

IMPACT INVESTING & YOU: What, Why, and How of Accessing Other Forms of Capital

State of Nonprofits & Philanthropy Summit
University of San Diego
June 28, 2016

WELCOME



Nelli Garton, PhD

Senior Principal, LeSar
Development Consultants
Executive Chair, SDiiN



David Lynn

Investment Manager, The Price Group
Chair, San Diego Grantmakers
Co-Founder, Mission-Driven Finance

WELCOME

- Your name
- Your organization & position
- Any other applicable hats you're wearing

SOURCES OF REVENUE

SOURCES OF REVENUE		

SOURCES OF REVENUE

Private Support	Earned Income	Investment Lines
Grants	Membership	Loans
Major Gifts	Government Contracts	Credit Lines
Events	Sale of Products or Services (B2B)	Pay-for-Success
Donations	Sale of Products or Services (B2C)	Joint Ventures / Subsidiaries
Planned Giving / Bequests	Interest / Investment Income	Real Estate

IMPACT INVESTMENT

What do you think this term means?

- Impact investments are investments made into companies, organizations, and funds with the intention to generate social and environmental impact alongside a financial return (<http://theqiin.org>)

SOCIAL ENTERPRISE

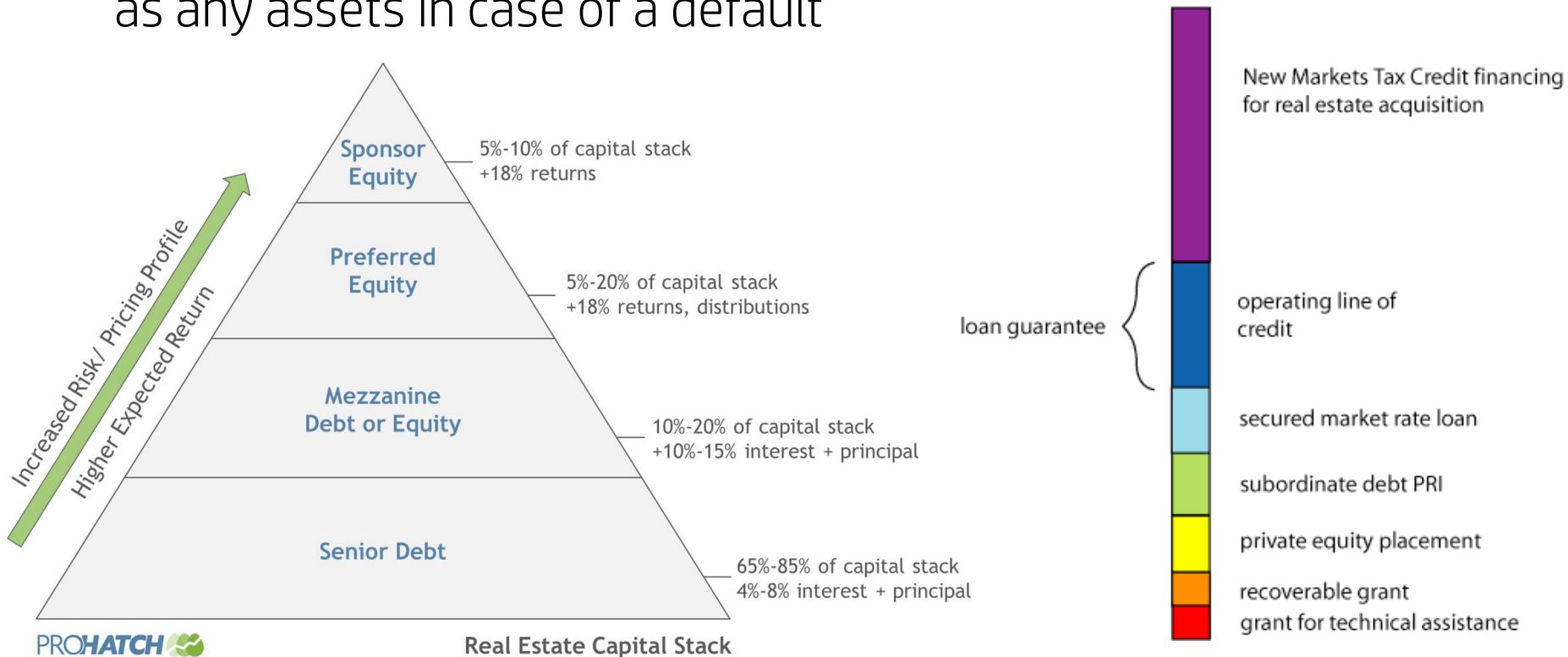
What do you think this term means?

- A social enterprise is an organization that applies commercial strategies to maximize social impact in addition to profits.
- And more here: <http://socialgoodstuff.com/2016/03/a-quick-guide-to-social-change-buzzwords-and-terminology/>

CAPITAL STACK

What do you think this term means?

