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## **ImpactAssets Releases Report on Impact Investing and Millennials**

### **Issue Brief Details “NextGen” Investing Worldview and Implications for Financial Advisors**

**Bethesda, MD – April 21, 2014** – [ImpactAssets](#) has released a free, online Issue Brief that explores how the Millennial generation worldview influences financial strategies: [The Millennial Perspective: Understanding Preferences of the New Asset Owners](#).

Authored by ImpactAssets Strategic Initiatives Officer, Lindsay Norcott and Jed Emerson, impact investing expert and ImpactAssets Chief Impact Strategist, the report is the most recent in ImpactAssets’ series of [Issue Briefs](#) designed for investors and their wealth advisors.

“The Millennial Perspective” details how and why the NextGen is gravitating toward impact investments – investments that generate measurable social and environmental impact as well as financial returns.

The Issue Brief takes a close look at:

- Factors that have shaped the Millennial worldview, such as global events and rapidly changing technology,
- The potential impact of the sizeable assets that will transfer to the NextGen over the next three decades, and
- The ways financial advisors and other service providers may better understand and be responsive to a Millennial mindset.

“The Millennial generation has the potential to accelerate impact investing and solidify its place as a mainstream financial strategy,” said Emerson. “This Issue Brief is designed as a starting point for financial advisors and others to understand this tremendous opportunity.”

The Millennial Perspective Issue Brief and other free online impact investing resources are available at: [http://impactassets.org/publications\\_insights](http://impactassets.org/publications_insights).

#### **About ImpactAssets**

[ImpactAssets](#) is a nonprofit financial services firm that increases the flow of capital into investments that deliver 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.

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