



FinEquity Evaluation

30 July 2025

FINEQUITY

Empowering women through
financial inclusion



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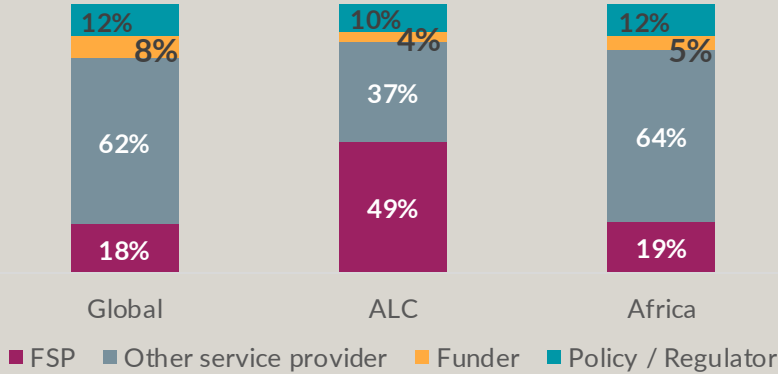
1 Executive Summary

FinEquity's 'big tent' is rare and valued

FinEquity has a reputation as a **trusted community** known for **high quality** connections and resources (“*connections, insights, and ... support*”).

It successfully convenes a variety of actors and viewpoints to build a **common path forward** (ex: WEE indicators) strengthening the position of community members. Members note that few convenings like this still exist in the sector, increasing FinEquity’s platform value.

FinEquity newsletter subscriptions by actor type



Implication: 1 FinEquity can leverage its 'big tent' approach to drive strategic change.

Note: See detail of actor types in the Annex.

“FinEquity fosters the environment that allows everyone to share and create a common path forward.”
-Implementing partner

“They bring together diverse players under one tent, which gives voice to gender advocates that are otherwise siloed.”
-Funder

“It was truly an excellent experience—amazing convening power! They manage to involve actors from so many countries and create an excellent space for exchange, and they have very wide outreach.”
-Funder

A core, engaged audience finds strategic value in FinEquity for collaboration and co-creation

FinEquity members fall into three tiers, based on engagement levels. The core audience sees the strategic opportunity to bring together actors to drive sector change through collaboration and co-creation. Beyond this core, others engage on specific topics and use the community to stay informed of sector updates. FinEquity’s open forum provides on-ramps to join the core.

Segment	Size	What They Seek	Offerings that Deliver Value
Informed	>5k	<ul style="list-style-type: none"> - Pulse on the sector - Resource discovery 	<ul style="list-style-type: none"> - Newsletter - Website / Social - Event recordings
Occasional	~1k	<ul style="list-style-type: none"> - Targeted learning - Occasional peer exchange 	<ul style="list-style-type: none"> - Webinars - Newsletter - Annual convenings - Peer examples
Engaged core	300	<ul style="list-style-type: none"> - Collaboration & co-creation - Strategic engagement - Visibility 	<ul style="list-style-type: none"> - Working groups - Facilitated introductions - Workshops

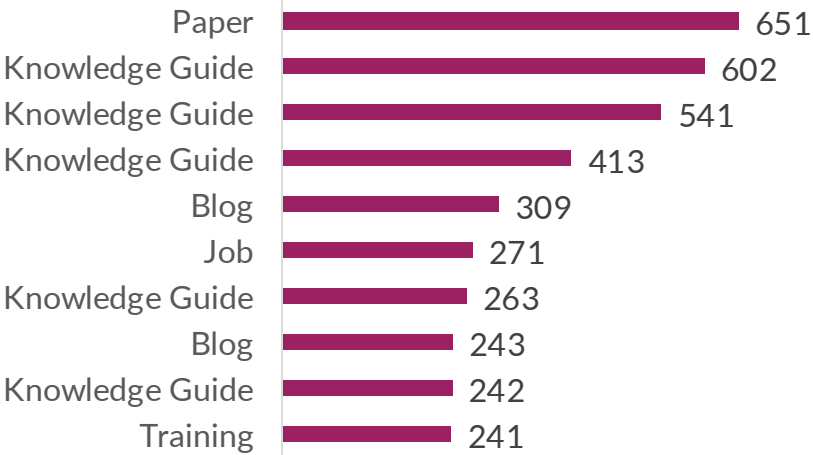
Implication: ② FinEquity can focus resources on a core audience to deepen engagement, while providing value to a broader community.

Note: Analysis based on member interviews and event attendance records.

FinEquity meets distinct actor needs through global themes and local flexibility

FinEquity’s big tent brings different types of actors together with varied needs, including between global and regional communities. Global topics continue to have relevance across the community, but local initiatives (ex: Colombia roundtable during FinEquityALC annual convening) offer flexible ways to address specific, local needs in a cost-effective manner.

Top 10 FinEquity resources, by active user on website FY25



Actor Type	What they seek in FinEquity
FSPs	<ul style="list-style-type: none"> - Global inspiration and exposure - Practical, localized application - In-depth peer exchanges - Shorter learning formats - Guidance / toolkits adapted to operational realities
Advisors and Program implementers	<ul style="list-style-type: none"> - Value FinEquity to frame topics, build alignment, and convene - Forums for co-creation and alignment - Opportunities to spotlight work - Structured tools for cross-portfolio

Implication: ③ In balancing global relevance with local application, FinEquity can find scalable ways to meet local needs.

Note: Analysis based on member interviews.

Practical connections and collaboration provide deepest value to a core audience, driving impact

FinEquity’s core audience values practical connections and collaborations, delivered through working groups, workshops and annual convenings, which also provide them windows into peer experiences. 4 in 10 surveyed members find direct impact on their work in designing strategies and solutions and in finding partners for their work.

Offering ► Value proposition ▼	Discussion platform	Resources	Newsletter	Webinars	Working groups / workshops	Annual convening	Other in-person events
Stay informed	●		●	●		●	
Centralized knowledge		●	●	●			
Peer experiences	●	●		●	●	●	
Practical connections	●			●	●	●	●
Collective action	●				●	●	●

Implication: ④ FinEquity can provide effective options for practical connections and collaboration through light resource approaches.
 ⑤ Curated stories of FinEquity’s impact can demonstrate impact pathways and inspire replication in the community.

Note: Analysis based on member interviews. Circles indicate that the given offering provides the value listed in the row. Larger circles indicate the strongest value delivery.

Focus, leverage and empower to deepen engagement and value aligned with resources

FinEquity has the opportunity to deepen engagement and value for its community, by **focusing its resources on its highly engaged, core audience**, while **leveraging technology and empowering the community** to extend its reach to its much broader occasional and informed audiences.

Focus

- Build member intelligence on engagement to identify and strengthen a core audience.
- Focus on cutting edge topics (global, regional), while updating ‘applications’ for evergreen themes.
- Target offerings to core segment, including discussion platform, to drive engagement and build trust for uptake / amplification.

Leverage & empower

- Use agile methods (e.g. topic sprints) to explore topics.
- Empower members to localize the FinEquity conversation and to connect their work / research to the community.
- Empower members to find relevant connections for partnerships or replication.
- Leverage technology to automate / customize content to extend reach and engagement.



