



ImpactAssets adds Sarona Asset Management as a new Giving Fund investment option

October 16, 2013 - ImpactAssets has recently added **Sarona Asset Management as a new [Global Impact Ventures Platform](#) investment option** of the Giving Fund, our donor advised fund. Sarona is a private equity firm, investing growth capital in companies and private equity funds in frontier and emerging markets around the world.

The firm's particular focus is the small to mid-market companies that meet the growing needs of the rising middle class in Latin America, Africa and Asia. Sarona partners with local investment firms in these markets to provide capital for businesses in a range of industries including agricultural processing, healthcare, housing, logistics, and technology, among others.

Sarona's goal is to achieve superior financial returns by creating world class companies employing highly progressive business strategies, and operating to the highest standards of business, ethical, social and environmental excellence. Sarona has developed a wealth of experience and knowledge through 60 years of private investments in frontier markets.

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 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.