



GAINUK.ORG

INSPIRE. EMPOWER. INVEST.

# IMPACT REPORT 2023

ANNUAL REVIEW



# CONTENTS

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1	About GAIN
2	A note from our CEO
3	Our mantra: Inspire. Empower. Invest.
4	Education Outreach
5	The GAIN Investment Challenge
6	The GAIN Investment Insight Programme
7, 8, 9, 10	The GAIN Empower Investment Internship Programme
11	Events
12	The GAIN Awards
13	The GAIN Bursary & GAIN Giving Week
14	Jobs Board & Podcast
15	Communications
16	Publicity
17	Corporate Sponsors
18	Volunteers
19	Our Sponsors
20	Team
21	Trustees
22	Contact





# ABOUT GAIN

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Our mission at GAIN is to empower and educate the next generation of investment professionals by providing a platform for learning, development, and networking.

We champion gender equality and strive to equip young women and non-binary students with the knowledge, skills, and resources necessary to succeed in the world of investment management.

Through our events, programmes, and community, we aim to foster a culture of continuous learning, growth, and innovation in the investment industry. Our goal is to create a diverse and inclusive community of investment professionals who are equipped to shape the future of finance.

# INDUSTRY STATISTICS

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There is still much to do to achieve gender diversity in the industry, as these stats show:

## At the senior level:

The [2023 Citywire Alpha Female report](#) found that female fund managers make up just 12% of those managing funds in the UK.

## At mid-level:

A [2023 industry report by Level 20](#) found that 22% of mid-level roles are held by women, dropping to 10% in senior roles.

## At entry-level:

Our 2022 GAIN survey of the industry found that of firms that had recruited graduates in the prior 12 months, the average number of female & non-binary applicants was 22% (with 82% firms reporting 50% or less).



# A NOTE FROM OUR CEO

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As we reflect on the past year, I am thrilled to share the remarkable strides GAIN has made in advancing our mission to inspire young women & non-binary students on their educational and career journeys to learn about, and hopefully enter, investment management careers.

In 2023 our school outreach efforts witnessed unprecedented growth, engaging 7,900+ school students across various initiatives. The impact on universities is equally inspiring, where we have established collaborative relationships with 53 societies across the country.

Our flagship GAIN Empower Investment Internship Programme continues to flourish, placing 119 applicants with firms over the summer months and generating over 1,000 applications for 2024's programme. The GAIN Investment Insight Programme also grew this year, doubling the number of places available from 50 to 100.

As well as growing our existing content, this year has also been a year of firsts for GAIN. We launched the GAIN Investment Challenge for school teams, which saw participation from 42 schools and almost 300 students. We also celebrated the first ever GAIN Awards to honour outstanding students, as well as launching our very own podcast *GAIN Meets...* to add to our growing resource offering.

Fundraising was also front and centre this year, with the launch of the GAIN Bursary to assist with student travel costs and the inaugural GAIN Giving Week encouraging supporters to collect donations for the GAIN Bursary.

Online, our presence has surged - we're now not far off 10,000 LinkedIn followers and we have had over a quarter of a million page views over at [gainuk.org](http://gainuk.org) in 2023.

The jobs board service we provide continues to flourish and we've shared 97 incredible opportunities in 2023.

We're grateful to our 50+ corporate sponsor firms who make our work possible, alongside the 1800+ industry professionals who have signed up to hear about volunteer opportunities.

These accomplishments are a testament to the dedication of our team, the generosity of our supporters, and the resilience of the students we serve. As we look forward, we are committed to building on this success, expanding our reach, and continuing to make a lasting difference in the lives of students nationwide and the gender diversity of the investment management industry.

Thank you for your ongoing support. Sincerely,



*Tanya*

Tanya Tracey, CEO

**10,240**

students reached through  
our events, programmes &  
online content in 2023



# OUR MANTRA: INSPIRE. EMPOWER. INVEST.

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Our headline stats for 2023:

## INSPIRE

This year we have directly reached **10,240** students through our events, programmes & online content.

## EMPOWER

We have empowered **506** students who have taken part in our programmes.

## INVEST

We have generated **2,380** applicants\* to industry roles through our jobs board. We have also had a **63%** conversion rate on our internship programme\*\* (meaning 63% of students who took part were offered an investment role or subsequent investment internship).

