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2020
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SEPTEMBER 14-15, 2020
Inspire. Connect. Grow.
CHICAGO, IL
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Impact Investing:

How It's Changing Nonprofit Fundraising And How To Make It Work For You

W E L C O M E

Kerry Watterson

Head, Global Philanthropy & Social Impact

Fundraising Well

#2020Raise #ImpactInvesting @OneCause @FundraisingWell @KerryWatterson

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Agenda

1. What is Impact Investing?
   - Who are the players?
   - What does it encompass?
2. What motivates Investors?
3. How to make it work for you!
4. Q&A

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Pop Up Poll: What's Your Knowledge of Impact Investing?

ADVANCED
My organization / I successfully manage an impact investment program / portfolio.

INTERMEDIATE
I have some experience / knowledge of impact investing.

BEGINNER
I have no context for what you are talking about.

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What is Impact Investing?

impact investments

im·pact in·vest·ments

NOUN: Impact investments are investments made with the intention to generate positive, measurable social and environmental impact alongside a financial return.

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What is Impact Investing?

What's in a name?

Social Investing
Mission Investing
Community Investing

Social Responsibility Investing
Sustainable Investing
Venture Philanthropy

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What is Impact Investing?

Four Practices (Characteristics) of Impact Investing

1. Intentionally Contribute Positive Social / Environmental Impact Through Investment (alongside a Financial Return)
2. Use Evidence & Impact Data in Investment Design
3. Manage Impact Performance
4. Contribute to the Growth of Impact Investing

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Who Are The Players In Impact Investing?

Investors v Investees

Individual Investors & Family Offices
Private Foundations
NGOs
Religious Institutions
Pension Funds & Insurance Companies
Fund Managers & Holders
Development Finance Institutions

Local Entrepreneurs
Start Ups
NPOs
CDFIs
Housing Developers & Lenders
People
Earth

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Who Are The Players In Impact Investing?

Key Criteria

- ✓ Solve Local Social Problems in a For-profit Way
- ✓ Create Additional or Improved Impact
- ✓ Advance the United Nations' SDGs

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UN's Sustainable Development Goals

1. No Poverty
2. Zero Hunger
3. Good Health & Well-Being
4. Quality Education
5. Gender Equality
6. Clean Water & Sanitation
7. Affordable & Clean Energy
8. Decent Work & Economic Growth
9. Industry, Innovation, & Infrastructure
10. Reduced Inequalities
11. Sustainable Cities & Communities
12. Responsible Consumption & Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice, & Strong Institutions
17. Partnerships

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Who Are The Players In Impact Investing?

Society & Environment

...investments made with the intention to generate positive, measurable social & environmental impact ...

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What Gives?

What motivates investors?

Social Enterprise

High Impact Causes

High Performing Nonprofits

Proven Solutions / Models

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I Want Some!

How can Impact Investing work for us?

For-Profit Partnerships & Subsidiaries

Scalability & Social Enterprise Model

PRIs

Bridge Loans

Impact Funds (Scholarships, Housing, Job Placement, and more)

MicroFinance Projects

Grants

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“In its best form, impact investing prioritizes impact over returns and achieves outcomes that traditional investing cannot.”

JAQUELINE NOVOGRATZ, CEO of ACUMEN

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Group Word Cloud or Pop Up Poll: How Will You Implement Impact Investing With Your Organization?

PRIs

Bridge Loan

For-Profit Partnership

For-Profit Subsidiary

Other Ideas...

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QUESTIONS?

Now's my time to hear from you!

Kerry Watterson | Fundraising Well

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