Signature Tri-State Event
Introduction to Impact Investing
Wednesday, April 17, 2019
1:00p – 4:00p
The 100 Club — Portsmouth, NH
Welcome

Julie Glosner
Merrimack Valley Regional Director
NH Small Business Development Center
Welcome

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#WomenInvest

Next tri-State event: Wednesday, June 19, 2019, 8:30–4pm, Preti Flaherty, Portland, Maine
In collaboration with Women 4 Women (W4W Maine)

Action step: Sign up for NNEWIN newsletter at https://nnewin.org/connect/

Wi-Fi: 100 Club
Password: membersonly
Introduction to Impact Investing

1:00 PM – WELCOME

1:10 PM — INTRODUCTION TO IMPACT INVESTING

1:35 – IMPACT INVESTOR PANEL

2:35 PM — BREAK

2:50 PM — BREAKOUTS: IMPACT INVESTING CASE STUDIES

3:30 PM — INVEST FOR BETTER FIRESIDE CHAT

4:00 PM — CLOSE & THANK YOU!

4:10 – 5:00 PM — NETWORKING COCKTAIL RECEPTION
Supporting Sponsors

Bernstein Shur

Baker Newman Noyes

Flexible Capital Fund
State Sponsors

- CEI Coastal Enterprises, Inc.
- Forward Philanthropy
- Maine Angels
- NH Tech Alliance
- Preti Flaherty
- VERIS Wealth Partners
Tri-State Sponsor

People’s United Bank

Dianne Mercier, President NH
Introduction to Impact Investing

Alison Pyott, CFP®
Partner | Senior Wealth Manager
Veris Wealth Partners
Why Impact Investing

➢ Address Global Challenges
➢ Change the Culture of Investing & Markets
➢ Reduce Risk
➢ Infuse Meaning into your Investments
Impact Investments are investments made into companies, organizations and funds with the intention to generate social and environmental impact alongside a financial return.

The Global Impact Investing Network (GIIN)
Myths of Impact Investing

➢ It’s too early
➢ There is not enough information
➢ Limited investing opportunities and product offerings
➢ You have to give up performance
➢ Private investments and/or direct investments only
➢ It’s too difficult

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Talking Points for Making the Case
Industry Timeline

1970 – 1990’s: Socially Responsible Investing
- “South Africa Divestment” “Avoiding Sin Stocks”
- Adoption by Religious Institutions
- Screening, Engagement, High Impact
- Triple Bottom Line

2000’s: Sustainable Investing
- Climate Change/Sustainable Business Models
- Launch of the UN Principles for Responsible Investing
- Growth of Environmental, Social, Governance (ESG) research firms

2007-2019: Impact Investing
- The new “Impact Investing”
- Increase in Foundations and Mission Related Investing
- Fossil Fuel Free – Divest/Invest
- Gender Lens Investing
- SASB launched
- UN Sustainable Development Goals
- Growth of networks & associations
- Large firms embrace impact investing
Regional Resources
“Since 1995, when the US SIF Foundation first measured US SRI assets at $639 billion, assets have increased 18-fold, a compound annual growth rate of 13.6 percent.”

“This represents 26 percent—or 1 in 4 dollars—of the total US assets under professional management.”

- US SIF 2018 Trends Report
MSCI KLD 400 Social Index has outperformed the S&P 500 since May 1990
Strong Investment Performance

Global Impact Investing Network (GIIN) 2018 Annual Impact Investor Survey

➢ Impact investors have diverse financial return expectations. Some intentionally invest for below-market-rate returns, in line with their strategic objectives. Others pursue market-competitive and market-beating returns, sometimes required by fiduciary responsibility.

➢ 64% of respondents are seeking risk-adjusted, market rate returns

➢ 20% below market: closer to market rate

➢ 16% below market: closer to capital preservation

➢ Financial performance was at in line or above expectations for 91% respondents each year, impact performance was at or above expectations for 97% percent of respondents.
Impact Across All Asset Classes

Heron Foundation Mission-Related Investment Continuum

Higher Risk  
Grant Support  
Private Equity  
Subordinated Loans  
Senior Loans  
Below-Market Investments

Lower Risk  
Cash  
Guarantees  
Fixed Income  
Public Equity  
Private Equity  
Market-Rate Mission-Related Investments

Lower Risk  
Higher Risk

Impact Themes

➢ Environmental Investing, Climate Change, Fossil Fuel Free Portfolios, “Divest/Invest”
➢ Gender Lens Investing
➢ Community Wealth Building / Equity & Inclusion
➢ Poverty Alleviation
➢ Sustainable Agriculture
➢ Health & Wellness
Assets for Impact

- Personal assets – Non retirement account
  - Philanthropy budget or “Philanthropy plus”
  - Portfolio allocation or “carve-out”
  - Total Portfolio / 100% Impact Aligned

- Personal assets – Retirement account
  - Donor advised funds
  - Charitable trusts
  - Foundation assets – MRI & PRI
Impact Strategies

- Single investments - Direct deal or Fund
- Capacity building grants
- Portfolio guarantees
- Know what you own
- Public equity shareholder advocacy
- Carve-out percentage of portfolio
- Total portfolio activation

https://investforbetter.org/get-started/#action-steps
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Impact Investor Panel

Celina Adams, CEO – Celina Adams Consulting

Barbara Clarke, angel investor

Deborah Frieze, author, entrepreneur, social activist & founder – Boston Impact Initiative

Eleanor Kinney, organic farmer & Impact Investor, co-founder – No Small Potatoes

Janice St. Onge, President – Flexible Capital Fund, L3C
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Breakout: Impact Investing Case Studies
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Breakout: 2:50-3:25pm

Table Discussion Questions:

• What do you see as positives for this company and investment, both financially and in terms of impact?

• What concerns do you have?

• Do you have additional questions for the entrepreneur before you invest? If so, what questions?

• Would you invest?
  • If so, why? Would you adjust your investment, structure, or terms?
  • If no, why not?
I will deepen my understanding of the social and environmental impacts of my investments
I will discuss allocating some or all of our shared investments to impact with my partner
I will discuss options for impact investing with my donor advised fund administrator
I will discuss options for socially responsible and impact investing with administrators of my retirement accounts
I will discuss with my financial advisor options for aligning my investments with my values
I will draft an impact investing goals statement or policy
I will join or start an Invest for Better Circle
I will join other national networks of impact investors
I will make my first impact investment
I will move more of my money into impact investing
I will share the Invest for Better graphics and stories and encourage my community to learn about more ways you can inspire women to support our growing movement #investforbetter.
Resources

There are many resources to help you on your impact investing journey. We’ve curated a list of some of our favorites.

+ Impact Investing Membership Organizations
+ Research, Policy, and Education Groups
+ Tools for Investing
+ Tools for Figuring Out What You Own
+ Tools for Finding an Advisor
+ Conferences
+ Blogs and Newsletters
Resources

EDUCATIONAL LINKS

- Angel Capital Association: New Angels Education
- Golden Seeds
- Next Wave Impact Fund: Investor Education Page
- Seraf: Guide to Angel Investing

MATERIALS

- Jean Hammond: Due Diligence Demystified – 3/22/18
- Due Diligence Report Template – 3/22/18
- Due Diligence Checklist – 3/22/18
- Jean Hammond: Deal Terms & Trends – 2/6/18
- Jean Hammond: Angel Investing 101 – 11/1/17
- Tri-state Women Angels Resource List
- Angel Investing Glossary
Thank You!

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