

ImpactAssets Adds Sarona Frontier Markets Fund 3 to Giving Fund Line-up
Fund provides a “high impact, high growth” private equity impact investing option.

Bethesda, February 2, 2017 – ImpactAssets, a leader in the democratization of impact investing, announced today that it is expanding investment opportunities for clients in The Giving Fund, its donor advised fund*, with the addition of the Sarona Frontier Markets Fund 3 (SFMF3).

Managed by Sarona Asset Management, SFMF3 invests in frontier and emerging markets, including Sub-Saharan Africa and Central Asia, and is focused on small to mid-market companies (SMEs) which provide goods and services for the growing needs of the rising middle class in these markets. The fund utilizes a “fund of funds” strategy to invest in local private equity firms who identify and help grow high-quality companies that are operating to the highest business, ethical, social and environmental standards.

SFMF3 is available at a minimum investment of \$25,000 on ImpactAssets’ Global Impact Ventures, a curated platform of impact private debt and equity options for clients of The Giving Fund.

“We are excited to tap into the experience and expertise of a leading institutional impact asset manager at a lower minimum,” said Tim Freundlich, President of ImpactAssets. “The Sarona Frontier Markets Fund 3 represents a unique opportunity for our donor advised fund to directly access a growing and profitable market segment and make a positive impact.”

Environmental & Social Impact

Each investment opportunity is assessed not only on financial potential but also on social and environmental impact. To ensure a positive impact, Sarona sets environmental targets to impact air pollution, climate change, water pollution and resource/biodiversity depletion. It also measures jobs created, reviews management policies and practices, purchase of supplies from poor producers and distribution of life enhancing products to poor consumers and communities.

“Sarona views itself as a bridge between private investors and the increasingly important entrepreneurial sector in the emerging markets. The Sarona Frontier Markets Fund 3 helps enable more investors to gain access to this sector through a diversified impact investing portfolio,” said Vivina Berla, Co-Managing Partner, Sarona Asset Management.

About ImpactAssets:

ImpactAssets is a nonprofit financial services firm that increases the flow of capital into investments delivering financial, social and environmental returns. ImpactAssets’ donor-advised fund (“The Giving Fund”), impact investment notes, and field-building initiatives enable philanthropists, other asset owners and their wealth advisors to advance social or environmental change through investment

About The Giving Fund:

The Giving Fund is an innovative donor advised fund that empowers donors to increase the impact of their giving by combining it with strategic sustainable and responsible investing to build a sophisticated philanthropic endowment. Donors recommend how The Giving Fund’s assets are invested across a range of leading impact investment options including community investment, turnkey portfolios, private debt and equity funds, seed venture and custom investments. The Giving Fund currently has \$350M in total assets.

* A Donor Advised Fund is a philanthropic vehicle that allows organizations, families or individuals to make a charitable contribution, receive an immediate tax benefit and then recommend grants from the fund over time.