*\*applicants are logged as visitors who click 'apply' on our website*

*\*\*excluding those still at university & those who did not respond to our follow up survey*

# EDUCATION OUTREACH

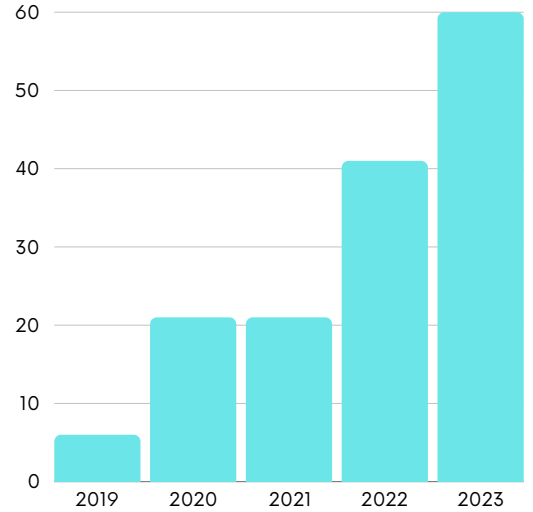
## School outreach

In 2023 we delivered **60 school talks reaching 2875 pupils**. We had a presence at **35 school career fairs** and **sent 214 school students on investment insight days**.

In total, **we reached 7941 school pupils** across all our initiatives in 2023.

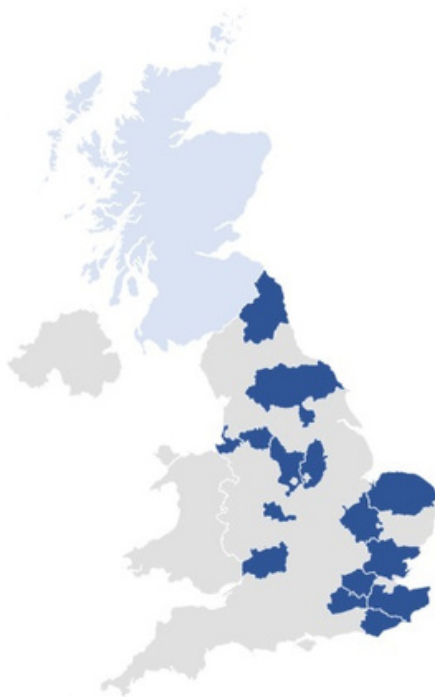
## University outreach

We attended **9 university career fairs** and established **relationships with 53 UK university societies**.

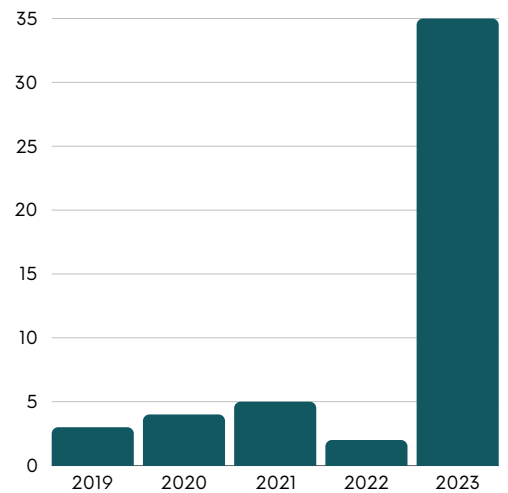


School talks delivered

School talk locations 2023\*

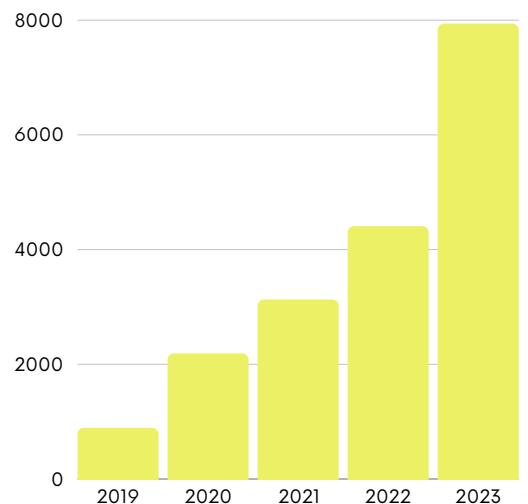
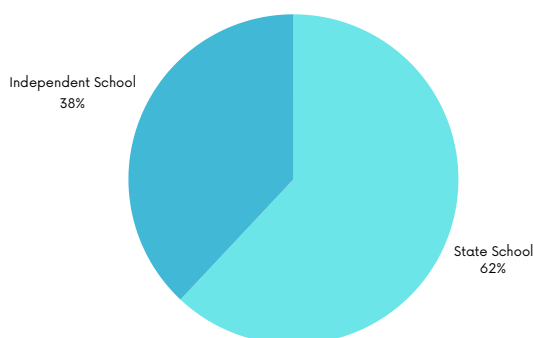


\*we do not cover Scotland



Number of school careers fairs GAIN attended

2023 School talks & careers fairs: school type



School students reached



# THE GAIN INVESTMENT CHALLENGE

This year we launched our first ever annual investment competition, seeking to give young women and non-binary students in years 10 to 13 an insight into what investment management looks like and how to analyse a company.

