



# IN THIS CIRCLE, WE GIVE A DAM.

About **Diverse Asset Management**, that is.

The people we trust to manage our money should be professionals who reflect the diverse communities we support. And based on our latest review of large endowments, philanthropy can do better.

Among participating foundations in our new 2021 study, only \$1 out of every \$6 U.S.-based investments is managed by firms owned or led by women and people of color. While this is a much higher rate than the investment field overall, we have work to do, and it begins with transparency.

We commend our peer foundations which shared the percentage of their endowments that is managed by diverse firms. Together, we form this **Circle of Transparency**. We hope this Circle will grow again next year

with more foundations sharing data and showing their commitment to diversity in their choice of asset managers.

For more than a decade, Knight Foundation has hired diverse-owned firms to manage our money. Today, more than a third of our assets are successfully invested by firms owned or led by women and people of color.

Research shows that diversity is right for business. We know that it's just right, period. And transparency is essential for accountability.

*If you don't see your foundation in the circle, maybe you should ask yourself, "Why?"*

After all, it's about DAM time.

Visit [kf.org/KDAM](https://kf.org/KDAM) to learn more about the Knight Diversity of Asset Managers (KDAM) Research Series. Stay tuned for our study on the financial industry to be released in late 2021/early 2022.