2 Background

Evaluation objectives



As it closes in on its first decade, FinEquity seeks to identify the aspects of its work that have been most valuable to the community, as well as approaches and areas where targeted strengthening is both needed and feasible. To this end, an independent evaluation was carried out from mid-May to end June 2025 by [Blaine Stephens](#), independent consultant.

The evaluation addresses [10 specific questions](#) about the **relevance, value, effectiveness, and impact and influence** of FinEquity. The insights drawn from these areas inform recommendations to capitalize on the accomplishments to date and to strengthen the **sustainability** of that value and engagement in the community in a manner aligned with FinEquity resources.

FinEquity

- Is a **community of practice** founded in late 2016
- Envisions a world where **women have the capabilities to access, negotiate and control financial services** that improve their lives
- Reaches ~8,700 emails across a global community (5,156) and two regional communities: FinEquity Africa (2,513 with 69% overlap with global or ALC) and FinEquityALC (3,053 with 10% overlap with global or Africa)

Evaluation questions

Category	Question
Relevance	Are FinEquity's thematic priorities and activities aligned with the evolving needs of the community?
Relevance	Are the topics covered perceived by members as timely and relevant to their work in the sector?
Value	Do stakeholders find FinEquity's resources, events, and connections relevant and useful?
Value	What types of engagement and content are most valued?
Effectiveness	To what extent is the community engaged, and in what ways (e.g., participation in discussions, use of resources, event attendance, networking opportunities)?
Effectiveness	How effectively does FinEquity facilitate peer learning, knowledge exchange, and practical collaboration?
Impact and Influence	How has FinEquity contributed to shaping stakeholder perspectives, knowledge, and practices in women's financial inclusion?
Impact and Influence	Has FinEquity influenced work programs, strategy, or policy decisions among its members?
Sustainability	What are the conditions needed for FinEquity to sustain its relevance, influence, and operations over time?
Sustainability	How can FinEquity deepen stakeholder engagement and impact while remaining operationally efficient and aligned with its resource base?

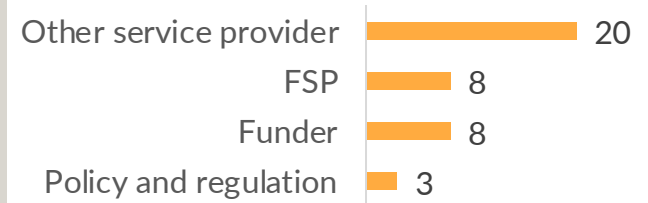
Evaluation methods



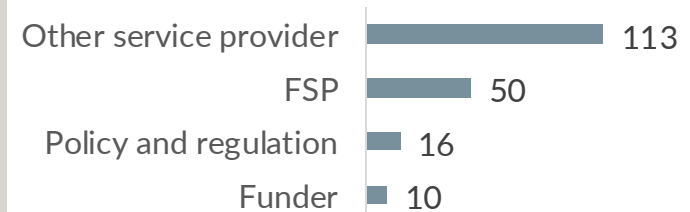
The evaluation draws on 3 primary sources of information to inform insights and recommendations:

1. 44 [key informant interviews](#) drawn from a sample of members (n=39), and including FinEquity and CGAP team members (n=5) based on a common interview guide in English and Spanish
2. [Survey](#) of members across the global and regional communities (n=189) in English, French and Spanish
3. Desk review of available (engagement) data, including [FinEquity event engagement](#)

Member interviews by type



Survey respondents by type





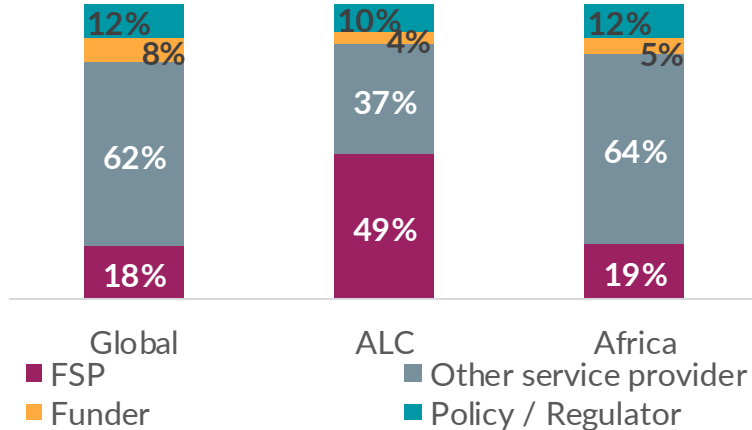
3 Evaluation findings

Q1: Are FinEquity’s thematic priorities and activities aligned with the evolving needs of the community?

FinEquity’s **big tent approach** brings together all **types of actors**, with a focus on FSPs, advisors and program implementers, for “**connections, insights, and support**” to drive their work in women’s financial inclusion.

FinEquity **successfully meets each audience’s specific needs** through different approaches. Globally, it allows for alignment and co-creation (advisors / implementers) while providing guidance and local application (FSPs) (ex: *WEE Indicators*). Regionally, it allows all actors to collaborate towards a common local goal through roundtables (ex: *Financial education in Colombia*).

FinEquity newsletter subscriptions by type



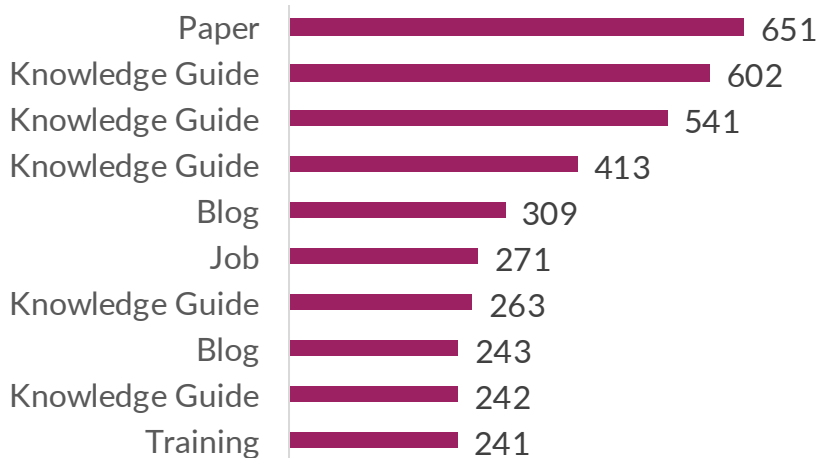
Actor Type	What they seek in FinEquity
FSPs	<ul style="list-style-type: none"> - Global inspiration and exposure - Practical, localized application - Peer exchanges - Shorter, compressed formats - Guidance / toolkits adapted to operational realities
Advisors and Program implementers	<ul style="list-style-type: none"> - Value FinEquity to frame topics, build alignment, and convene - Forums for co-creation and alignment - Opportunities to spotlight work - Structured tools for cross-portfolio

Source: Actor types are based on newsletter subscription lists for each FinEquity community. Actor needs are based on an analysis of evaluation interviews.

Q2: Are the topics covered perceived by members as timely and relevant to their work in the sector?