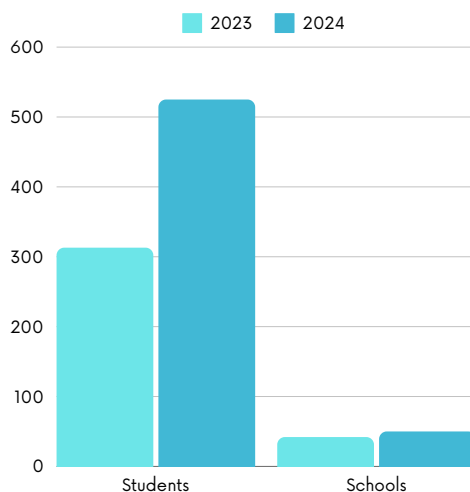
Over six weekly online lectures, students were introduced to investment concepts & tools to analyse a stock. Teams were then allocated a company to research and were asked to submit a persuasive 3-5 minute video stock pitch along with their supporting research in a written report. Submissions were judged by a panel of professionals within the investment industry.

Students were guided through the process by industry experts and supported by an investment mentor.

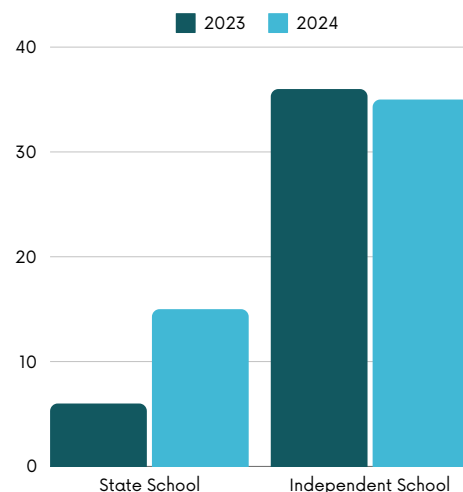
**2023's winning team was: The Tiffin Girls' School in Kingston Upon Thames.**



**Applicant growth  
2023 & 2024**



**Applicant school type  
2023 & 2024**



# THE GAIN INVESTMENT INSIGHT PROGRAMME

The GAIN Investment Insight Programme was launched in 2022 and is designed to give first-year undergraduate students an insight into the opportunities available to them in a career in investment management.

The online programme, which includes two in-person insight days at an investment firm, also starts participants on a journey towards developing the skills, networks and experiences needed to secure top opportunities within the investment sector.

*“It was really useful, I honestly knew little about the investment management sector and now I feel with this experience that a career in this field is what I wish to pursue. All of the sessions really helped to build my industry knowledge and helped me understand some of the jargon.”*

--GIIP Participant

*“I thoroughly enjoyed the insight days and it has convinced me to go into a career in investment management.”*

--GIIP Participant



## In 2023 we:

- Received **127% more applicants** for the programme than in 2022
- **Doubled the number of students** taking part, from 50 to 100
- **Doubled the number of industry professionals** taking part as 1-2-1 mentors for the students
- **Increased the number of firms hosting insight days** from 10 to 16



*“This was my first introduction to investment management and I truly feel like I have a much better understanding of how it functions and the skills needed to do the job – it makes me want to look into working in the industry.”*

--GIIP Participant

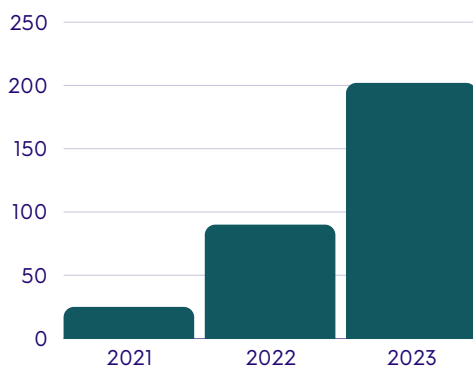


# THE GAIN EMPOWER INVESTMENT INTERNSHIP PROGRAMME

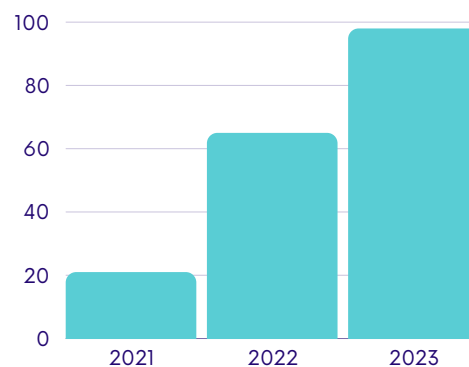
The GAIN Empower Investment Internship Programme gives young women & non-binary students the opportunity to learn about and gain experience in investment management during a summer internship.

