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40 Years changing Relationships with Money





[Mama Cash work] was on the frontline of investing in women's rights. Money was used as a means for change.

Marjo Meijer

MAMA CASH DONOR, NETHERLANDS

Building a bold feminist financial culture

From the 1980s to the 2000s, a time when many feminists were wary of wealth's corrupting influence, Mama Cash played a pivotal role in reshaping attitudes towards money and power. By providing loan guarantees, building peer networks for women with inherited wealth, and fostering a culture of individual feminist giving, Mama Cash strengthened women's financial expertise and independence. By issuing loan guarantees over 20 years, Mama Cash supported the launch of 140 women-led businesses, influencing the Dutch banking sector to see women entrepreneurs as viable investments.



We promoted a culture of joyful feminist individual giving

We created innovative fundraising strategies, from annual campaigns to reality show appearances.

We politicised women with inherited wealth to use their assets to fight against oppression.

We backed activists to form feminist funds and give to local movements.



We transformed the Dutch banking system

We influenced the Dutch banking sector in the 1980s and 1990s to see women entrepreneurs as viable investments.

And much more...

Impact stories



MARCHA'S FITNESS STUDIO, NETHERLANDS

Identifying a gap in the Dutch fitness industry where women felt uncomfortable in male-dominated gyms, Marcha van Glaanen Weijgel, a Surinamese-Dutch woman wanted to create a welcoming space. Despite her qualifications and a strong business plan, banks refused her a loan. Mama Cash stepped in with a guarantee of 50,000 guilders (€24,000), enabling her to open Marcha's Fitness Studio in 1997. The studio thrived and Marcha repaid her loan early. Recognized as Mama Cash's Entrepreneur of the Year, her success highlighted the potential of women entrepreneurs and challenged sexist and racist banking practices.



The very act of bringing together women entrepreneurs and banks in the 1980s and 90s was radical and was an important catalyst in changing bank practices and changing the levels of confidence of women entrepreneurs to approach banks for loans.

Marjan Sax