FinEquity created knowledge guides on several **topics that provide on-going value** to members (leadership, product design, data). Updates to these topics (as in 2024) remain relevant to members.

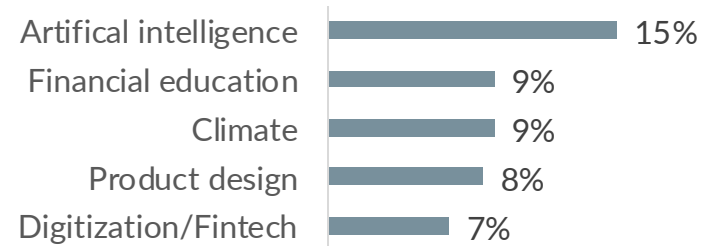
Top 10 FinEquity resources, by active user on website FY25



The flexibility to pursue different topics in the regional communities has allowed FinEquity to **meet specific local needs** (ex: Silver economy in LAC) that **diverge from global topics**, which members appreciate (ex: *paper on Mexico guidelines drew more readers in FY25 than top knowledge guide for global community*).

Looking forward, **all members seek knowledge on AI** (how to leverage it, how to protect against / mitigate bias) with **additional regional priorities** (Climate, Financial education).

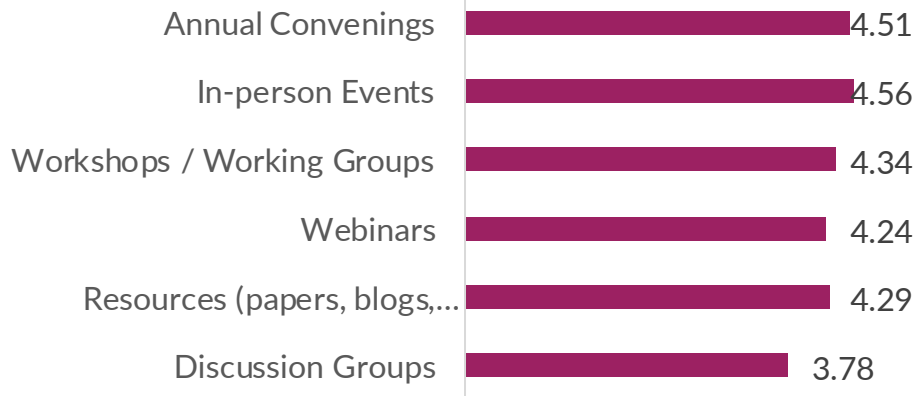
Most cited topics in survey (n=134)



Q3: Do stakeholders find FinEquity's resources, events, and connections relevant and useful?

Members find FinEquity offerings **useful to highly useful to their work**. Offerings that allow for live exchange and collaboration are most useful. For the global community, current discussion channels are less useful.

Level of useful (1 to 5) of FinEquity offerings (n = 154)



Members cite several factors that enable this usefulness:

- **Trust**, built on the linkage to CGAP and the quality of the facilitators
- **High quality** of resources and exchanges, but which requires significant involvement from the FinEquity team to achieve that quality, and sometimes comes at high cost (ex: *climate case study quality assurance re-writes*)
- **Open, neutral** approach that facilitates sharing within the community.

"They will guide you on how to participate, send you all materials, will talk to you beforehand and arrange preparatory meetings, there will be no improvisations ... they have earned trust:"

-Funder

"When you seek research or data in this community, you do not struggle. FinEquity members share easily."

-FSP

Source: FinEquity 2025 survey based on a 'usefulness' score assigned to each offering in which the respondent engaged in the last year. Qualities of useful are based on an analysis of evaluation interviews.

Q4: What types of engagement and content are most valued?

Highly engaged members really **value practical connections and collaborations**, delivered through working groups, workshops and annual convenings, which also provide them windows into peer experiences. FinEquity also serves a broader membership as a central knowledge platform on women’s financial inclusion (through resources and webinars) and helps them stay informed of sector actors and trends (newsletter).

FinEquity offerings and the value perceived by members

Offering ► Value proposition ▼	Discussion platform	Resources	Newsletter	Webinars	Working groups / workshops	Annual convening	Other in-person events
Stay informed	●		●	●		●	
Centralized knowledge		●	●	●			
Peer experiences	●	●		●	●	●	
Practical connections	●			●	●	●	●
Collective action	●				●	●	●

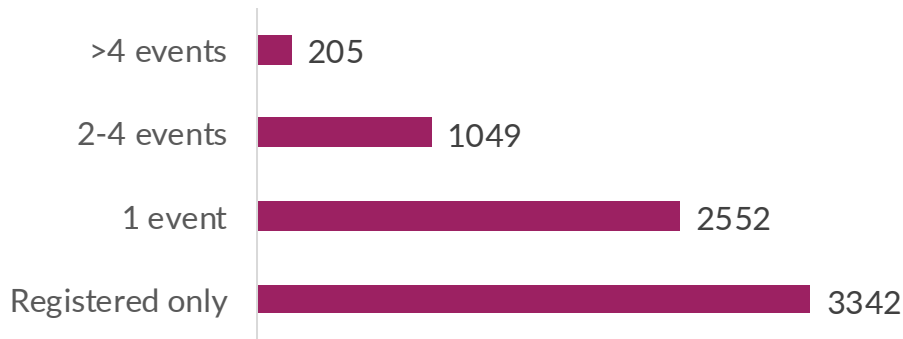
Source: Useful of engagement by offering is based on an analysis of evaluation interviews. Circles indicate that the given offering provides the value listed in the row. Larger circles indicate the strongest value delivery.

Q5: To what extent is the community engaged, and in what ways (e.g., participation in discussions, use of resources, event attendance, networking opportunities)?

FinEquity attracts and engages different audience segments, a **highly engaged core** finds strategic purpose in FinEquity, an **occasional audience** engages on specific topics, and a broad, passive audience seeks to be **informed**. Targeting offerings by audience segment can help FinEquity deepen engagement and focus resources going forward.

FinEquity’s most successful engagement comes from **live or active exchanges** during workshop, annual convenings and working groups, where participants collaborate, learn and network with peers. See Question 6 for examples. Pure webinars are better at transmission and more suited to learning, even if shorter formats would be preferred by FSPs.

FinEquity member event engagement FY23-FY25



Discussion channels (former DGroups, email, WhatsApp, LinkedIn) are currently fragmented and viewed as less effective at meeting these needs. Participants frequently mentioned the desire to connect with other FinEquity members in a 24/7 always-available forum to find like-minded partners for their work.

Q6: How effectively does FinEquity facilitate peer learning, knowledge exchange, and practical collaboration?

FinEquity has managed to create several **collaborative engagements that facilitate collective action**. These efforts are deep and focused on a limited, engaged audience, but the value created is felt by both participants and the broader sector. Examples exist at a global and at regional levels.

Global example: Women’s Economic Empower (WEE) Indicators

In 2022, FinEquity convened a working group to increase transparency around WEE definitions and identify and test a proposed menu of WEE indicators for financial inclusion, tested through 2024 with FSPs in seven countries. This effort produced a menu of 19 indicators and practical tools and guidance. **This approach, while highly effective, requires significant resources.**

“I know that this has been robustly tested and is not just the result of my own experiments.”

