

# INVEST IN OPPORTUNITY FOR ARKANSANS

## What does it take for individuals and families to grow and thrive?

We're all rooted in the soil of our communities. We're fed by education, quality health care, and spaces like parks and libraries where we can learn and play. We're nourished by the support of friends, family and neighbors who believe in us.

Unfortunately, not all Arkansans benefit from the same rich soil. In some communities, resources are scarce, and opportunities to thrive are few. Many Arkansans aspire to own homes, start family-sustaining businesses or revitalize their towns. But they may lack access to the technical assistance and financial support they need to get started or keep growing.

We know that in every corner of the state, Arkansans have big dreams and the desire to work hard. They simply need a fertile mix of resources to nourish their growth.

When more of our neighbors get what they need to succeed, we all benefit. You can be a part of positive change by infusing vital support into our ecosystem through Arkansas Community Foundation's Arkansas-focused investment pool.

## a new way to give

### Here's How

Most of us have made donations to nonprofits that help people in need. These gifts are vital to the millions of Arkansans who benefit from food pantries, health clinics, after-school programs, libraries, theaters and museums.

Now, though, there's another option for donors who want to think differently about how they give. Through Arkansas Community Foundation's Arkansas-focused investment pool, you can

make a gift that is recycled and can be given over and over.

We'll invest your contribution in projects that aid Arkansans who want to buy homes, start businesses or expand their services to the community. Your investment could be the vote of confidence a local mom needs to start a catering business, or the boost a rural community center needs to add a computer lab for distance-learning classes. These investments are intended to be repaid, often with interest, so the resources come back to the Community Foundation. From there, they can be invested again or granted out to charitable causes you care about.

### Let's Get Started

With a gift of \$25,000 or greater, you can create a fund in our Arkansas-focused investment pool. We'll put your dollars to work in projects creating economic opportunity across Arkansas. At the end of a 5-year term, your contribution, including any investment returns, will become available for you to re-invest in the Arkansas pool or grant out to nonprofits you choose.\*

### Why Arkansas Community Foundation?

Since 1976, Arkansas Community Foundation has been building stronger communities through philanthropy. We've awarded more than \$250 million in grants to hundreds of charitable causes. We work through a network of 28 affiliate offices, each with its own local advisory board. These local volunteers help us connect to the needs of communities in every corner of our state.

Our brand-new Arkansas-focused investment pool creates yet another way for the Foundation and our donors to give back to our state.



*\*Like any investment, a contribution to the Arkansas Pool is subject to possible negative returns.*

# WHAT IS IMPACT INVESTING?

“Impact investing” refers to investments that are meant to generate a social impact as well as a financial return.

## **Making a Social Impact — Helping People in Our Community**

The traditional way foundations like Arkansas Community Foundation make a social impact is by awarding grants to nonprofits and charitable causes. Our assets are invested in financial markets (similarly to the way your retirement account might be invested). The investment returns are used to award grants.

Impact investing asks the question, “What if we used a portion of our invested assets to do good in the community, while also getting a financial return?”

In this case, instead of investing in stocks and other Wall Street investments, we might instead provide a loan to a nonprofit looking to build a new facility or to a fund at a local financial institution that lends to small, rural business owners.

This option gives us two ways to make a difference in Arkansas. Now, we can benefit our community through both grants and investments.



*A loan from Forge helped Electric Ghost scale up its screen printing business.*

## **Putting More Dollars to Work Here at Home**

Investing specifically in Arkansas is also very important to us. As more and more people catch on to the trend of impact investing, options for investing are multiplying quickly. It's now possible to invest in green energy, affordable housing or small-business support projects all around the globe. While these efforts are exciting and worthwhile, they aren't always a fit for our work at Arkansas Community Foundation.

As a foundation built by and for the people of Arkansas, our goal with impact investing (just like with our grants) is to put dollars to work right here at home. We're looking for projects that are based here and benefit Arkansans.

## **Create Jobs and Support Small Start-ups through Impact Investing**

How can an impact investment benefit Arkansas? One way is by helping small businesses get started and grow.

Arkansas Community Foundation created a \$250,000 loan fund with Forge, a community development financial institution based in Huntsville, Arkansas. Forge helps small businesses and nonprofits that may have trouble getting loans from banks and conventional lenders. Forge helps entrepreneurs develop their businesses and provides them with small loans to buy equipment, hire staff, upgrade technology and improve their operations.

**Learn more: [bit.ly/ImpactInvestingForge](https://bit.ly/ImpactInvestingForge)**

ARKANSAS  
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Smart Giving to Improve Communities



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