



Press Release

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ImpactAssets Launches the *ImpactAssets 50* - - A global landscape of leading impact investment managers

ImpactAssets today announced the launch of the *ImpactAssets 50*, a widely available global database of leading private debt and equity fund managers that deliver social and environmental value in addition to financial returns. Cumulatively, these managers represent \$8.9 billion of capital invested across multiple asset classes, geographies, and impact areas (including leaders from microfinance, community development, Fair Trade, and other sectors).

Now available at www.impactassets.org, the *ImpactAssets 50* provides financial and impact information on each manager and is searchable by asset class, assets under management, impact issue area, and geography. It offers both new and seasoned impact investors an overview of the industry's leading fund managers who are taking the best of the for-profit and not-for-profit structures and blending them to yield social, environmental, and financial returns.

"The field of impact investing is evolving rapidly, and wealth advisors and their clients are increasingly looking for ways to make sense of the complex landscape. The *ImpactAssets 50* provides a tool for advisors to help investors connect their portfolios with their passions and allocate capital to impact investments," says Genworth Financial Wealth Management Co-Chairman and ImpactAssets board member Ron Cordes.

Wayne Silby, founder of Calvert Investments and Calvert Foundation, and chair of the board for ImpactAssets adds, "Assessing both the impact and potential of investment fund managers is difficult -- the *ImpactAssets 50* is well positioned to offer investors an entrée to this global landscape."

Fund managers are selected by an investment panel composed of industry experts. Criteria for inclusion include:

- 3+ years experience in the impact investing field
- Minimum assets of \$5 million under management
- Demonstrated commitment to social/environmental impact at the portfolio level and corporate responsibility at the firm level



In addition to the *ImpactAssets 50*, ImpactAssets offers the Giving Fund, a donor advised fund that provides impact investment options across a range of risk/return profiles and a variety of issue areas. This allows donors to amplify the effects of their giving by aligning their investment assets with their charitable goals, effectively leveraging the impact of both.

To support these initiatives, ImpactAssets recently added three Managing Directors and an Executive VP to its senior management team. Fran Seegull, formerly Managing Director of Funk Ventures and Senior Fellow at the Marshall School of Business at the University of Southern California, has been hired as Managing Director, Investments; Randy Strickland, formerly Managing Director at Principal Global Investments, and at Bank of New York Asset Management, has been hired as Managing Director, Distribution; and Jed Emerson, senior fellow with the Center for Social Investment at Heidelberg University and senior advisor to The Sterling Group, has joined the team as Executive Vice President, Strategic Development. Additionally, Elise Lufkin, formerly Senior Program Manager, has been promoted to Managing Director, Programs.

Per Tim Freundlich, President of Impact Assets and a globally recognized leader in the impact investing field, "Our objective is to become the 'go-to' resource for impact investing, and to catalyze \$ 1 billion of new capital into the space over the next 5 years".

ImpactAssets (www.impactassets.org) is a nonprofit financial services company that combines expertise in both philanthropy and asset management to catalyze capital for social and environmental impact. Launched by Calvert Foundation in 2010, it leverages support from the Rockefeller Foundation, Cordes Foundation, and several other leading philanthropic and financial services sponsors. ImpactAssets has \$60 mm of current assets and offices in San Francisco, New York, Seattle, and Bethesda, MD.