-Other service provider - advisory

“I would love to compare my results with benchmarks from what others are finding.”

-Other service provider - advisory

Regional example: FinEquity Africa country-based engagement

FinEquity Africa leverages knowledge partners (Digital Frontiers) and other local actors to create opportunities for collective action. In each of three countries (Nigeria, Uganda, and Kenya), FinEquity Africa co-hosted events-cum-workshops on topics of relevance to that country, such as over-indebtedness in Kenya. This latter has given rise to a working group to look at women’s financial health in that market.

Regional example: FinEquityALC country roundtable

FinEquityALC has used its annual convenings to allow local members to gather and work towards a common cause. The 2024 FinEquityALC event allowed Colombian actors to build a cross-sector roundtable to work on financial education issues. The collaboration led to local solutions, including articles on the topic for the national development plan and a practical guide to financial education in that market.

These regional examples are options for **light-resource engagements that leverage community member resources** to drive collective action.

Q7: How has FinEquity contributed to shaping stakeholder perspectives, knowledge, and practices in women's financial inclusion?

FinEquity's **influence on the broader market is indirect**. While changes in perspectives, knowledge and practices among members can be attributed to FinEquity (see Q8), market influence can only be observed through what members perceive has happened in the market since 2016. They perceive this influence in two important ways.

Members find that **FinEquity amplifies their voice** in the market

"[FinEquity is a natural] ally in knowledge creation ... helping generate resources to support public policy advocacy."

-Funder

Members find that **knowledge and attitudes in the market** have shifted.

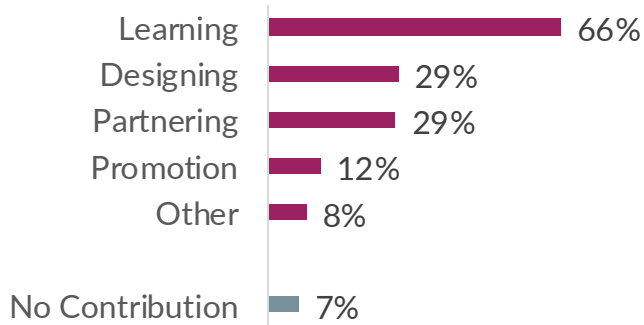
"We no longer have an absolute rejection of the idea that social norms impact access and use of financial services ... now bankers will admit that those norms can be barriers."

-Other service provider - advisory

Q8: Has FinEquity influenced work programs, strategy, or policy decisions among its members?

FinEquity members cite a strong feeling of impact (9 in 10 members), with **40% finding direct contributions to their work** (design, partnering), in addition to general learning opportunities (2 in 3 members).

How FinEquity contributed to members' work (% survey respondents)



Designing a solution or strategy

"We used the WEE indicators to [measure our impact on women clients] and uncovered a need for a daily deposit option for female clients on our [existing product], which we implemented ... uptake has improved."

-FSP

"I recently designed and deployed a blockchain-powered wallet for farmers and cooperatives in Africa [and that incorporated FinEquity] insights on how [digital financial literacy] can promote digital financial inclusion especially among women"

-Technology service provider

Finding partners to collaborate on work

"We learned about turn.io [a chat-based app] through FinEquity, and we are now pursuing a partnership."

-Implementing partner

"I network all the time within FinEquity Africa ... the introductions made it easier to form partnerships that have helped in my current work e.g. I now have stronger relations with the Graca Machel Trust due to FinEquity Africa."

-Implementing partner

Source: FinEquity 2025 survey question "Can you think of at least one instance where FinEquity contributed to your work?", with choices from multiple choice list.

Q9: What are the conditions needed for FinEquity to sustain its relevance, influence, and operations over time?

FinEquity has built a sizeable community in less than a decade by tapping a shared interest in women’s financial inclusion and economic empowerment, by meeting that interest through activities, resources and topics that engaged the community. FinEquity may look to **several conditions to help it sustain its relevance, value, and influence over time, drawing on the insights from this evaluation.**

Evaluation insights

- 1 FinEquity can leverage its ‘big tent’ approach to drive strategic change.
- 2 FinEquity can focus resources on a core audience to deepen engagement, while providing value to a broader community.
- 3 In balancing global relevance with local application, FinEquity can find scalable ways to meet local needs.
- 4 FinEquity can provide effective options for practical connections and collaboration through light resource approaches.
- 5 Curated stories of FinEquity’s impact can demonstrate impact pathways and inspire replication in the community.

Conditions

Focus

FinEquity can drive sector change by identifying and focusing its engagement on its ‘core’ audiences (for which it tracks engagement), both globally and in regional chapters, addressing a limited set of topics with broader community value.

Leverage / Empower

FinEquity has demonstrated models to leverage community resources to produce events and knowledge that cost-effectively respond to (local) needs. It can further invest in empowering community members to connect under the FinEquity umbrella and curate stories of FinEquity impact for demonstration.

Q10: How can FinEquity deepen stakeholder engagement and impact while remaining operationally efficient and aligned with its resource base?

Multiple operational approaches can help FinEquity focus its resources with its core audience for greater impact, while leveraging and empowering the community for more local application and to drive connections and insights amongst members.

Operational approach	Opportunity Addressed	Sample Target Segment(s)
1. Build member intelligence (e.g. CRM)	Tailor engagement; increase value; recruit to higher engagement tier	Core & Occasional
2. Host community conversation (e.g. WhatsApp)	Provide lightweight, interactive peer exchange	Core; Global & Regional
3. Agile delivery (e.g. topic sprints)	Members want quicker, responsive engagement; webinars onerous to prepare	Core & Occasional; Advisors & Program Implementers
4. Member-driven connections (e.g. matching search)	Provide scalable way to help members find partners	Core & Occasional; FSPs & Program Implementers
5. Segment offerings (e.g. closed offerings vs broader access)	Deepen engagement; protect quality; enhance trust; maintain broad influence	Core; but onramps and influence for rest
6. Build more local leverage points	Scales FinEquity capacity for local application	Regional
7. Support members' applied research	Connect ongoing research with community input and visibility	Core & Opportunistic; Implementing Partners; Global
8. Automate / customize content (e.g. AI digests)	Decrease invested resources; increase targeted output	Informed; any given target segment

Focus

Leverage / Empower



4 Recommendations

Focus, leverage and empower to deepen engagement and value aligned with resources

FinEquity has the opportunity to deepen engagement and value for its community, by **focusing its resources on its highly engaged, core audience**, while **leveraging technology and empowering the community** to extend its reach to its much broader occasional and informed audiences.

Focus

- Build member intelligence on engagement to identify and strengthen a core audience.
- Focus on cutting edge topics (global, regional), while updating ‘applications’ for evergreen themes.
- Target offerings to core segment, including discussion platform, to drive engagement and build trust for uptake / amplification.