Interns experience a challenging and rewarding programme that offers insight into the investment management industry as a whole and the specific investment firm they join.

GAIN provides a tailored training programme ahead of the internship to help participants prepare and ensure they learn as much as possible from the experience. Successful candidates are also allocated an industry mentor from GAIN's network of investment management professionals.



**Internship placements available**



**Firms taking part**

## In 2023:

- We placed 119 interns
- We worked with 98 firms to deliver internship placements

**63%**

Interns were offered an investment role or secured a subsequent internship\*

## 2024 Recruitment

We work one year ahead and are delighted to share the following information about growth in our 2024 internship programme

**71%** Increase in student applications

**51%** Increase in participating firms  
Increase in participating firms

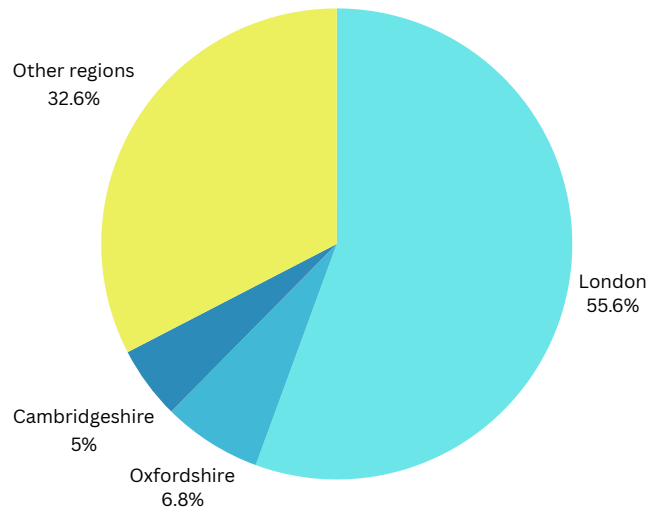
*\*excluding those still at university & those who did not respond to our follow up survey*

# CONTINUED: THE GAIN EMPOWER INVESTMENT INTERNSHIP PROGRAMME

We are actively trying reaching students at universities across the country and have been encouraged by the regional growth in applications to the GAIN Empower Investment Internship Programme.

