Impact Investing: A New Tool to Multiply Your Impact



Many of our community's most pressing social and environmental challenges are also some of the costliest to address. Channeling resources to tackle these requires us to think beyond traditional grantmaking.

The Aspen Community Foundation (ACF) is piloting **an impact-first investing strategy** that **expands the philanthropic toolkit for donors,** allowing you to further leverage charitable funds and **multiply your impact locally.**

The Spectrum of Investing

Impact investing is part of a broader spectrum of ways capital can be deployed for different objectives. It is an evolution of the traditional binary paradigm of grantmaking and investing, offering a "third way" to deploy your charitable funds for both impact and financial return.

Traditional Investing	Finance-First Impact Investing	Impact-First Impact Investing	Philanthropy
Maximum financial return seeking capital	*Strategies that prioritize returns and seek positive impact*	*Primary purpose is generating impact outcomes; financial return is expected, but secondary*	*High impact seeking capital (-100% returns)*
Examples			
Public Equities	ESG Funds	Climate Justice Loan Fund	Charitable Donations
Mutual Funds	Green Bonds	Impact Credit Funds	
Venture Capital & Private Equity	Climate-Tech Venture Capital Fund	Nonprofit Lending	
Corporate Bonds	Social Bonds	Microfinance	

Focus of ACF Pilot

Why Impact-First Investing?

ACF is focusing on **piloting impact-first investing in the Aspen to Parachute region.**

The foundation will join a cadre of over 100 community foundations in the US leveraging impact-first investing as a charitable tool. It offers a powerful opportunity to unlock more assets to address systematic capital and opportunity gaps in the region that cannot be solved by grants alone.



Benefits to You

- **More impact today.** Address pressing community needs while still preserving capital for long-term charitable goals
- **More impact overall.** As investments are repaid, capital can be granted out or re-invested, multiplying impact

Benefits to Our Community

- Unlocks **more capital** to local challenges that cannot be solved with pure grants or traditional investments
- Support solutions with **underlying business models** to **address problems sustainably / at scale**
- Provides **financing to organizations** that cannot access traditional investment capital due to an innovative, unproven business model or bias