

## ImpactAssets Engages Allyson McDonald as Senior Strategic Advisor

February 4, 2013—[ImpactAssets](#) has engaged Allyson McDonald as Senior Strategic Advisor for Sales & Distribution. Allyson is based in New York and will work with the ImpactAssets Sales team and task force comprising Safia Kryger-Nelson, Senior Accounts Manager, along with Board Member Ron Cordes; Tim Freundlich, President; and Head of Operations, Gabe DiClerico. Allyson officially begins her engagement as Senior Strategic Advisor today.

“We are thrilled to engage such a stellar leader as Allyson – she has a unique combination of experience with donor advised fund sales and nonprofit and investment management that makes her a perfect fit with our growing [team](#),” said Tim Freundlich, President of ImpactAssets. “2012 was an exciting year for ImpactAssets; we look forward to continuing that momentum in 2013 with Allyson’s support.”

Allyson is a dynamic leader with over 15 years of sales and leadership experience in the philanthropic and investment sectors. She led Fidelity Charitable’s donor advised fund distribution team, resulting in the asset base doubling to over \$5 billion in three years. She was previously Head of Development and Communications for the Clinton Foundation and most recently held various leadership roles with New York Life Insurance.

“The ImpactAssets Giving Fund offers an excellent solution to investors looking to maximize the impact of their philanthropic investments,” noted Allyson. “The market is ripe for innovative philanthropic products and I hope to play a key role in the growth of the impact investing sector through this engagement.”

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### **About ImpactAssets**

ImpactAssets is a nonprofit financial services firm that increases the flow of capital into investments that deliver financial, social and environmental returns.

Our impact investment strategies, donor advised fund and knowledge resources provide a dynamic platform for wealth managers and the clients they serve to advance social or environmental change through investment.

ImpactAssets seeks to shed light on and drive capital to the field’s most promising organizations and initiatives, helping to build the field of impact investing.