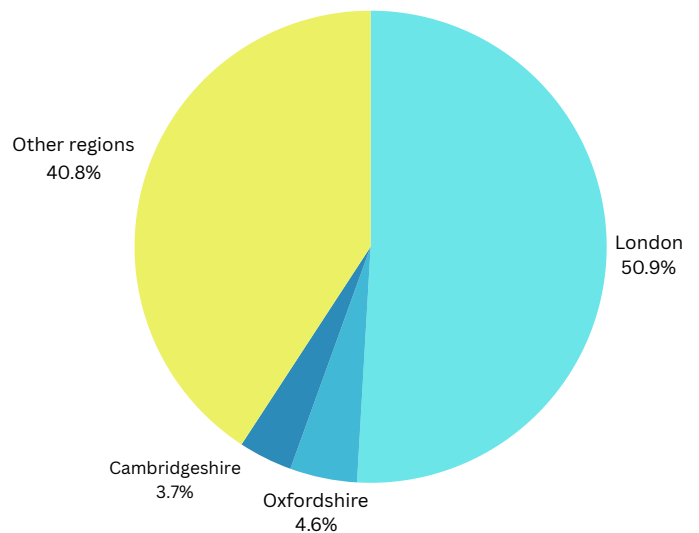
## 2023 internship applicant locations

Internship Applicants 1 278



## 2024 Internship applicant locations

Number of applicants 1 498

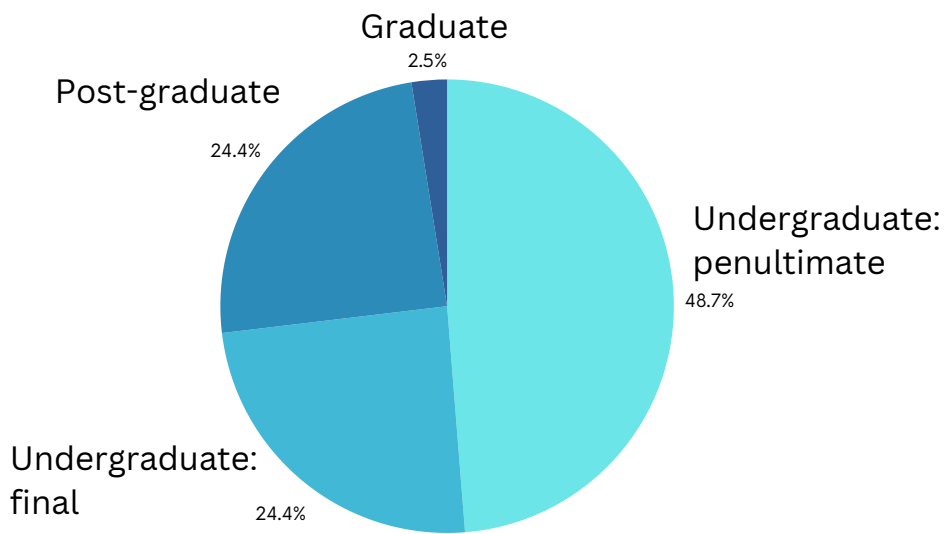




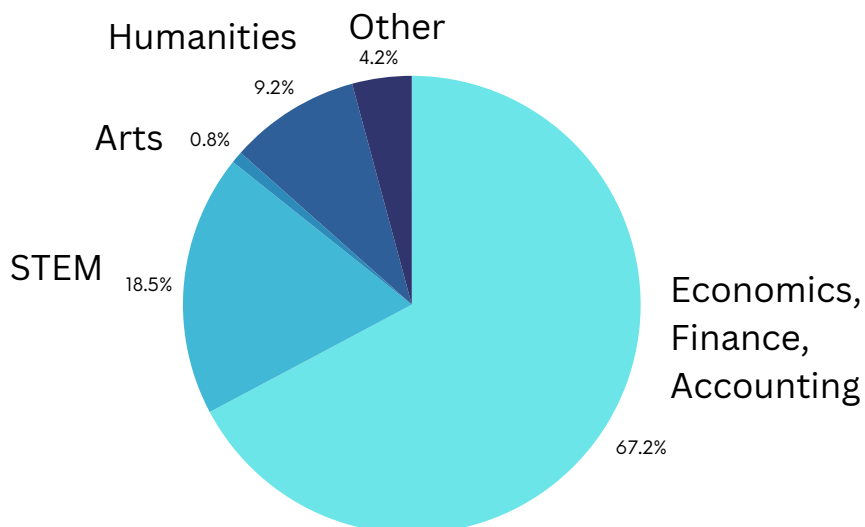
# 2023 STATS: THE GAIN EMPOWER INVESTMENT INTERNSHIP PROGRAMME 2023

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Our internship programme is offered to students in multiple years of study...

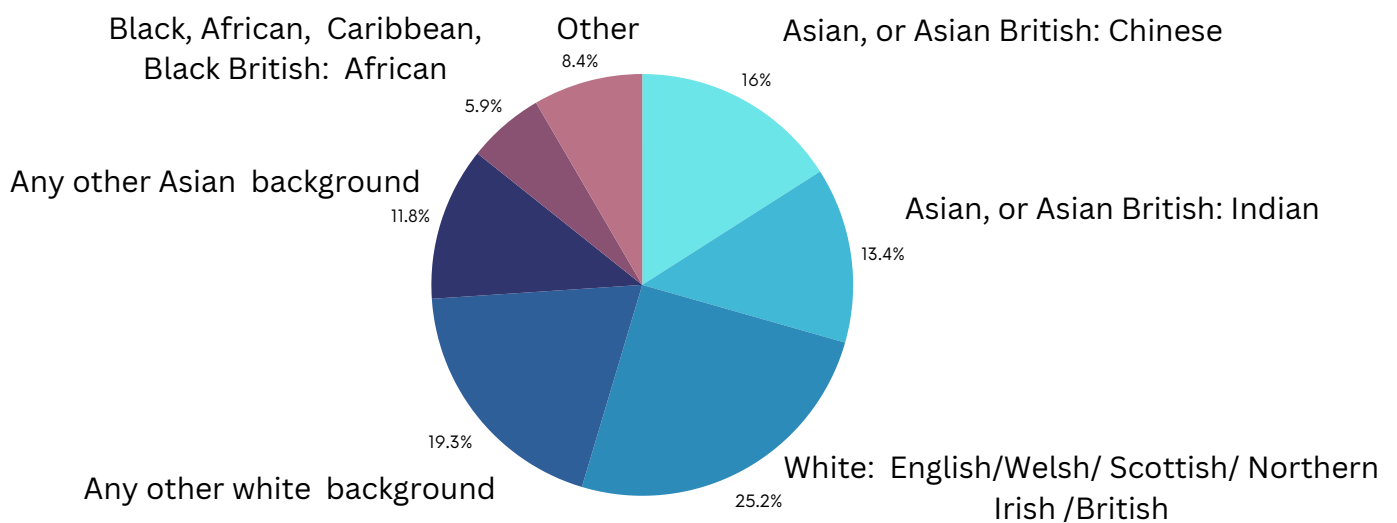


...and we encourage students from all degree disciplines to apply.