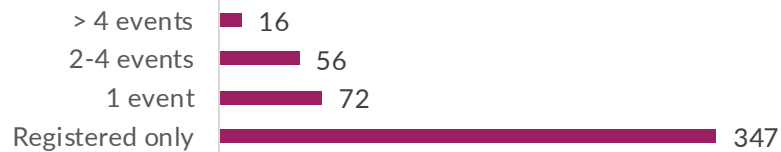
Leverage & empower

- Use agile methods (e.g. topic sprints) to explore topics.
- Empower members to localize the FinEquity conversation (e.g. local workshops).
- Empower members to find relevant connections for partnerships or replication.
- Deploy technology to automate / customize content to extend reach and engagement.

CGAP Members find value in FinEquity, and CGAP can enhance that value in three ways

The FinEquity community counts a **large number of CGAP Members**. 3 in 4 CGAP Members have at least one person in the FinEquity community, for a total of approximately 500 individuals. CGAP Members fall into the same tiered engagement as the rest of the community.

FinEquity member event engagement FY23-25 (CGAP Members)



CGAP Member views aligned with overall evaluation finding on relevance, usefulness, and engagement, citing strong value and relevance to their work. Several individuals from CGAP Members like FMO, IDB, IFC, Sida, WFP, and World Bank have some of the highest engagement and several CGAP Members have funded FinEquity work (Gates Fdn, MetLife Fdn, UNCDF).

While CGAP and its Members are some of the thousands of community members, CGAP can benefit from its roles as primus inter pares and as a core FinEquity member, to strategically engage with the community to drive sector change that supports CGAP’s own efforts:

- **① Probe the FinEquity community to identify frontier / sector changing topics.** FinEquity’s frequent member polling topics of interest, combined with the knowledge of what other community members are addressing, can help CGAP identify where it can position itself in driving change.
- **② Deploy elements of CGAP’s own agenda to test and refine with the community.** The past collaboration on WEE indicators that convened scores of sector actors and with a recently released CGAP flagship publication offers a useful example.
- **③ Amplify the reach of CGAP evidence and guidance** through FinEquity’s vast “informed” audience, already primed to consume and adopt such knowledge, and citing CGAP’s support for FinEquity as a factor boosting trust in FinEquity resources.

Build a monitoring framework that captures FinEquity's ability to create practical connections and collaboration



FinEquity's community seeks "connections, insights, and support" in their work to advance women's financial inclusion. Collectively, members find the greatest value from the practical connections and collaboration that FinEquity enables. As FinEquity moves from a growth phase to one that seeks to deepen engagement to drive impact, its monitoring framework needs to provide the intelligence to help drive this shift.

Monitor engagement

Member engagement in the community is an indicator of value to FinEquity, with the most engaged members finding strategic value in the community to advance the sector and their work. Understanding member engagement is essential to FinEquity to focus its resources for greatest impact. FinEquity's monitoring framework should capture and centralize data at the member level, by engagement channel, including (for current channels):

- Events: # of events attended; # of events presented
- Discussion channels: Active (posted) in last 90 days
- Newsletters: Click-through rate; # of forwards
- Resources: Active (sharing) in last 90 days

Curate influence stories

FinEquity's most direct impact through its members is its ability to (1) inform the design of their strategies and solutions or (2) help them partner for their work. FinEquity can solicit examples of impacts and curate these stories in order to:

- Demonstrate the depth of FinEquity's impact
- Understand which engagement is most effective in creating impact
- Provide examples to inspire replication across the community.



5 Annex

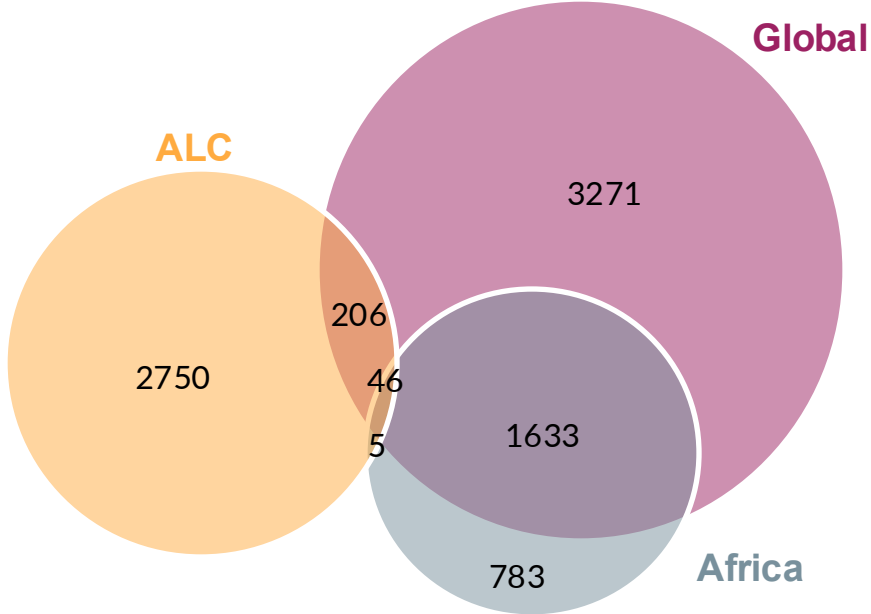
FinEquity membership – overlap by community (1/2)

FinEquity membership overlaps across the three communities. There are a total of 8,694 unique emails across all three lists. FinEquity Africa has the most overlap (69%), FinEquityALC the least (10%).

	FinEquity global	FinEquity Africa	FinEquityALC
Total	5156	2513	3053
Overlap global	0	1679	252
Overlap ALC	206	5	0
Overlap Africa	1633	0	5
Overlap all	46	46	46
Unique	3271	783	2750

Total Unique	8694
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Overlap across FinEquity newsletter mailing lists (n = 8694 emails)



Source: FinEquity newsletter mailing lists retrieved on 27 May 2025.

FinEquity membership – actor typology (2/2)



FinEquity members are categorized by organization type when they sign up for the newsletter (directly or during webinar registration). The standard categories for organization type are listed here. These organization types have been mapped to roles in the financial inclusion market system, and then further consolidated for readability in analysis in this report.

Organization type (at subscription)	Mapped to role	Consolidated
NBFI	FSP	FSP
MFI		
Financial Service Provider		
Fintech		
MNO		
Commercial Bank		
Donor	Funder	Funder
Investor		
Advisory Services	Other - advisory	Other service provider
NGO	Other - programs	
Non-Profit Organization		
Inter-Governmental Agency		
Research Institution/University	Other - research	
Research		
Network or Association of MFIs or Banks	Other - network	
Other	Other - other services	
Government Agency	Policy and regulation	Policy and regulation
Government		

Key informant interviews (1/3)

First Name	Last Name	Organization	Relation to FinEquity
Devika	Misra	Accion	
Katherine	Brown	Advans International	
Alia	Nazar-Farhat	Al Majmoua	
Mercedes	Canalda	Banco ADOPEM	
Barbara	Auricchio	CAF	
Diana	Mejia	CAF	FinEquityALC TAG
Christian	Pennotti	CARE	FinEquity TAC
Rathi	Mani-Kant	CARE	
Marissa	Dean	Caribou Digital	
Antonique	Koning	CGAP	FinEquity TAC
Gayatri	Murthy	CGAP	
Xavier	Faz	CGAP	
Yasmin	Bin Humam	CGAP	Former Facilitator
Marcela	Herrera	CNBS Honduras	
Hama	Makino	Development Finance Corporation	
Catalina	Jimenez	Développement International Desjardin	

