All Raise is on a mission to accelerate the success of female founders and funders to build a more prosperous, equitable future.

The tech industry proudly builds the future, but in many ways still operates in the past. The venture-backed tech ecosystem is an engine for economic growth and employment. Yet the power and wealth generated by tech companies have been concentrated among a small group of predominantly white men. Born out of a grassroots movement in 2017, All Raise arms women with access, guidance, and support to advance their professional growth. We believe that when the architects of tomorrow better reflect the world, our world is better served.
All Raise started as a call to action. Today, it’s a community, a movement, and a rallying cry to create a new version of visionary.

A world where people from all walks of life can start, build, and invest in the next generation of tech companies.

A world where a diversity of perspectives delivers powerful economic outcomes that give more people the opportunity to shape our future products and policies.

Our second anniversary as an organization coincides with the start of a new decade. It’s a chance to reflect on the undeniable progress we’ve made and look forward to all the ways our community will continue to empower female founders and funders.

Since the public launch of our organization in 2018, the percentage of female decision-makers in venture capital increased from 9% to 12% and last year, an unprecedented number of women became VC partners or general partners for the first time. Despite those encouraging signs of progress, total VC funding to female-founded startups based in the U.S. has stagnated at 11%.

While it’s important to recognize where we’ve made progress, we must continue shining a light on where the industry is falling short. All Raise chapters now exist where 70% of venture capital is currently deployed and we’re only just beginning. Our growing community of influential VCs, trailblazing founders, and powerful partners are driving aggressively towards expanding our impact and reach both in terms of geography and diversity, launching in cities across the U.S. where entrepreneurship is thriving and venture is taking seed. When we invest in women and other underrepresented entrepreneurs who’ve shown they can outperform and out-innovate their peers, we tap into a $4 trillion untapped opportunity — larger than the California economy, which ranks as the 5th largest economy in the world.

This is really about choosing to focus. The tech industry is built on solving hard problems, whether it’s putting rockets on Mars, building self-driving cars, connecting people around the globe, or mapping the human genome. With trademark ingenuity, focus, and commitment, we can and will diversify the technology ecosystem, make it more welcoming to everyone, and create many more opportunities for innovation.

As we stand at the cusp of a new decade, we are grateful for the contributions of the thousands of individuals, firms, and companies partnering with us and tirelessly working to enact change. We won’t stop until we achieve equality. We invite everyone who shares our vision for a more prosperous, equitable future to join our movement.

Pam Kostka
CEO, All Raise
Since 2018, we have been reporting on the gender diversity of the venture-backed tech ecosystem to shine a light on the underrepresentation of all women in tech, specifically in roles where they can fund and build the future. It’s still early days and the results so far are mixed, underscoring the need for leaders in VC and tech to stay focused on and committed to diversity and inclusion. By publicly sharing new data, we identify the challenges we face while keeping ourselves and the industry focused on making meaningful change.

Funders

Women decision-makers in venture:

All Raise tracks the number of decision-makers in venture capital. We define them as “checkwriters” (investors who can write checks, lead deals, and sit on boards) because they have the power and influence to invest in the next generation of companies, bring a diversity of perspectives to the table, as well as hire and compensate new investors.

In 2019, a record-breaking 54 women became VC partners or general partners for the first time, representing a 42% increase from last year’s record of 38. While we’re proud of the increase in gender diversity, most of those women are white and Asian; only two identify as black or Latinx. All Raise is committed to building a new blueprint for the industry that’s inclusive of all founders and funders — regardless of gender, race, or background.

Females checkwriters in VC grew
From 9% to 12%

Angel and seed funding fell
From 23% to 17%

Series A & B funding fell
From 14% to 12%

Late stage funding (Series C and beyond) grew
From 8% to 10%

Founders

Funding to mixed-gender founding teams increased only by 0.5% in 2019.

2019 was the second consecutive year that the venture industry deployed record-setting capital $130 billion+ in US-based companies, yet the percentage of that funding going to mixed-gender founding teams stayed frustratingly small. Based on data from PitchBook, that number is virtually stagnant, having gone up only half a percent, from 11.3% in 2018 to 11.8% in 2019.

