

ANNUAL IMPACT REPORT | 2026

Why We Invest

Digitalundivided | GlobalGiving Campaign Report

“To invest in women entrepreneurs is to invest in the economic mobility of other women, men, children, our elders, and our country.”

— Leah Williams, CEO, Digitalundivided

About the Campaign

The Why We Invest campaign was launched by Digitalundivided to build awareness, deepen community engagement, and raise critical funds in support of women founders during Women’s History Month. Hosted on GlobalGiving, the campaign invited donors, supporters, and allies to join a growing movement rooted in economic justice and community uplift.

Women-owned businesses are fueling economic growth now and for the future. Supporting them isn’t just about equity—it’s a strategic move toward innovation, sustainability, and prosperity for all. At Digitalundivided, we invest in women founders because their success uplifts entire communities.

The People Behind the Work

A defining feature of the Why We Invest campaign was its spotlight on the full Digitalundivided community. Each staff member, board member, and volunteer shared their personal story and reason for believing in women founders. These voices amplified the campaign’s message across social media, email, and peer-to-peer outreach—demonstrating that this mission is powered not by one person, but by an entire community united in purpose.

Staff Spotlights Team members shared why the mission matters to them personally		Founder Stories Founders brought energy and peer-to-peer support.
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Campaign Highlights

This was primarily an awareness campaign to connect with small dollar donors who would then give throughout the year. Regardless, we did manage to raise small dollar donations.

Our Mission in Action

Every dollar raised through the Why We Invest campaign goes directly toward Digitalundivided's programs that support women entrepreneurs—through mentorship, access to capital, research, and community building. This is not charity. This is investment.

Donor funds support:

- Founder development programs and cohort-based training
- ProjectDiane research tracking venture capital trends for Black women
- Access to investor networks and pitch opportunities
- Peer community and mentorship for underrepresented founders

Thank You

We are deeply grateful to every donor, volunteer, board member, and staff person who made this campaign possible. Your investment in Digitalundivided is an investment in women, in families, in communities, and in the future of our economy.

To learn more or continue your support, visit globalgiving.org/Digitalundivided or Digitalundivided.com.