Big Bold Idea

Reduce racial and economic inequality for prisoners in the United States by divesting from companies that profit from prisons and investing in criminal justice reform initiatives.

Organization Overview

FreeCap, an impact investment firm, uses finance to address racial and economic inequality in the criminal justice system. It creates and manages investment products to allow investors to divest from companies profiting from the prison system and invest in ethical financial solutions that support criminal justice reform. FreeCap’s first product, an exchange-traded fund, will divest from private prisons and companies that rely heavily on low-wage prison labor in their supply chains. FreeCap aims to be the go-to source for impact investments in criminal justice reform across multiple asset classes.

Personal Bio

Tanay Tatum-Edwards is the founder and CEO of FreeCap, an investment firm leveraging the power of capital markets to reform the criminal justice system. Prior to FreeCap, Tanay worked in business development and marketing for MicroVest Capital Management, where she developed a lifelong commitment to using investment strategies to create systemic social change. Tanay founded FreeCap as a way to use the tools she learned through impact investing to address criminal justice inequities head-on. In 2012 she graduated from Vassar College, double-majoring in Africana studies and sociology. At Vassar, Tanay served as president of Vassar’s student government. It was also at Vassar, through her college coursework, that she first became aware of the prison industrial complex and the way it impacted her family. Tanay is the recipient of multiple fellowships, including a Fulbright to South Africa and the Ann Cornelissen Language Fellowship to Ecuador. She holds an MA in law and diplomacy from The Fletcher School at Tufts University, and her classmates elected her to be their 2017 commencement speaker as a student. Tanay is a 2019 Echoing Green Fellow.