

**Investment Approach**

The Foundation's investment decisions will be guided by intentionality towards:

- Impact first capital that influences a measureable improvement in social outcomes within our five strategic Impact Areas
- Filling capital gaps by providing access to capital necessary to achieve meaningful results and advance innovative social solutions
- Catalytic investments, in that we seek to achieve more than an incremental result to the initiative or project's outcome
- Persuasive capital that actively influences greater amounts of capital from other sources interested in achieving a common impact

**Our Market**

Research suggests that the market has a critical need for GoATL Fund's type of debt capital, especially for:

- Building capacity – long-term committed capital to build permanent sustainability and institutional capacity
- Advancing opportunity – supporting initiatives that create new opportunities for populations in need
- Driving innovation – flexible capital for unique solutions with potential for transformational change
- Market infrastructure – foundational capital for intermediaries and other community lenders that are so essential to the health of communities



**“GoATL Fund is designed to help strengthen communities in our region by providing nonprofits and social enterprise access to long-term, flexible capital. Through the Fund, the Community Foundation, and eventually our donors, can harness the power of an entirely new form of capital for causes we care about.”**

*Mark Crosswell, managing director, social impact strategy, Community Foundation for Greater Atlanta*

**About us**

Since 1951, the Community Foundation for Greater Atlanta has been a trusted philanthropic resource for our 23-county metro Atlanta region. We do this through our mission of providing quality services to donors and innovative leadership on community issues.

**Interested in making an impact with our GO ATL Fund?**

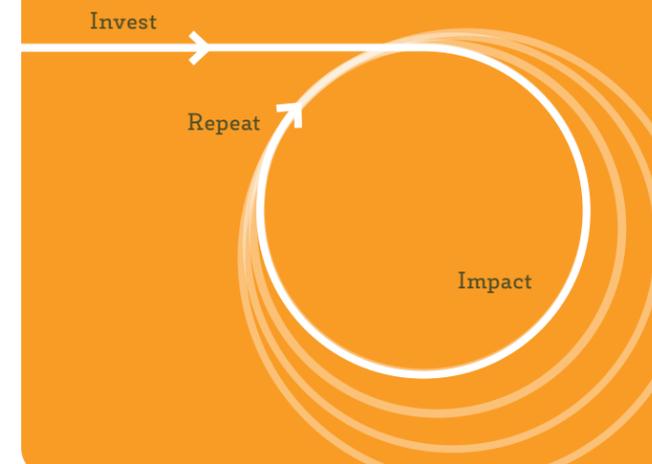
For more information, please contact Mark Crosswell, managing director, social impact strategy at [mcrosswell@cfgreateratlanta.org](mailto:mcrosswell@cfgreateratlanta.org) or 404.226.9681.

Invest. Impact. Repeat.

CONNECTING CAPITAL TO COMMUNITY CAUSES

The Community Foundation for Greater Atlanta has spent over 65 years connecting philanthropists to nonprofits doing stellar work. Now, we have an unprecedented opportunity to ignite a new form of capital investment to grow philanthropy for our region.

As Atlanta's first impact loan fund of its kind, the GoATL Fund has the ability to galvanize our region's resources in order to drive greater philanthropy to our communities in need through impact investing.



From healthy, safe housing for every family, to new schools for 21st century learners and more equitable access to living-wage careers, our communities in need deserve greater outcomes and galvanized opportunities for all throughout greater Atlanta. Thus, as part of a comprehensive impact investing strategy, the Community Foundation for Greater Atlanta launched the GoATL Fund to provide cost-effective loan capital to address our community's most critical social needs.

Impact investing, which seeks to generate a positive social outcome as well as a modest financial return, is fueling a dramatic shift in place-based philanthropy around the country. Due to their unique position in local markets nation-wide, community foundations are launching impact funds in order to strategically invest different forms of capital into local solutions. This strengthens communities by providing nonprofits and social enterprise access to capital unavailable to them through conventional sources. These funds are increasingly filling capital gaps in the market by ensuring that critical projects get funded (like affordable housing, school-based health clinics, energy efficiency projects, etc.), while also influencing others to deploy both impact capital and grant dollars.

## A Unique Solution: GoATL Fund

The GoATL Fund is designed to accelerate positive social outcomes in our community through impact investing, the concept that strategically invested capital can achieve both a positive social outcome and a financial return. The purpose of the Fund's investments will be to support and scale philanthropic causes that provide a sustainable, long term benefit to the community, while also achieving capital preservation and a measureable financial return.



### Community Foundation for Greater Atlanta Impact Areas



#### Alignment with the Foundation's work

The Foundation focuses its work in five Impact Areas throughout the greater Atlanta region: Arts, Education, Community Development, Nonprofit Effectiveness and Well-being. Consistent with the Foundation's practices of identifying organizations and initiatives that best address the needs within each area, the GoATL Fund intends to make strategic investments that support sustainable, long-term social outcomes. Our lens on investment decisions will first be influenced by the investment opportunity's ability to create a measurable social impact.

#### Initial Investments

The Community Foundation's GoATL Fund will provide low-interest loans to social initiatives in our 23-county metro region. Initially capitalized with \$10 million in seed funding from the Foundation's unrestricted assets, GoATL invests debt capital to support nonprofits, social-purpose for-profits and other solution providers that are addressing specific community needs. Our donors, who are increasingly seeking ways to support community causes, will have an opportunity to participate in GoATL.

#### Scaling Philanthropy

In order to effectively scale the deployment of capital, as well as diversify risk, the Foundation plans to leverage our relationships with Community Development Financial Institutions (CDFIs) and other experienced and well-capitalized community lenders. Even though we'll invest through these strategic partners, in order to achieve the desired social impact we'll always have a direct influence on how the capital is ultimately deployed.

### Examples of potential impact



#### Arts

Performing arts centers, bridge funding for campaign pledges



#### Community Development

Supporting home ownership, affordable housing near transit



#### Education

Revolving scholarship funds, school renovations



#### Nonprofit Effectiveness

Energy efficiency projects, technology upgrades



#### Well-being

School-based health clinics, developing food hubs

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