Key informant interviews (2/3)

First Name	Last Name	Organization	Relation to FinEquity
Olusola	Afolalu	Ecobank Nigeria	
Abebaw	Belay	Ethioplast	
Inez	Murray	Financial Alliance for Women	
Mariana	Martinez	FinEquity	FinEquity Facilitator
Tariro	Nyimo	FinEquity	FinEquity Africa Facilitator
Sophie	Mills	FSD Network	FinEquity Africa TAG
Camila	Larrea	Fundacion Capital	
Daniela	Konietzko	Fundacion WWB Colombia	FinEquityALC TAG
Amrita	Vir	Gates Foundation	
Jamie	Zimmerman	Gates Foundation	FinEquity TAC
Juliet	Kimotho	Graca Machel Trust	
Bobbi	Gray	Grameen Foundation	
Alex	Fiorillo	GRID Impact	
Carolina	Trivelli	IEP	FinEquity TAC / FinEquityALC TAG
Jose	Etchegoyen	IFC	
Anne Marie	van Swinderen	L-IFT	

Key informant interviews (3/3)

First Name	Last Name	Organization	Relation to FinEquity
Ankita	Bhat	MSC	
Charles	Asante	Opportunity International Savings and Loans	
Lydia	Baffour Awuah	Opportunity International UK	
Benedette	Menkeh	People's Pension Trust	
Boakye-Yiadom	Samuel		
Rosana	Fernandez	Republica Microfinanzas	
Shilpa	Rao	Reserve Bank Innovation Hub	
Sitara	Merchant	Swiss Capacity Building Facility	
Khetsiwe	Dlamini	Triple C Advisory	
Maria Cecilia	Lazarte	UN Women	
Anne	Maftei	Value for Women	
Chloe	Gueguen	World Food Program	
Sonja	Kelly	Women's World Banking	

FinEquity survey 2025 (1/5) - participation

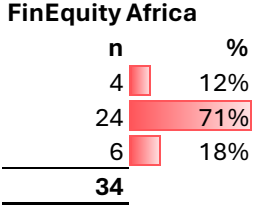
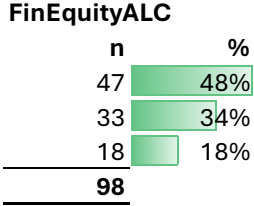
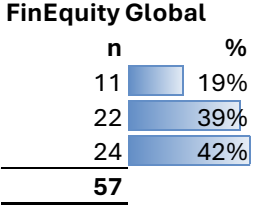
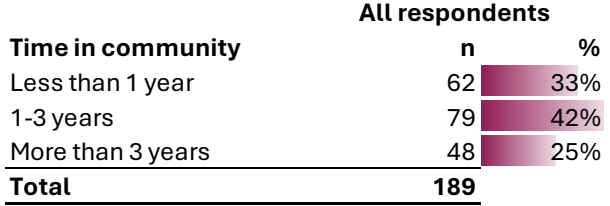
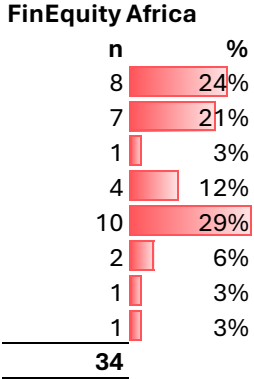
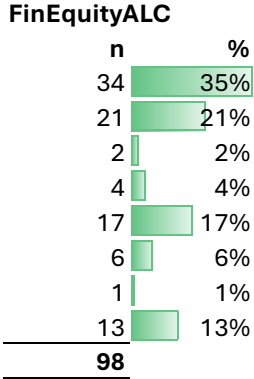
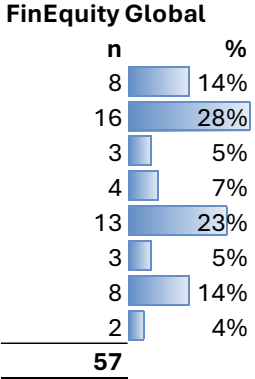
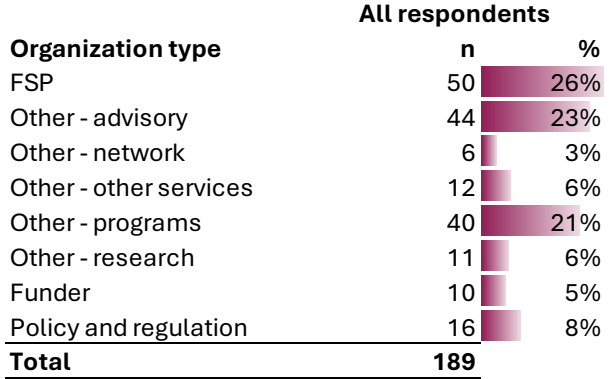


FinEquity ran a survey for FinEquity global (in English), FinEquity Africa (in English and French), and FinEquityALC (in Spanish). The survey was open from 9 June 2025 to 27 June 2025 and garnered a total of 189 responses. The four surveys were consolidated into one file and text responses were translated and tagged for analysis.

The following tables summarize **participation in the FinEquity Survey** by community, type of organization, and by time in the community.

Total respondents	n	%
FinEquity Global	57	30%
FinEquityALC	98	52%
FinEquity Africa	34	18%
Total	189	

FinEquity survey 2025 (2/5) - participation



FinEquity survey 2025 (3/5) - engagement & usefulness



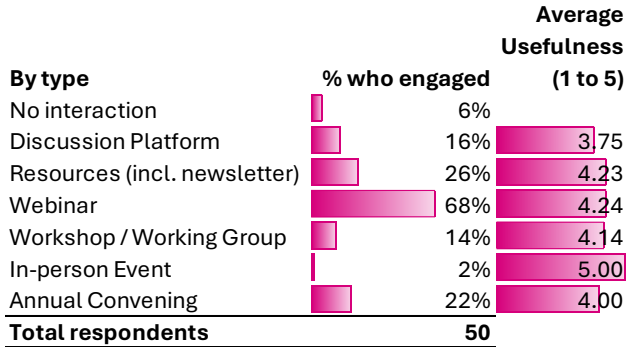
The following tables summarize how survey respondents **engaged with FinEquity**, and for each engagement, how **useful they found that type of engagement** on a scale of 1 (least useful) to 5 (most useful). The tables are further broken down by community and type of actor.