To truly rewire the industry from the inside, we need to fully understand our challenges and keep measuring progress. That’s why data sits at the heart of everything that we do and guides our programs. By continuing to identify the biggest structural obstacles that stand in the way of women succeeding as investors and entrepreneurs, we can more effectively open access to both social and financial capital for people who have historically been on the outside.
Rewiring the tech industry from the inside

Starting companies and investing in them shouldn’t be reserved for the highly connected or those who already look the part. We have an opportunity to break this flywheel and build a more inclusive ecosystem, ushering in a new generation of breakthrough leaders. To succeed, we must democratize.

Access

No more old boys’ club. Creating a more inclusive network opens the doors to new funding, talent, customers, and partnerships.

Guidance

By sharing “inside track” knowledge, we help founders fundraise smarter and scale faster, and give VCs the insights they need to climb the ranks and invest in the next big thing.

Support

We help women forge meaningful connections with their peers, find true sponsorship from seasoned leaders, and build invaluable relationships along the way.
The power of our community

One seat at the table was never enough.

All Raise was formed by a group of influential women equipped with the power to enact change. They set out to transform the tech industry, not by dismantling it, but by changing it from the inside out. Our growing network of powerful founders, funders, and operators lend their hard-earned expertise to shape the next generation of leaders and bridge the opportunity gap for women of all backgrounds.

1,100
venture capitalists
with $306B AUM

+ 1,450
visionary founders who have raised $114B
**Programs to empower the architects of tomorrow**

**Founder Bootcamps**

Whether they’re considering when to begin raising seed capital or how to achieve product-market fit, All Raise supports founders at every stage of their fundraising journey.

Our founder bootcamps offer in-depth, insider-track curriculum on how to raise funds. Female founders, VCs, and angel investors guide participants through different capital strategies, running a fundraising process, the right time to raise, and how to get introductions to investors.

**Tiffany Dufu**

**Founder & CEO, The Cru**

Since completing bootcamp, Tiffany closed her first $1M of venture capital in a round co-led by Betaworks and Bloomberg Beta.

“You all totally blew it out of the water. The bootcamp panelists were diverse, honest, vulnerable, and each spoke their truth. I felt seen. Foundership can be so lonely that you don’t realize how nourishing it is to be in the company of founder sisters until you’re in a space like this. It was such a rush of affirmation.”
**Kanjun Qiu**
Co-founder & CEO, Sourceress

“It’s rare to find a community geared toward later-stage founders. While other programs offer high-level advice, the All Raise bootcamp provided tactical pointers from founders who’d just gone through the same growth-stage journey. I came away with better intuition around hiring executives, putting a finance function in place, thinking about business KPIs, and other operational challenges for maturing companies. Each session, we delved deep on whatever was top of mind for each founder and talked through real problems together.”

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**Jennifer Beall Saxton**
Founder & CEO, Tot Squad

Since Jennifer completed bootcamp, Tot Squad was recently chosen to be part of the 2020 Techstars Anywhere cohort and is now partnering with Amazon and Walmart to provide car seat installation and other services for new parents.

“After completing the All Raise bootcamp and working with a Founder Champion to craft my pitch, All Raise sent an email about Tot Squad to over 100 investors and I booked more than 25 meetings. The total time between starting bootcamp and getting my first term sheet was just over two months!”
When Founder Met Funder

We know that warm intros frequently exclude talented people without the same connections.

Black women are the fastest-growing group of entrepreneurs in the nation. However, according to a 2018 ProjectDiane report, of the $424.7 billion in total venture funding invested in tech startups since 2009, black women received 0.00006% of the funding. All Raise hosted an event called “When Founder Met Funder” where founders got guidance about their startups and access to future capital, and investors met with over 100 black women entrepreneurs on the rise.

Aishetu Fatima Dozie
Founder & CEO, Bossy Cosmetics

Since the bootcamp, Aisha has graduated from the Nasdaq Entrepreneurial Center’s acclaimed Milestone Makers program and launched two key products for Bossy Cosmetics.