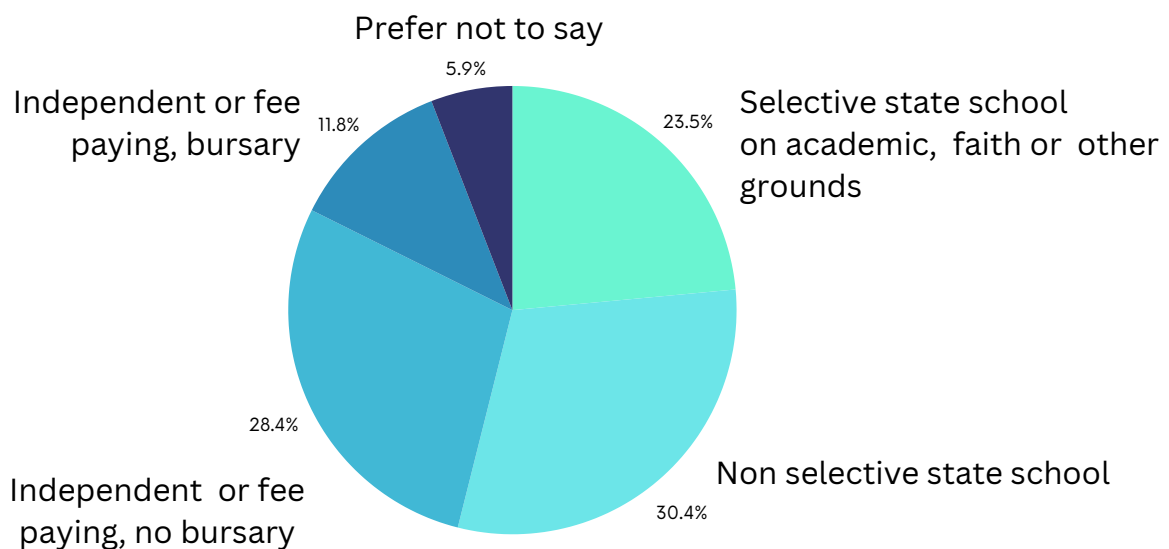


# 2023 STATS: THE GAIN EMPOWER INVESTMENT INTERNSHIP PROGRAMME

Our interns in 2023 represented a diverse range of ethnic backgrounds



...and attended a variety of schools before university



# EVENTS

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At GAIN, we curate a wide variety of events to cater for everyone from school pupils through to university students, graduates, those working in industry & our professional volunteer network.

Our event offerings are a mix of online panel sessions, webinars, Instagram Lives, Insight days at firms, school talks, volunteer networking drinks and partner collaborations.

This year, we hosted insight days with: Apollo Global, Barings, Barnett Waddingham, CIBC, JP Morgan, Oaktree Capital, Pantheon Ventures, TwentyFour Asset Management, UBS and Waverton.

We ran 27 GAIN online events, including sessions such as 'Everything you need to know about a stock pitch', 'Why is ESG important?' and an 'Ultimate guide to careers in investment management'.

We are pleased to partner with fellow educational organisations, and this year collaborated on events with AmplifyMe, Globalbridge and The Skills Workshop.

We worked with schools across the country to deliver in-person individual school talks led by females in the industry, and this year we delivered our first virtual school webinars to the GSA network of schools.

We continued to offer volunteer networking drinks in 2023 and our thanks to Bain Capital and Mondrian for kindly hosting these gatherings.





# THE GAIN AWARDS

This year we held the inaugural GAIN Awards, an opportunity to celebrate the achievements of the students involved in our programmes and to come together with our volunteer network & sponsor firms to champion gender diversity in the investment industry.

We were joined by over 120 people at the event kindly hosted by Mondrian Investment Partners.

Shortlisted students travelled from across the country to attend and were praised for their enthusiasm, learning & ambition to start investment management careers.



## Winners

- **Intern of the Year 2022:**  
Maeve Mulloy (for her placement at Hamilton Lane)
- **GIIP Student of the Year 2023:**  
Lauren Herrman
- **Student of the year:**  
Maja Stanczyk
- **GAIN Investment Challenge Winners:**  
The Tiffin Girls' School
- **University of the Year:**  
Bristol University
- **GAIN Alumni of the Year 2021:**  
Rebecca Harvey
- **GAIN Alumni of the Year 2022:**  
Helena Austin





# THE GAIN BURSARY

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As part of our efforts to build a diverse talent pipeline for the investment management sector, this year we launched The GAIN Bursary.

Although all GAIN programmes and opportunities are free there are, however, other costs which can be prohibitive to students taking advantage of them – the most significant of these being travel expenses.