By region	All respondents		FinEquity Global		FinEquityALC		FinEquity Africa	
	% who engaged	Average Usefulness (1 to 5)	% who engaged	Average Usefulness (1 to 5)	% who engaged	Average Usefulness (1 to 5)	% who engaged	Average Usefulness (1 to 5)
No interaction	14%		23%		12%		6%	
Discussion Platform	24%	3.78	30%	4.11	15%	3.71	38%	3.38
Resources (incl. newsletter)	26%	4.29	39%	4.14	17%	4.59	32%	4.09
Webinar	62%	4.24	63%	4.17	61%	4.42	65%	3.86
Workshop / Working Group	17%	4.34	16%	4.44	20%	4.30	9%	4.33
In-person Event	8%	4.56	5%	4.33	8%	4.88	15%	4.20
Annual Convening	23%	4.51	11%	4.60	33%	4.47	18%	4.67
Total respondents	189		57		98		34	

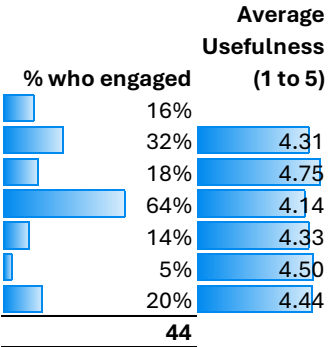
FinEquity survey 2025 (4/5) - engagement & usefulness



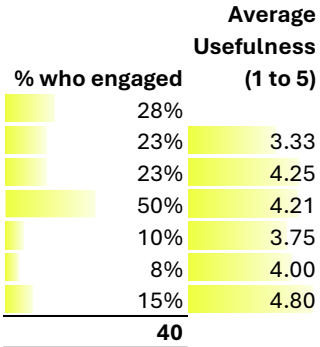
FSP



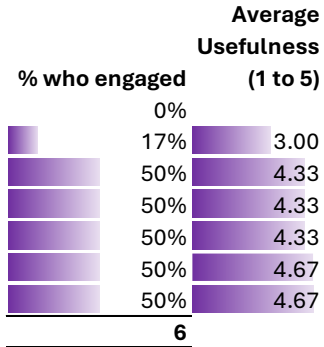
Other - advisory



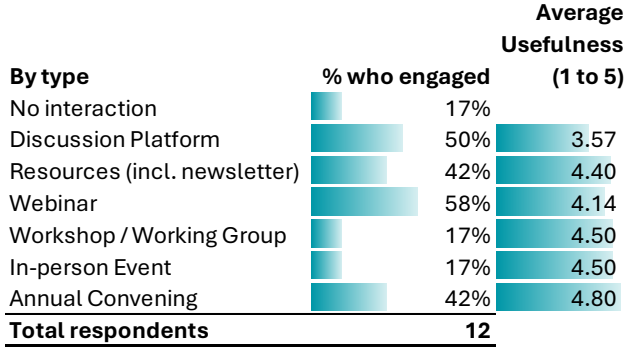
Other - programs



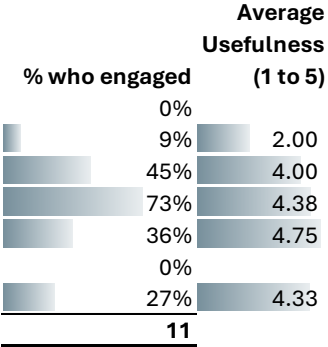
Other - network



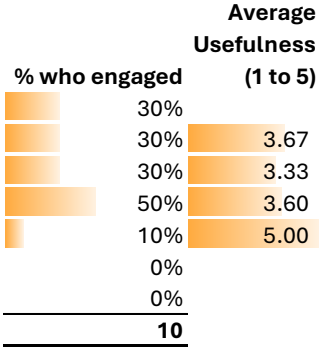
Other - other services



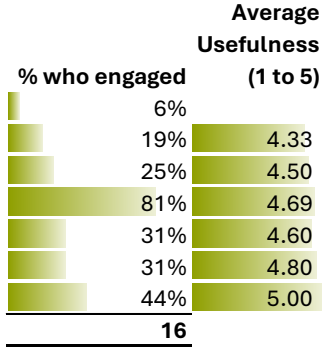
Other - research



Funder



Policy and regulation



FinEquity survey 2025 (5/5) - contribution



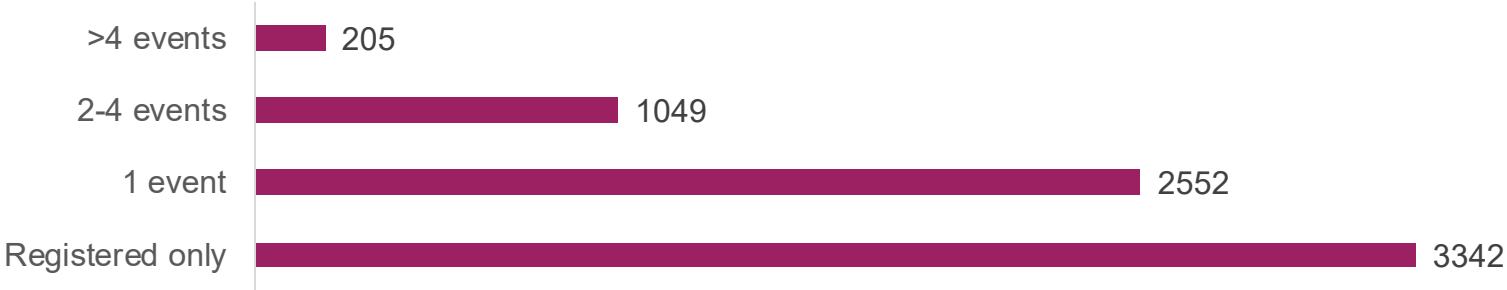
The following tables summarize how survey respondents viewed the **contributions of FinEquity to their work**. The tables are further broken down by community and type of actor.

	All respondents	FinEquity Global	FinEquityALC	FinEquity Africa
By region	%	%	%	%
No Contribution	7%	11%	3%	12%
Promotion	12%	16%	9%	12%
Learning	66%	60%	68%	68%
Partnering	29%	28%	32%	21%
Designing	29%	23%	35%	24%
Other	8%	9%	11%	0%
Total respondents	189	57	98	34

	FSP	Other - advisory	Other - programs	Other - network	Other - other services	Other - research	Funder	Policy and regulator
By type	%	%	%	%	%	%	%	%
No Contribution	4%	5%	13%	0%	8%	0%	20%	6%
Promotion	4%	5%	20%	33%	27%	9%	40%	0%
Learning	61%	57%	60%	100%	82%	91%	60%	56%
Partnering	18%	30%	28%	33%	45%	9%	30%	56%
Designing	28%	34%	30%	50%	9%	18%	10%	31%
Other	9%	11%	5%	0%	9%	0%	0%	19%
Total respondents	50	44	40	6	12	11	10	16

Attendance records from FinEquity hosted events for FY23, FY24 and FY25 were consolidated into a single file to analyze audience engagement in events over the three-year period. Participant names and emails were consolidated to remove duplications. Analysis looked at participants by frequency of attendance over that period. The following table summarizes overall **audience engagement levels** (by number of events attended) and broken out by organization type and location of the actor, followed by a table summarizing each FinEquity event and the percentage of attendees by their level of participation over the three-year period.

