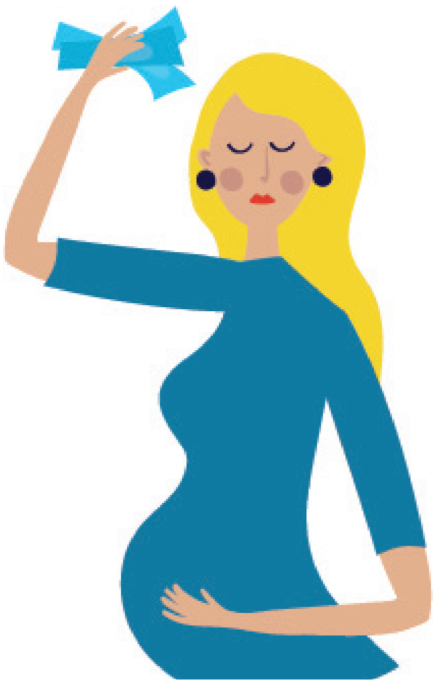
And here's another tip. You get free money from the Government. If you're a basic rate taxpayer, you get a free £20 for every £80 you put into a pension. A higher rate taxpayer? Claim back another £20 on your tax return too. Again, you can set up a pension online these days and it doesn't have to be overly complicated – check out Boring Money's Best Buys, and use the filters to see which option might be best for you.

Trust yourself!

Over years of consumer research at Boringmoney.co.uk, we've seen that women are less confident than men when it comes to investing. However, what we also see is that women are, on the whole, more successful investors than their male counterparts.

We're less likely to fiddle. We don't charge in and buy/sell individual shares based on the latest news nuggets. Instead, we accept that things will go up and down, trusting that the overall trajectory will be positive – which 9 times out of 10 it is (remember: a parcel of shares has made more than cash 9 times out of 10 over any 10 year period since stock markets began hundreds of years ago).

So have a look online and don't be put off by all the jargon. This isn't an Old Boys game. And why should boys have all the funds?



5. AWAY WE GO!

CLARE FRANCIS, DIRECTOR, SAVINGS & INVESTMENTS, BARCLAYS & EMILIE BELLET, FOUNDER, VESTPOD GIVE US THEIR TOPTIPS TO GETTING STARTED WITH INVESTING

Know your goals

Emilie: Are you saving for retirement 30 years away, a holiday home 10 years down the line, or your wedding or kids' university fees 5 years from now? Once you have it clear in your own mind, you'll find it easier to make the right decisions about when to start moving your money, and when to leave it alone. And when to invest versus when to save.

Before investing, clear out any high-interest debts

Clare: Look at your debts and check what rates of interest you're being charged. Then aim to pay off the most expensive debts first. This will put yourself in the strongest financial position possible when you're ready to start investing

What can you afford to lose?

Emilie: The global markets do not come with a cast-iron guarantee, and as we all know from 2008, things can change overnight. Saying "don't bet what you can't afford to lose" might seem a bit silly, because, hey, who can afford to lose ten grand!? But really think about it: could you actually survive if you did lose that money? Would you lose your home or just be very, very cheesed off?

Create a rainy day fund

Clare: Build up a rainy-day fund of easily accessible cash savings before you consider investing. The stock markets should perform better than cash over the longer term, but there is risk involved and a chance that you could lose money. This is why it's really important to have some cash savings that you can dip into when needed, leaving your investments to grow for longer term goals.

Emilie: There's no point investing in the stock market for a year then taking your money out. This is a long game. Or at least a very mid-game. If you're prepared to say goodbye to your money for a decade or more, you're highly likely to have a nice surprise at the end of it. Or at least not a horrible surprise.

Get investing – you are probably better at it than men

Clare: While fewer women than men are investing, the numbers are increasing and it seems to be something women are quite good at. We are often producing higher returns than men!

Barclays tracked the performance of 2,800 Smart Investor customers over a three-year period and found that female investors achieved annual returns that were on average 1.8% higher than the men. And one of the main reasons for this difference is that women tend to hold onto their investments for longer. So rather than regularly moving money around for short-term wins - when there's a higher chance we'll get it wrong – we are more likely to leave our money alone and ride out share price dips and periods of volatility, in the hope that over time, our investments will rise in value.