“I’ve had amazing interactions with All Raise, having participated in both their founder bootcamp and ‘When Founder Met Funder’ event. The latter was one of the most powerful events I’ve ever attended in Silicon Valley. I built relationships with successful founders and investors who can help me with my business now and in the future.”
VC Cohorts

From Associates to General Partners, All Raise organizes communities of women across the country to help them grow as investors, build their networks, and access new opportunities through dealflow. Our 14 cohorts—made up of 200+ women—are tight-knit groups where deep connections trump empty schmoozing and real conversations replace small talk.

In 2019, we provided 8,530 hours of guidance to women in venture

Vanessa Larco
Partner, NEA

“Coming into venture straight from an operating role, I didn’t have a network of people to bond with. All Raise helped me quickly build deeper relationships. Our cohort meetings always end with talking about portfolio companies that are currently raising. I didn’t expect to share a deal with someone in my cohort, but she was an ideal investor for one of my portfolio companies and now we’re both on their board!”
Too often, VC hiring is done quietly and through personal networks. Every month, our VC Careers newsletter surfaces open roles typically reserved for those “on the inside” to over 2,000 women and other underrepresented candidates. The firms that share their openings with us reach a diverse pool of talented and driven investors.

Meera Clark
Senior Associate, Obvious Ventures

“There’s not a lot of transparency about who is hiring in venture, or when. Thanks to the All Raise Newsletter, I gained access to high-impact opportunities and ended up finding my ideal role, which I wouldn’t have known about otherwise.”
VC Summit

The 2019 VC Summit convened the largest gathering of women in venture in history, doubling the record we’d previously set in 2018. More than 600 investors participated in the two-day event in Oakland, California. The VC Summit drew leaders from across the spectrum of women in venture capital: growth equity, angel groups, and corporate VC firms from across the US and at different stages in their careers.

Monique Villa
Investor, Mucker Capital

“When I first started in venture capital back in 2013, I did not fully appreciate how isolating it felt to be a woman in venture. In the past few years, All Raise has been instrumental in blowing the doors wide open for women, especially through their VC Summit. Coming from Nashville, I was able to gather with hundreds of fellow investors, share deals, and make new, life-long friends. I love that while progress can feel painstaking at times, I now have a community and a quickly growing one at that.”
To hold ourselves accountable and to continue improving, we’re sharing the demographic composition of our VC Summit attendees. We aim to serve a diverse group of women from across the country, at every stage of their career in venture capital.

**Race/Ethnicity**

- White .......................................................... 51%
- East Asian ................................................ 20%
- South Asian ............................................. 8%
- Latinx ........................................................... 8%
- Black .............................................................. 5%
- Southeast Asian ...................................... 5%
- Middle Eastern ........................................... 2%
- Other ............................................................... 1%

**Geographies Represented**

**Summit Attendees by Title**

- GP/Partner .................................................. 34%
- Associate .................................................... 27%
- Principal/VP ................................................ 25%
- Analyst ......................................................... 8%
- Angel Investor ............................................ 6%

**Brittany Davis**
Principal, Backstage Capital

“Women are drastically underrepresented in VC, and shout out to the All Raise team for making the effort to increase diversity and thus quality in the program year over year — expanding the attendee numbers and opening the Summit to investors who may not be at traditional firms (like investors who run accelerators, angel groups, etc.). This led to stronger conversations and the ability to connect with investors who came to Summit from underrepresented cities like Omaha, Kansas City, and more. We believe in the work that All Raise is doing and the positive impact that they are having on the ecosystem.”
Partners

Founding Partners

Pivotal Ventures

National Partners

Anchor Point Foundation

EY

Foundry Group

UBS

Bank of America

JPMorgan Chase & Co.