Event attendance (FY23-FY25), by level of engagement



FinEquity event attendance FY23-FY25 (2/7) - actor type



Event attendance (FY23-FY25), by level of engagement and organization type

Organization type	>4 events	2-4 events	1 event	% of >4	% of 2-4	% of 1
FSP	32	254	781	16%	24%	31%
Other - advisory	49	183	353	24%	18%	14%
Other - network	4	23	27	2%	2%	1%
Other - other services	23	135	329	11%	13%	13%
Other - programs	61	314	646	30%	30%	25%
Other - research	11	45	129	5%	4%	5%
Funder	9	29	77	4%	3%	3%
Policy and regulation	15	59	193	7%	6%	8%

FinEquity event attendance FY23-FY25 (3/7) - region



Event attendance (FY23-FY25), by level of engagement and location of participant

Region	>4 events	2-4 events	1 event	% of >4	% of 2-4	% of 1
N America	52	190	343	25%	18%	14%
W Europe	33	122	255	16%	12%	10%
LAC	73	421	1186	36%	40%	47%
SSA	31	228	481	15%	22%	19%
S Asia	5	39	112	2%	4%	4%
EAP	5	22	101	2%	2%	4%
EECA	1	5	16	0%	0%	1%
MENA	4	17	36	2%	2%	1%
Other	0	0	3	0%	0%	0%

FinEquity event attendance FY23-FY25 (4/7) - event 1/4



Event attendance per event with % of audience grouped by number of events attended in FY23-FY25

Date	Event	Att.	Att. / Reg.	>4 events	2-4 events	1 event
14-09-22	What Works for Women: Unpacking Women's Economic Empowerment Barriers and Opportunities	267	42%	17%	21%	62%
20-10-22	Design in Action: WIN Mozambique, Developing World Markets and Ashv	203	36%	26%	74%	0%
27-10-22	Diagnosing gender norms in financial inclusion – what are we learning	203	36%	26%	74%	0%
03-11-22	Lanzamiento Serie de Talleres FinEquityALC: “Ayudando a los PSF a crecer y servir mejor a sus clientes mujeres”	264	50%	16%	38%	47%
08-12-22	Understanding the Women's Market Through Gender Data and Analysis	152	35%	28%	32%	40%
13-12-22	Café con FinEquityALC: Una conversación sobre género con Banco FIE, Premio Europeo de las Microfinanzas 2022 y networking de fin de año	84	51%	23%	46%	31%
07-02-23	FinEquity 2023 Annual Meeting Day 1	318	35%	23%	53%	25%
08-02-23	FinEquity 2023 Annual Meeting Day 2	230	25%	27%	58%	15%
16-02-23	FinEquity FSP network consultation on "Equipping FSPs to increase gender equality at all levels of their organizations"	15	58%	27%	33%	40%
08-03-23	Cambiando las reglas para el acceso al crédito de las mujeres en ALC	251	52%	18%	29%	53%
09-03-23	WEE Measurement in Women's Financial Inclusion	332	38%	19%	30%	52%

FinEquity event attendance FY23-FY25 (5/7) - event 2/4



Date	Event	Att.	Att. / Reg.	>4 events	2-4 events	1 event
15-03-23	Design in Action Webinar - GIL and Ideas42	103	35%	28%	32%	40%
28-03-23	FinEquity Tools Workshop: How to Advance Gender Diversity and Leadership in Financial Services	121	31%	33%	36%	31%
11-04-23	Taller FinEquityALC: Co-creando soluciones para la inclusión financiera de las mujeres en ALC	98	53%	32%	46%	22%
27-04-23	Using gender data to analyze the women's market learning event	83	36%	39%	31%	30%
02-05-23	FinEquity Tools Clinic: Gender Action Planning to increase diversity and women's leadership	10	63%	60%	30%	10%
09-05-23	Taller FinEquityALC: ¿Cómo avanzar en la diversidad y el liderazgo en los servicios financieros?	138	47%	31%	36%	33%
11-05-23	Taller FinEquityALC Diseño en Acción: Construyendo resiliencia en las mujeres a través de productos de seguros inclusivos	75	50%	23%	36%	41%
18-05-23	Design in Action III: Gender Intelligent Consumer Protection	72	31%	38%	38%	25%
02-06-23	Taller FinEquityALC Diseño en acción: Productos financieros y no financieros que funcionan para las mujeres	198	55%	16%	41%	43%
09-06-23	Taller práctico FinEquityALC ¿Cómo recopilar y efectivamente usar datos de género?	133	57%	23%	42%	35%
27-06-23	FinEquity Tools Clinic: Using Financial Diaries to Develop Products for Women	71	60%	21%	17%	62%
28-06-23	Taller FinEquityALC Co-creación de soluciones para el uso efectivo de datos, el diseño inteligente de género y el liderazgo	64	41%	31%	41%	28%

FinEquity event attendance FY23-FY25 (6/7) - event 3/4



Date	Event	Att.	Att. / Reg.	>4 events	2-4 events	1 event
29-06-23	FinEquity Tools Workshop: Gender Intelligent Design	98	31%	29%	39%	33%
30-11-23	External Funders Draft Discussion: Implementation Guidance for Interventions on Young Women’s Financial Inclusion	33	100 %	30%	42%	27%
03-12-23	Focus Group Discussion on Young Women’s Financial Inclusion	17	100 %	18%	59%	24%
05-12-23	Foro Regional 2023: Fortaleciendo la propuesta de valor de la inclusión financiera para las mujeres	394	47%	9%	33%	58%
07-02-24	FinEquity 2024 Annual Convening Building Women’s Resilience: The Role of Financial Services Day 1	350	38%	23%	47%	30%
08-02-24	FinEquity 2024 Annual Convening Building Women’s Resilience: The Role of Financial Services Day 2	248	26%	32%	48%	20%
28-03-24	Driving Systemic Change to Close the Financing Gap for Women Entrepreneurs	182	34%	24%	39%	37%
15-05-24	Breaking Barriers: Harnessing Gender Lens Investments for Sustainable Impact and Inclusive Finance	130	40%	21%	38%	42%
21-06-24	Measuring Women's Economic Empowerment in Practice: Testing a Common Set of Indicators	222	34%	19%	36%	45%

FinEquity event attendance FY23-FY25 (7/7) - event 4/4



Date	Event	Att.	Att. / Reg.	>4 events	2-4 events	1 event
25-06-24	Addressing Financial Abuse in Women's Financial Inclusion	130	46%	28%	32%	40%
04-09-24	FinEquity Webinar Designing for Her: Unpacking Success in Gender-Intentional Financial Products Across Africa	59	46%	22%	22%	56%
04-10-24	Encuentro Anual de #FinEquityALC2024	352	53%	14%	42%	44%
05-12-24	FinEquityALC Webinar Experiencias en el diseño de programas de educación financiera con perspectiva de género y economía del comportamiento	146	42%	22%	45%	34%
11-12-24	Café con FinEquityALC: La Mujer Silver de Latinoamérica	93	39%	23%	30%	47%
11-03-25	Webinar Measuring Women's Economic Empowerment in the Financial Inclusion Sector	243	44%	13%	30%	58%
28-05-25	FinEquity Africa Webinaire Amplifier le leadership des femmes dans les services financiers en Afrique francophone	43	41%	21%	9%	70%
18-06-25	FinEquityALC2025 Day 1: Cómo la inclusión financiera puede impulsar las oportunidades y el empleo de las mujeres en ALC	344	53%	11%	33%	55%



Mohammad Rakibul Hasan

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