

# 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 capital investment to grow philanthropy in our region.

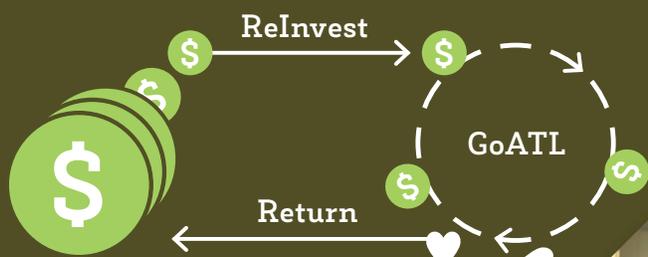
As part of a comprehensive impact investing strategy, the Community Foundation for Greater Atlanta launched the GoATL Fund to provide cost effective loan capital that propels social good. With keen insight into the needs of metro Atlanta, GoATL strategically invests in local, targeted solutions. This strengthens our region by providing nonprofits and social enterprises access to funding unavailable to them through conventional sources.

The GoATL Fund makes investments directly to social enterprises and through intermediaries (such as Community Development Financial Institutions - CDFIs). Our lens on investment decisions will first be influenced by the investment opportunity's ability to create a measurable social impact.



## 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/](http://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](mailto:mcrosswell@cfgreateratlanta.org) or 404.688.5525.

