



Inclusion is the Key to Growth - Rainbow PUSH stimulates partnership between Major Companies and Minority and Diverse Financial Services Firms

A key component of the Rainbow Push Coalition's mission is to identify and to encourage a beneficial relationship between major corporations and Minority, Women and Disabled Business Enterprises (MWDVBE) businesses in the financial services sector. This mission is based on the belief that efforts to ensure civil rights and equal access for women and minorities from Main Street to Wall Street to Silicon Valley and importantly that diversity and inclusion extend beyond the workforce and into the area of professional services.

For over 20 years Rainbow Push has facilitated a productive narrative between major corporations, state and local governments about their procurement of financial services for debt and equity raising [and asset management?]. The Rainbow Push Wall Street Project (WSP), started in 2008, was to be a successful forum for bringing key corporate financial services business leaders, government officials and MWDVBE financial firms together to build business relationships and to foster partnerships. The WSP meetings helped create opportunities for MWDVBE firms to participate in some of the largest corporate debt and equity offerings and to grow their firms. In addition to the WSP, Rainbow Push also implemented a Silicon Valley/Tech initiative in 2014. The Tech initiative included individual meetings, networking events and an annual conference put a specific focus on the utilization of the services of MWDVBE financial firms in the Tech sector. As a result, MWDVBE financial firms have experienced increased opportunities to participate in debt and equity offerings of some of the largest tech companies.

The WSP and PushTech forums facilitated introductions between senior corporate executives and financial staff with MWDVBE firms. These meetings highlighted the value added investment banking and underwriting capabilities that MWDVBE firms can provide for debt and equity capital raising. Prior to these Tech companies were not knowledgeable about MWDVBE firms and the specific services these firms can provide. Given the banking expertise and resources that MWDVBE firms can provide, there are significant benefits to including them in financial transactions. These benefits include:

- Significant investment banking and marketing expertise exist at MWDVBE firms. Many of their professionals were trained and have years of experiences at major bulge bracket firms.
- Incremental distribution network as MWDVBE firms have relationships with smaller size investors who are often overlooked by major bulge bracket firms but can be a source of capital.
- This broader distribution of securities can result in lower financing costs and greater participation in a company's debt and equity transactions.