

WOMEN OF COLOR AND CAPITAL

E L E V A T E & I N V E S T

ATLANTA, GA - IMPACT REPORT

SATURDAY, FEBRUARY 17, 2024

Women of Color & Capital is an initiative that focuses on the success of women of color as it relates to financial resources and opportunities. The four pillars are wealth building through financial freedom fundamentals and advisors, investing, capital for businesses (seed, growth, and late stage), and learning how to become investors and investment managers.

WOCXC is hosting a 3 part bespoke event experience to provide financial wellness tools and resources to women of diverse communities.

This impact report focuses on part 1 of our 3 part tour in Atlanta, GA.



WOMEN OF COLOR AND CAPITAL

TRANSFORMING YOUR MONEY MINDSET

E L E V A T E & I N V E S T



This panel chat session was moderated by Dekonti MendsCole, Head of DEI for Corporate Responsibility, JPMorgan Chase & Co. featuring Courtney Sanders, MBA, Founder & CEO, CLS Training International, LLC. This session provided insight into the background of our relationship with money, rooted not just in numbers and transactions, but in emotions, experiences, and learned behaviors. Participants emerged with a renewed perspective and inspiration to get started or elevate their current financial journey.

INTERACTIVE ACTIVITY - DREAM BIG AND PLAN WISELY

This interactive active session was led by Schelo D. Collier, Founder of Black Women Invest.

In this segment, the attendees were able to write down their financial goals and say affirmations that allowed them to visualize and confirm their financial goals.

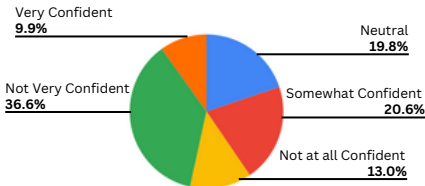


REGISTRANTS RESPONSE DATA

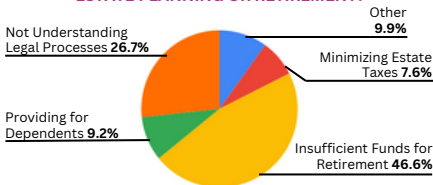
9.9% of registrants are very confident about planning for retirement.

This also explains why the biggest concern for 46.6% of the registrants regarding estate planning retirement is not having sufficient funds for retirement.

The data also showed that 20.6% of registrants heard about this event from various social media channels including paid media by WOCXC and 5.3% from the Women of Color and Capital Newsletter.



WHAT IS YOUR BIGGEST CONCERN REGARDING ESTATE PLANNING OR RETIREMENT?



HOW DID YOU HEAR ABOUT THIS EVENT?