Emilie: Fun workshops and supportive communities like Vestpod can really help if you want to keep learning and see what other women doing.

Spread your bets

Clare: Initially you can spread the risk more conveniently by investing in funds which spread your money across a range of different holdings. Forget about the movies and the testosterone-fuelled trading antics in stories like The Wolf of Wall Street. Movies like this seldom end well.

A woman securing her future through investing diligently, regularly, and sensibly might not make a good movie plot but it can certainly lead to a very comfortable, drama free retirement.

Emilie: A diverse portfolio is a happy portfolio! The old adage about eggs and baskets definitely applies here. YYou want to do everything you can to protect yourself from risk, so investing every penny you have in your best friend's new tech venture is going to be a bit less sensible than putting a bit in the stock market, a bit in property, and a bit in, say, start-ups?! The same applies for your investments in the stock market, DIVERSIFICATION is key: spread over asset classes, geographies, industries, etc. Do your homework and don't pick just one horse.

Understand where your money is going

Emilie: You should understand the asset classes (cash, stocks, bonds, property, crypto, etc) and products you're investing in. Don't quite "get" bitcoin? Don't invest in it until you do. This is where you do your homework.

Use your head over your heart too. Yes, your best friend really needs help with her new business. She's such a cool girl and you love her idea. But this is your livelihood we're talking about! Don't be seduced by how cool, cute, ethical or fun a company seems to be if there are no signs they're actually going to turn a profit.

Also it is very important you check the fees you are paying to manage your investments (starting with your workplace pension), your fees can eat away your returns!

Make it easy, so you can do it more often

Clare: Investing doesn't need to be complicated. You can link your bank account to your investment accounts so you can simply move money across.

Reinvest your profits

Emilie: When your investments make a profit or pay you some dividends, you can choose to reinvest them to make even more. This is called interest compounding, it is basically interest on interest. Your money can grow faster this way. It's money for free, basically, so don't miss out on this simple trick.

Get your pension pot in order

Clare: It might not seem like the most exciting task, but there's a lot to be gained from knowing your likely retirement income.

- Go to www.yourpension.gov.uk to get an estimate of your State Pension. It's worth remembering that the amount you will get will be based on your National Insurance record, so everyone's pensions can be different.
- If you have a workplace pension, you should ask to see your statement so you can work out what your total retirement pot will look like. If you have had multiple jobs, make sure you track down any old pensions using the free Pension Tracing Service – who knows, you might be sitting on a gold mine!
- Don't forget to add in any additional savings pots or investments that you may have set aside when planning for the future. Every little helps!

Once you have added it all up, use the Barclays retirement calculator [https://www.barclays.co.uk/savings/retirement-calculator-tool/] to work out your total retirement fund and budget accordingly. Working out this figure will help you understand how much additional income you may need to save to achieve your financial goals for retirement.

Don't panic!

Emilie: Remember that investments will go up and down and that the future is uncertain. In periods of high volatility your investments can fluctuate a lot, but remember that you are in for the long-run, don't react to every market movement. Keep your emotions in check and remember women make good investors!

6. ESTHER'S STORY

ESTHER MUROKO IS THE FOUNDER OF MONEY NUGGETS

Do you invest yourself?

Yes I do. I invest so I can meet my long-term goals, protect what I already have (from inflation and tax), earn income and increase my wealth. Saving money in the banks is one option, but banks generally pay a fairly low interest rate, by investing in stocks, bonds and other investment vehicles I can earn a much greater return on my money.

Is investing easier or harder than you thought?

Investing isn't as complicated as I thought. Like so many, I was so bogged down by the financial jargon that I completely lost the confidence to invest. Many people feel intimidated by the idea of investing, and it may be helpful to understand that investing is simply putting out energy, in this case money, with the hope of getting more. We all make investments all the time - we invest in our relationships, family, job, and pets.

What type of investments do you go for? Which do you avoid?

I invest in property, stocks, bonds and pension. I avoid any get-rich quick schemes and investment vehicles I know little or nothing about. For example, I do not invest cryptocurrencies for that reason.