We now offer means-tested bursary support to individuals & school groups whose finances are a barrier to accessing the opportunities that GAIN provides which include:

- GAIN Events
- GAIN Work Experience Days
- GAIN Investment Insight Days

For more information about The GAIN Bursary, [click here](#).

## GAIN GIVING WEEK

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To amplify the launch of The GAIN Bursary, we also ran our first ever GAIN Giving Week in October 2023.

Our Programmes Co-ordinator Paige Taylor took on the Three Peaks Challenge to raise funds for The GAIN Bursary and we're pleased to say she succeeded!

A special thanks also to GAIN volunteer Monica Ozanne for organising fundraising for GAIN at a Lunch and Learn event, a collaboration between ILITA and ARC.

GAIN Giving Week will return in May 2024.

If you'd like to get involved, please email [paige@gainuk.org](mailto:paige@gainuk.org).

A photograph of four people (three men and one woman) standing on a rocky mountain peak under a clear blue sky. They are all smiling and holding a white banner that features the GAIN logo (a stylized blue and green figure) and the text 'GAIN Girls Are Investors'. The banner is held horizontally across the group. The people are wearing outdoor gear like jackets and hats.

**Almost  
£1000  
raised!**

# JOBS BOARD

The GAIN jobs board is fast becoming the go-to place to share investment roles. We signpost positions throughout the career spectrum - from internship positions through to graduate roles & experienced hires.

In 2023 we shared **97 job opportunities, up 7.7% on 2022.**

# 2380

'apply' clicks in 2023,  
a **261%** annual increase

# GAIN MEETS... PODCAST

This year saw a further expansion of our resource offerings, in the form of the 'GAIN Meets...' podcast. Aimed at students and young professionals, the podcast offers insight into industry terms, topics & careers for those just beginning to explore investment management.

A big thank you to the following guests & firms who have guested on the podcast so far:

- Lottie Meggit, Independent Franchise Partners
- Gabrielle Boyle, Troy Asset Management
- Sarah Mitchell, Mondrain
- Rebecca Lewis, Arisaig
- Pauline Ritter, Clayton, Dubilier & Rice
- Floortje Brouwers, GIC
- GAIN Alumni
- Will de Lucy, AmplifyMe



**1500+**  
downloads so far



*"Easily accessible format. Really helpful approach for students to better understand what a career in investment looks like, career paths and different investment areas."*

iTunes review

# COMMUNICATIONS


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67% 


Increase in LinkedIn followers,  
year on year

53% 


Increase in Instagram followers,  
year on year

67% 


Increase in X followers, year on  
year

200% 

Increase in education newsletter sign  
ups, year on year

59% 

Increase in student newsletter sign  
ups, year on year

50% 

Increase in volunteer newsletter sign  
ups, year on year

1,600+

Subscribers to our student newsletter

1,800+

Subscribers to our volunteer newsletter

293,000

Annual website visits\*

# PUBLICITY

This year we were generously gifted four full page adverts in the Financial Times, where we highlighted our mission, ways to get involved with GAIN, the winners of the GAIN Investment Challenge, and our extensive volunteer network.

We were thrilled with the response to the adverts & the increased website, social media & newsletter sign up activity the adverts generated.

In 2023 we were also featured on various podcasts, including: The Career Sphere, Secret Ops, Vermeer Partners, Why Invest? and The Money Maze Podcast. A special thanks to The Money Maze podcast for championing GAIN as a charity partner and sharing our work in their newsletter, podcast & social media.

Many thanks also to our fantastic volunteers who name checked us in their own press interviews: Ghazaleh Youshani, Abika Martin, Victoria Clapham and Emma Mogford.





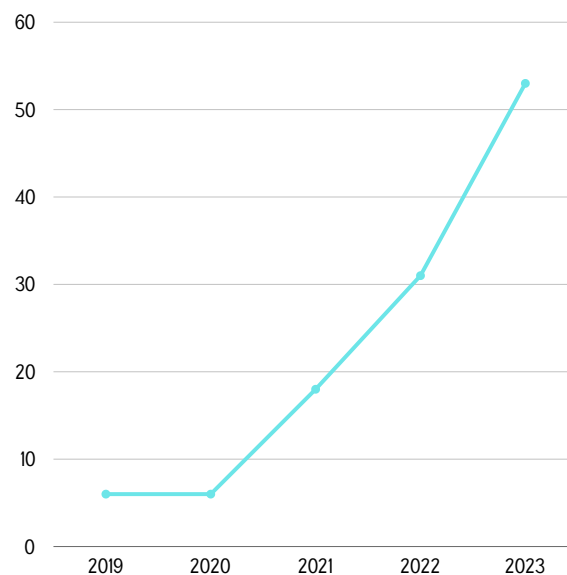
# CORPORATE SPONSORS

Our work is supported by sponsor firms from the investment industry. We are very grateful for their commitment to tackling the gender diversity issue the sector faces.