- A capital stack refers to the organization of all capital contributed to finance a company. Defines who has the rights—and in what order—to the income and profits generated, as well as any assets in case of a default



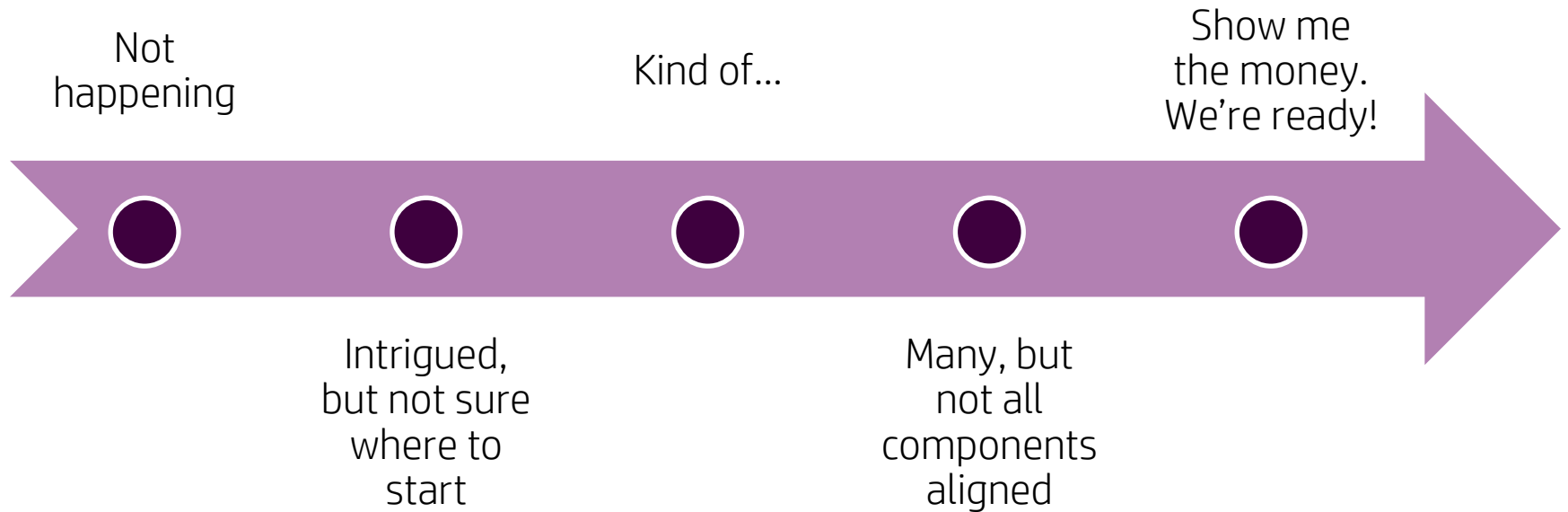
WHY ANYTHING BESIDES DONATIONS?

WHY ANYTHING BESIDES DONATIONS?

Faster	More	Stable
Speed to Close	Larger Investor Pool	Diversified Revenue Streams
Accelerate Growth	Wider Funder Criteria	Increased Control
Bridge Financing	Higher Risk Tolerance	Business Cycle Stability
Credit Enhancement	Millennials	

BECOMING INVESTMENT-READY

How investment-ready are you?



BECOMING INVESTMENT-READY

What components do you need?

- Clearly defined program & strategy
- Financial capacity
- Evaluation capacity and evidence base
- Leadership
- Relationships & networks
- Intent to scale
- Communication

BECOMING INVESTMENT-READY

Thoughts for discussion

- What are your strengths?
- What components could use some work?
- What are immediate steps you can take?

THANK YOU

- Handouts
- Questions
- Feedback

IMPACT INVESTMENT RESOURCES

In San Diego

nelli@lesardevelopment.com

david@ayamba.com

- San Diego Impact Investors Network: SDImpact.org
- Mission-Driven Finance:
lauren@missiondrivenfinance.com
- Mission Edge: MissionEdge.org
- Mission Labs: Mission-Labs.org
- Impact Without Borders: impactsd.org
- San Diego Social Venture Partners: SDSVP.org

IMPACT INVESTMENT RESOURCES

Online

- Global Impact Investing Network: [theGIIN.org](https://www.theGIIN.org)
- Impact Alpha: [ImpactAlpha.com](https://www.ImpactAlpha.com)
- Case Foundation:
[CaseFoundation.org/program/impact-investing/](https://www.CaseFoundation.org/program/impact-investing/)
- Mission Investors Exchange: [MissionInvestors.org](https://www.MissionInvestors.org)
- MaRS Centre for Impact Investing:
[impactinvesting.marsdd.com](https://www.impactinvesting.marsdd.com)