Do you invest ethically?

Yes I do. I invest not only to earn more money, I also invest in causes I am passionate about or areas that reflect my core values such as renewable energy and issues that are important to women and girls. I absolutely believe in the power of ethical investing. It's a great way to grow your money and have positive impact on our society and environment.

Do you ever talk about finance and investments with your female friends?

I love talking about money with my friends and family. It's important to talk about money preferably with someone who is good at managing money so you can pick their brains and learn how to manage your money better.

Do you think discussing your finances ranks up there with awkward topics like religion, politics and sex?

In many societies including ours, talking about money is considered a social faux pas. Most people do not want to talk about money due to lack of financial confidence and sometimes talking about money can elicit emotions many people don't want to feel or face – emotions such as shame, guilt and fear.

Why do you think so few women in the UK invest?

It often comes down to a lack of financial knowledge and confidence. A recent research study from HSBC indicates that women find financial jargon more off-putting than men when it comes to investing. A lack of knowledge, confidence and the fear of taking risks stops women thinking they can invest. Like many, taking risks with my money made me really nervous at the onset.

Do you think it is important for more women to start investing?

- Money is power, and building wealth will give us the power and resources to make positive changes in our society, support causes we are passionate about and most importantly eliminate gender inequality.
- We earn less than men in virtually every occupation – except in the fashion and modelling industry, which makes wealth building a challenge for us.
- We are more likely to outlive our partners and according to a report by the Chartered Insurance Institute (CII), the average woman does significantly worse post-divorce than her ex-husband does. Hence, making long-term financial strategies is especially crucial.
- It is important to start investing as early as possible because our gender puts us at increased risk of poverty in retirement.

ESTHER'S TOP TIPS

Get educated about investing. It will help boost your financial confidence and overcome the fear of investing.

Saving is not the same thing as investing, to grow your money you need to invest and the best time to start is today. I really wished I had started earlier. These days you can start investing with as little as £1 online using platforms like Wealthify.

Do not wait to get out of debt or build an emergency fund before investing, just start with what you have and learn along the way. If you are not investing, you are wasting tremendous opportunity to grow your money and build wealth.

Invest regularly to take advantage of compound interest and pound cost averaging. Pound-cost averaging simply means investing small amounts regularly rather than one lump sum. With small contributions each month, your money soon gains momentum and starts to snowball.

Always focus on the long-term. Wealth building is a marathon and not a sprint, so if you can focus on investing for the long term and ignore economic ups and downs you are likely to be a successful investor.

7. CHANGE IS HERE, ARE WE READY FOR IT?

AMY CLARKE, CO-FOUNDER, TRIBE IMPACT CAPITAL EXPLORES THE RISE IN WOMEN'S WEALTH AND WHAT THAT MEANS FOR US AND OUR ADVISERS

Sustainable investing is one of the easier conversations to have with people, if for no other reason than people are curious! As soon as you explain it in layman's terms, you're hard pressed to not find someone who gets inspired to want to do it. It's quite difficult to not want to invest like this when someone shows you how to grow your money in a way that helps tackle the issues in society that matter to you. For women, sustainable and impact investing is a sweet spot. More on that later.

1 IN 5 (19%) FIND PERSONAL FINANCES MORE AWKWARD TO DISCUSS THAN PERIODS (17%), SALARY (16%), MENTAL HEALTH (14%) AND SEXUAL ORIENTATION (10%).

It may just be me, and the circle of friends, male and female, I call my tribe, but we talk about 'awkward' stuff all the time, including money – it's the way we help each other problem solve. I think money has always been a taboo subject, in the UK especially. It can often be seen as vulgar to talk about your 'wealth' – however, I find that those who invest (or work) for impact tend to talk more about what they do. There is pride and passion in it, and a deep desire to inspire others to follow.