We offer three levels of sponsorship - Silver, Gold & Platinum - which include lots of different ways to support GAIN and leverage our network & resources.

**In 2023 we were delighted to receive sponsorship from 53 firms (up 71% year on year),** a mixture of new collaborations and renewals of sponsorship.

To see a full list of our sponsors, [click here](#).



**GAIN Corporate Sponsor Firms**

# THE GAIN SURVEY

Now in its second year, The GAIN Survey serves as a yearly benchmark of progress towards achieving gender parity with the graduate intake of the investment industry, to ensure that there is a strong pipeline of diverse talent for the future.

We surveyed the lead HR & DEI contacts across our volunteer network to help us build a picture of gender diversity for both graduate applications and graduate hiring for investment roles.

We will be collecting data annually and showing progress year on year.

The 2023 GAIN Survey remains open for submissions until Monday 15th January 2024 and we will be sharing the findings shortly after. If you'd like to take part but have not yet received an invite, please contact [becky@gainuk.org](mailto:becky@gainuk.org).



# VOLUNTEERS

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We have a fantastic network of investment management professionals who support our mission to increase the young women and non-binary application rate in the UK investment industry by volunteering with us. We are eternally grateful for their support - without them we would not be able to offer the range of programmes, events, resources & mentorship that we do.

Thank you, volunteers!

## 555

Number of companies represented by our volunteer network, a **7.5% increase year on year**.

## 533

Volunteer opportunities created in 2023, an **80% increase year on year**

## 1450

Volunteer hours logged in 2023, **the equivalent of almost 9 weeks!**

# VOLUNTEER SURVEY

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Each year we conduct a volunteer survey and ask for feedback so we can continually improve. This year suggestions included:

- Flexible panel sessions as those with children may not always be able to volunteer in our usual 6pm time slot.
  - We have begun pre-recording some events to cater for this.
- Increased regional outreach.
  - We have launched regional GAIN: Yorkshire & GAIN: Scotland LinkedIn groups, as well as offering school talks across the country and covering travel costs for events.
- Increased publicity.
  - We have increased our media placements and have a publicity strategy in place for 2024.



# OUR SPONSORS

With many thanks to our sponsors for all their support.

## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



# THE GAIN TEAM

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## Leadership

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**Tanya Tracey**  
CEO

## Education

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**Tasha Hoskins**  
Education Partnerships &  
Student Engagement  
Manager



**Sherin Griebler**  
Education Partnerships  
Co-ordinator

## Programmes

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**Laura Jones**  
Programmes Manager



**Paige Taylor**  
Programmes Co-ordinator

## Events

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**Vickii O'Grady**  
Events & Communications  
Manager



**Francesca Ryan**  
Events & Communications  
Manager (maternity cover)

## Marketing

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**Becky Taylor**  
Marketing Manager

## Administrative

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**Sophie Meeke**  
Administrative Manager



**Ella Slowley**  
Accounts & Operations  
Coordinator



# TRUSTEE BOARD

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**Tilly Franklin**

Founder

Tilly is the CEO & Chief Investment Officer at University of Cambridge Investment Management

**Anne-Marie Fleurbaaj**

Co-Founder, Trustee & Co-Chair

Anne Marie is Managing Director, co-Head Marketable Assets, Makena Capital Management, LLC

**Natasha Braginsky Mounier**

Trustee & Co-Chair

Natasha is a retired partner from The Capital Group, where she was an equity analyst, portfolio manager and most recently ESG investment director

**Caroline Hultman**

Co-Founder & Trustee

Caroline is Principal at J12 Ventures, an early-stage venture capital firm

**Charlotte Yonge**

Co-Founder & Trustee

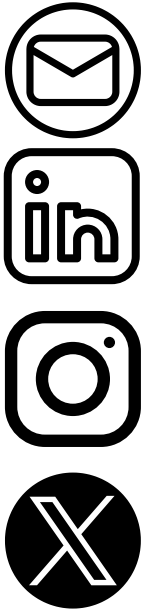
Charlotte is an investment manager at Troy Asset Management, where she manages the Trojan Ethical Fund

**Rahul Moodgal**

Trustee

Rahul is a Director of Parvus Asset Management. He has worked in finance for more than twenty years

# CONTACT US



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GAIN - Girls Are Investors

@gainuk\_org

@gainuk\_org



Click [here](#) if you would like to register to volunteer with us

Click [here](#) if you are interested in becoming a sponsor firm

