The Giving Fund: Custom Investments

ABOUT CUSTOM INVESTMENTS
As a boutique donor advised fund, The ImpactAssets Giving Fund uniquely enables donors to source and recommend direct investments in private mission-driven businesses, impact funds and nonprofit organizations. As a result, donors can customize their impact and align their investment strategy with their grantmaking.

CUSTOM INVESTMENTS THAT QUALIFY
Custom Investments can be in companies, funds and other enterprises that aim to solve social or environmental challenges while generating a financial return. All entities that receive investment from ImpactAssets must have a commitment to measuring and reporting on their financial returns as well as social or environmental impact.

DONOR SPOTLIGHT: DOING PHILANTHROPY LIKE A VENTURE CAPITALIST

Unlike more conventional donor advised funds, the ImpactAssets Giving Fund permits Seth Goldman to remain hands on, entrepreneurial and socially-conscious when investing his philanthropic capital, and he has put half of it into private equity deals he finds himself. His biggest win so far was a $100,000 investment in Happy Baby, an organic baby food company. Happy Baby was sold to Danone in 2013 and Goldman saw an 80% return in two years to his Giving Fund, increasing his philanthropic assets.

Currently through his Giving Fund, Goldman is invested in Beyond Meat, a plant-based-protein maker; Sweetgreen, an organic-greens restaurant; and CSA Medical, which uses a flash-freezing system to destroy cancers and other unwanted tissue. He says he hears about such startups “organically” - through word of mouth - and looks for leaders who are both “fired up” about a new product and cost-conscious. Technically, Goldman can only recommend investments to ImpactAssets, which vets them. However, once an investment is approved, other donors’ funds may be able to invest as well.

This is an adaptation of the “How to Give Like An Entrepreneur” story that appeared in the December 29, 2014 issue of Forbes.

CONTACT US TO LEARN MORE
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FEES

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<th>MINIMUM INVESTMENT</th>
<th>$25,000</th>
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INVESTMENT ADMINISTRATION FEES

- First $100,000: 0.80%
- Next $100,000: 0.60%
- Over $200,000: 0.40%

Fees are calculated on investment asset balance and tiered per investment. A minimum $400 annual investment administration fee applies per investment.

ADDITIONAL FEES FOR INDIVIDUAL CUSTOM INVESTMENTS UNDER $100,000

- Set up fee $500
- Conversion, exit, workout or renewal fee $500 (a simple pay down of a debt instrument does not incur an additional fee)