

Invest. Impact. Repeat.

Connecting capital to community causes

The Community Foundation for Greater Atlanta has spent 70 years connecting philanthropists to nonprofits doing stellar work. Today, our donors and other funders are partnering to ignite a new form of philanthropy in our region.

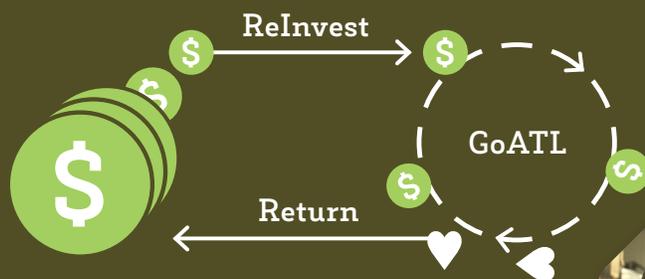
Your giving shows you care about your community by the choice you've made - to better the ATL region for us all. How are you making lasting impact? What more could you do to accelerate the return on your giving?

If these are the kinds of questions you ponder with your philanthropy, the Community Foundation's GoATL Fund might be an excellent choice for your consideration. A new option for your fund's investments, where you invest for impact, the GoATL Fund drives donor and Foundation dollars that foster prosperity for better quality of life in our region.



GoATL Fund

As Atlanta's first investment fund of its kind, the GoATL Fund drives greater philanthropy to our communities in need through loans and other investments that recycle for future community impact.



Here's how it works:

The GoATL Fund accelerates social outcomes through investments that achieve both positive social change and a financial return. Unlike traditional philanthropy through grants, this innovative fund provides cost effective loans to address our region's most critical needs. As loans are paid back, plus below market interest, donors receive a financial return and a meaningful social return through community improvement. Donors may then re-invest funds in GoATL, creating a continuous cycle of impact.



“The concept of investing with the mission in mind, investing for social goals and then receiving a return on that investment is something very new. Your money is part of the mission, you're lending to local organizations that need your dollars in order to achieve their goals.”

- Margaret Graff, private wealth advisor, Ameriprise Financial Services, Inc.



Alignment with the Foundation’s work

The Community Foundation leads and inspires philanthropy to increase the vitality of our region and the well-being of all residents. We seek to drive a region that is more equitable across economic and racial barriers and provides opportunities for prosperous people, strong families and thriving communities.

Consistent with the Foundation’s practices of identifying organizations and initiatives that best address the needs within our communities, the GoATL Fund makes strategic investments to social-purpose enterprises that support sustainable, long-term outcomes. Investments support healthy, safe housing for every family, new schools for 21st century learners and more equitable access to living-wage careers. To date, GoATL has committed millions to finance affordable housing, small businesses growth, programs for homeless transitioning to the workforce and STEAM education.

Initial investments

Initially launched with \$10 million in seed funding from the Foundation’s unrestricted assets, the GoATL Fund is available to Foundation donors and other funders who seek innovative ways to support community causes and expand the impact of their philanthropy in neighborhoods throughout metro Atlanta.

Impact investing is fueling a dramatic shift in place-based philanthropy, and is part of a growing ecosystem of over \$185 billion invested in underserved communities by socially-minded investors in the U.S. These funds are increasingly filling gaps in the market by ensuring that critical projects get funded while also influencing others to finance these causes.

A sampling of organizations receiving GoATL Fund investment funds thus far:



To learn more about GoATL’s investments, visit cfgreateratlanta.org/community-impact/current-initiatives/goatl-fund/

“The amount of capital that we could have to create change doesn’t just double, it triples, it quadruples—it may even increase tenfold.” – John O’Callaghan, President & CEO, ANDP

Since 1951, the Community Foundation for Greater Atlanta has been a trusted philanthropic resource for our 23-county metro Atlanta region. We lead and inspire philanthropy to increase the vitality of our region and the well-being of all residents.



Interested in making an impact with our GoATL Fund? Contact Mark Crosswell, managing director, social impact strategy at mcrosswell@cfgreateratlanta.org or 404.688.5525.