A MOXIE FUTURE SURVEY OF 2500+WOMEN FOUND THAT 83% CARE WHERE THEIR MONEY IS INVESTED

Interestingly, women tend to be more predisposed to managing their wealth patiently (i.e. looking at the long term) and caringly (i.e. respecting planet and people) – both things we need far more of given the number of global and local challenges we face as a society. With the stellar rise of female wealth in society, this has significant ramifications across all parts of society – socially, politically, educationally, etc. And yet, bizarrely, it's one of the least talked about 'movements' in the media and in wealth management. With over 60% of the disposable wealth in the US, and similar figures cited for the UK, to be in female hands in the next 10 years that's a seismic shift.

The financial industry will need to change. At the moment it is set up predominantly for men – the language and the processes, for example, have all been designed by men for men. It's a legacy issue. This will need to change to accommodate the rise in female wealth AND the desire to make that money work for the greater good. Put simply, the industry will not function properly unless it addresses both.

The lack of female advisers in the UK is a further problem with the system. Not all women want to talk to women, but the lack of female advisers does limit customer choice (especially when few intermediaries are equipped to have conversations about values and impact).

It's important to note that caring about society is not a skill unique to women, but women do possess a natural tendency to want to invest in ways that don't just benefit themselves. In light of this, and the rise of female wealth, it's crucial that women are empowered to invest, and get excited about the potential their wealth can have on the issues they care about.

Interestingly, a truth known by many working in finance, and in the economic development community, is that women tend to share their wealth more than men. So, The advantage of having more women investing is, therefore, clear: the benefits should be distributed widely which means, ultimately, everyone wins.

MY ADVICE? ...

8. INVEST IN THE GOOD YOU WANT TO SEE

1. Find a good adviser if you have enough wealth to require one. They need to be qualified and regulated, and equally importantly, they need to be able to demonstrate a real interest in you – who you are, what you want to achieve, why you want to achieve it, when, how, and so on. Some of the best advisers are those who spend more time talking about you than they do your wealth.

2. Work out what you care about. I use the United Nations Sustainable Development Goals (UN SDGs) to help clients navigate their values and what they care about. It's fun, but more importantly, it allows you to really work out what you want to do.

3.. Don't assume you will sacrifice income by investing sustainably. There is plenty of evidence over the last couple of decades to reassure you that this is not the case. If your advisor is telling you this, revisit point 1! And remember, no amount of money is too small. Every pound we spend or invest is a vote for what we believe in and an investment in our shared future.

DON'T TAKE NO FOR AN ANSWER

When setting up Moxie Future, I did an experiment with various financial advisers, including both men and women. I told them that I did not want to invest in fossil fuel companies. Period. Not one financial advisor took me seriously. I was patronised and talked down to – about how this would mean there would be very few funds I could invest into, or how I would have seriously reduced financial performance over time. I was astounded by how little these financial advisors knew about the issues (climate change, carbon budget, and so forth), but also how this was covered up and glossed over. Obviously, none of them knew what I did for a living before giving me these lines!

JESSICA ROBINSON, FOUNDER, MOXIE FUTURE

ELIZABETH HAIGH, INVESTMENT DIRECTOR, RATHBONE GREENBANK INVESTMENTS

When speaking to your adviser or investment manager, insist your personal values are reflected in your investments. Whatever it is, you can ask for it. A growing number of investment providers offer options for those who won't compromise their ethical beliefs on social and environmental issues.

When you invest in a company you have a say in how it is run. Use your voice! Your provider can tell you exactly how they can influence companies on your behalf. When investors collaborate and work together, businesses have to listen.

Make sure you understand where, how, and with who your pension is invested. There are sustainable and ethical pensions available and you can switch any time.

Ethical and sustainable businesses are often well-managed and produce goods and services that are beneficial to society and our environment. Companies with these high standards and business practices are likely to make very good investments over the long-term.

Consider investing some of your money into social impact businesses. These for-profit businesses exist to achieve a specific social mission such as achieving the UN Sustainable Development Goals. They are often a higher risk investment but the social and environmental benefits could be huge.

9. JULIE-ANN'S STORY

JULIE-ANN ASHCROFT IS HEAD OF INVESTMENTS AT STANDARD LIFE WEALTH

Do you invest yourself?

Yes. I've been saving in a pension for many years now, and that happens automatically at work. In addition, I invest part of my ISA allowance each month, taking advantage of the ability to invest up to your tax free allowance.

