

Equilibrium Impact Ventures Anchors \$50,000 Community Seed Investment in Pump for Joy via WeFunder



Charlotte, North Carolina Jan 27, 2026 ([IssueWire.com](https://www.issuewire.com)) - Equilibrium Impact Ventures today announced a \$50,000 seed investment in Pump for Joy, serving as the anchor institutional investor in the company's active WeFunder equity crowdfunding campaign. The investment marks Pump for Joy's first institutional capital and opens the opportunity for community members to invest alongside Equilibrium Impact Ventures in the company's next phase of growth.

By anchoring the round through a regulated equity crowdfunding platform, Equilibrium Impact Ventures is supporting a founder-led, mission-driven company while intentionally preserving community participation, founder alignment, and long-term mission integrity. The investment provides early institutional validation while enabling Pump for Joy to scale without relying solely on traditional venture pathways.

"Being the first VC investor is never just about capital—it's about conviction," said Dr. Shanté P. Williams, Founding Partner of Equilibrium Impact Ventures. "Pump for Joy is solving a real, everyday challenge for working parents with care, ingenuity, and sustainability at its core. Leading this seed investment through a WeFunder campaign reflects our belief that communities should not only benefit from innovation, but have the opportunity to participate in building it."

Pump for Joy was created to address the time, hygiene, and environmental challenges faced by working parents who pump breast milk during busy days. Its biodegradable, single-use pumping kits eliminate the need to wash pump parts in public or unsanitary spaces—offering convenience, dignity, and peace of mind without contributing to long-term plastic waste.

The seed investment will support product development, operational readiness, and early market expansion while maintaining Pump for Joy's commitment to human-centered design and environmental responsibility. Adrian Smith, an EQIV Founding Partner, has joined the Pump for Joy Board of Directors to help with long term strategic guidance, expanding Equilibrium's support beyond the seed investment.

"Having Equilibrium Impact Ventures anchor our community round is a powerful vote of confidence," said Erin Martin, Founder and CEO of Pump for Joy. "Their approach aligns deeply with our values — supporting founders, protecting the mission, and inviting the community to invest alongside them. We're excited to grow with partners who understand both the business and the purpose behind it."

Pump for Joy reflects the type of company Equilibrium Impact Ventures was built to support: founder-led businesses that improve quality of life, restore dignity, and integrate sustainability into everyday products. By pairing institutional capital with community participation, the partnership demonstrates how early-stage investment can drive both social impact and long-term value creation.

This investment aligns with Equilibrium Impact Ventures' broader strategy of backing early-stage companies through structures that balance financial discipline with mission integrity, community participation, and scalable impact.

About Equilibrium Impact Ventures

Equilibrium Impact Ventures is an impact investment firm dedicated to deploying capital into early-stage, founder-led companies that balance financial performance with measurable social and environmental impact. The firm partners with entrepreneurs building solutions that advance equity, resilience, and long-term community well-being.

About Pump for Joy

Pump for Joy is a mission-driven company developing biodegradable, single-use breast milk collection kits for working parents. Designed to eliminate the hassle and waste associated with traditional pumping, Pump for Joy's products prioritize convenience, hygiene, dignity, and environmental responsibility. pumpforjoy.com

Media Contact

Equilibrium Impact Ventures

*****@doctorshante.com

Source : Pump For Joy

[See on IssueWire](#)