Cohort Partners

Bain Capital

Cooley Attorneys at Law

Ewing Marion Kauffman Foundation

First Republic Bank

Goldman Sachs

Greylock Partners

Operating Partners

Bessemer Venture Partners

Canaan

Charles River Ventures CRV

EA

Greylock Partners

IVP

Josh Stein

Kleiner Perkins

Lightspeed Ventures

Menlo Ventures

Meritech

NEA

Norwest Venture Partners

Redpoint Ventures

Salesforce Ventures

Scale Venture Partners

Sequoia

True Ventures

Union Square Ventures

$500K+

Pivotal Ventures*

$250 - $500K

Silicon Valley Bank*

$100K - $250K

Anonymous (2)

Bank of America*

EY LLP*

UBS

$15K

Fenwick & West LLP

Orrick

Samsung NEXT Ventures

$10K

50 South Capital

Accel

Andreessen Horowitz

$25K

Adobe

Aileen Lee
$5K - $7K
Accomplice
Anonymous
Benchmark
Comcast Ventures
Craft Ventures
EQT Ventures
Erica Lockheimer
Felicis
First Round
Forerunner Ventures
Google Ventures
Greylock
Intel Capital
M12 Ventures
Maveron
NEA
Silicon Valley Bank
T3 Advisors
The Alexa Fund
Threshold Ventures
Trinity Ventures
Twilio
Uncork Capital
Workday Ventures
The Perkins Fund
Ulu Ventures
Zetta Venture Capital, LLC
Erica Lockheimer
Felicis
First Round
Forerunner Ventures
Google Ventures
Greylock
Intel Capital
M12 Ventures
Maveron
NEA
Silicon Valley Bank
T3 Advisors
The Alexa Fund
Threshold Ventures
Trinity Ventures
Twilio
Uncork Capital
Workday Ventures
$1K - $1.5K
Ashley Marty
Bain Capital Community Partnership
Basis Set Ventures
Benevity Sarah Smith w/ match
Brian and Lori Goler
CA Community Foundation
Cindy Padnos
Dana Wright
Elisa & Ethan Schreiber
Farming Hope
Fidelity Charitable
Iana Dimkova
Jacob Trefeten Fund
Jennifer Tejada
Maura McInerney-Rowley
Merideth Wilson & Women in Experian
Shelley Kuipers
Lori Goler
Purvi Shah
Selina Tobaccowala
Skyline Fund
Sonia Arrison
Sonia Senkut
Susan Stick
Tina Sharkey
Trae Vassallo
Westley & Katherine Mitchell

< $300
Anastascia Marshall
Atin Batra
C. B. Padnos
Chris Genera
Christian Rosselli
Dawn Dobras
Elona Shamieva
Emma Smith
Erik Summa
Fidelity Charitable
GMTM, LLC
James Hill-Khurana
Jared Morgan
Jason Prodoehl
Jason Redlus
Jody Mahoney
Kevin Wei
Louis Corso
Louise Wall
Lynne Chou
Lynne O’Keefe
Melanie Wilson
Merrill Heinrich
Rebecca Jo Soto
Shauntel Garvey
Stephanie Siepman
Steven Boone
Strategic Prep
Sumukh Sridhara
Xcevio Zuluaga

$2K - 2.5K
BBG Ventures
Backstage Capital
Broadway Angels
Cowboy Ventures
Decibel
Freestyle
Fuel Capital Management Company
GingerBread Capital
Irish Angels Ventures
Pare Ventures
Reach Capital
Rethink Impact
SaaStr
Sapphire Ventures
Spero Ventures
April Underwood #Angels
Aubrey Blanche
Brandee Barker
Christa Quarles
Claire Lee
Cynthia Gaylor
Debra Lunderman
Edward Cooper
Ellen Levy
Emily Melton
Emily Wood
Heather Fernandez
Holly Liu
Jennifer Carolan
Jessica Jerrick
Jessica Verrilli #Angels
Kate Mitchell
Kerry Cooper

$500 - $900
April Underwood #Angels
Aubrey Blanche
Brandee Barker
Christa Quarles
Claire Lee
Cynthia Gaylor
Debra Lunderman
Edward Cooper
Ellen Levy
Emily Melton
Emily Wood
Heather Fernandez
Holly Liu
Jennifer Carolan
Jessica Jerrick
Jessica Verrilli #Angels
Kate Mitchell
Kerry Cooper