Is investing easier or harder than you thought?

It is much easier than I thought before working in the industry. Once you break through the overly complex terminology used to describe investment, and demand to be spoken to in a language that you understand, it becomes much easier.

What type of investments do you go for?

I personally invest predominantly in equities, I believe they can offer the maximum potential for return over a long time horizon, for those comfortable with the associated risk.

Do you invest ethically?

I invest in funds that integrate the consideration of environmental, social and governance factors in all investment decisions. I believe it is important to take responsibility for how you invest. In addition, I think it is very exciting that you can invest to generate a financial return in addition to having a positive impact on the world. This type of investing is becoming increasingly accessible to everyone through the advent of impact funds.

Do you ever talk about finance and investments with your female friends?

Yes, my friends work outside the financial sector and they frequently ask me questions about the performance of different financial markets….especially at the end of the financial year when they are scrambling to invest their ISA allowance, or when they experience a life-changing event such as getting married, divorced, or having children.

Do you think discussing your finances ranks up there with awkward topics like religion, politics and sex?

I don't think so. We are not talking about people discussing how much they earn, that might be considered awkward, but people do talk about mortgages and also share money-saving tips, like where to get good deals on things. What can make it tricky is knowing where to get access to information, but the internet makes that easy now.

How do you think female financial behaviour is usually portrayed in the media, positively or negatively? How does it compare with the way male financial behaviour is usually portrayed?

I don't see a particularly positive or negative portrayal of female finances, but I do think this topic has been in the spotlight in the last year due to gender pay gap reporting. There's bound to be a link between gender pay gap and a gender savings gap, and I think the debate and attention this is getting is a good thing.

Do you think the financial industry generally favours and/or speaks to a specific gender over another when talking about investment and financial matters?

I think with the rise of blogs and various websites, you can find something which you can relate to, whatever your circumstances. I'm not sure the industry speaks to a specific gender. I find it tends to focus more on life stages, such as retirement, or saving for children, so there are more age-related messages rather than gender ones.

Why do you think so few women in the UK invest?

If you don't have knowledge about something, then you might hesitate before getting involved. Thankfully this is changing when it comes to investments, as auto-enrolment means we have pensions at work and there's more information on blogs and social media about investing, so it's easier to get informed than before.

Women are more likely to want to invest ethically – why do you think this is?

I think it's tricky to generalise and my personal experience of working in the industry does not reflect that view. Maybe when asked in polls, women are more explicit about their ethical preferences?

Do you think it's important for more women to start investing?

It's important for everyone to consider investing, and the earlier you start, the more years you invest for, the greater the potential for your investments to grow. Age/time is arguably a bigger factor than gender.

What investments would you avoid?

Anything that you don't understand or feel uncomfortable about.

What would you suggest to women who have less than £50 a month to invest?

Go for it! However small the amount, invested on a regular basis, it has the potential to grow and you will be surprised by how much over time.

TAKING CONTROL OF YOUR INVESTMENTS CAN BE EMPOWERING, IT IS ABOUT SERVING YOUR PURPOSES AND THEREFORE HELPING YOU TO REALISE YOUR POTENTIAL.

TIPS & ADVICE

It's great to get into a regular monthly savings habit – that could prove to be far more effective in building your savings compared to occasional lump sums – importantly, you don't have to worry about timing your investments into the markets.

Don't be afraid to ask questions and demand to be spoken to in a language that you understand.

A key to success is starting early, so your savings have more years with the potential to grow.

WE HOPE HIS GUIDE HAS BEEN USEFUL! FEEDBACK AND QUESTIONS ARE VERY WELCOME.

@GOODMONEYWEEK (TWITTER, FACEBOOK AND INSTAGRAM)
GOODMONEYWEEK.COM
#WHOFUNDTHEWORLD

JOIN OUR PRIVATE FACEBOOK GROUP GOOD MONEY FOR WOMEN TO CONTINUE THE CONVERSATION

Good Money Week

UKSIF
UK Sustainable Investment and Finance Association

info@uksif.org
www.uksif.org
@UKSIF