

The background of the slide features a green field with a line of trees under a blue sky with light clouds. The UKSIF logo is positioned in the top left corner.

# UKSIF

*the sustainable investment  
and finance association*

## **Impact Investing: A Leadership Opportunity for Faith Communities?**

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# Make Money and Make a Difference

- Impact Investing has the potential to offer faith-investors another way to make money and make a difference, as part of their investment approach.



# Growing Opportunities

- More than half (54%) of investors want to make money and make a difference.
- When spending their money, 38% of those aged 55+ occasionally or regularly take into account green and ethical issues, compared to only 26% of 18 – 24 year olds.
- Priority issues to influence through their investments are renewable energy (52%), recycling and waste reductions (48%), child labour (41%) and supporting local communities (32%).

*Source: YouGov Survey for NEIW10*



# What is Impact Investment?

- An impact investment is an investment whose primary motive is social and/or environmental. This does not mean it should not deliver a financial return. It is differentiated by this primary societal motive rather than financial objectives.
- You may hear impact investment being described as an ‘asset class’, ‘market’, ‘community’ or ‘investment style’.



# Maximising Impact

Doing good



Doing well

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# Beyond Pioneers



# Lessons from the Financial Crisis

*'a fairly complete train wreck of a predominant theory of economics and finance'. Lord Turner*

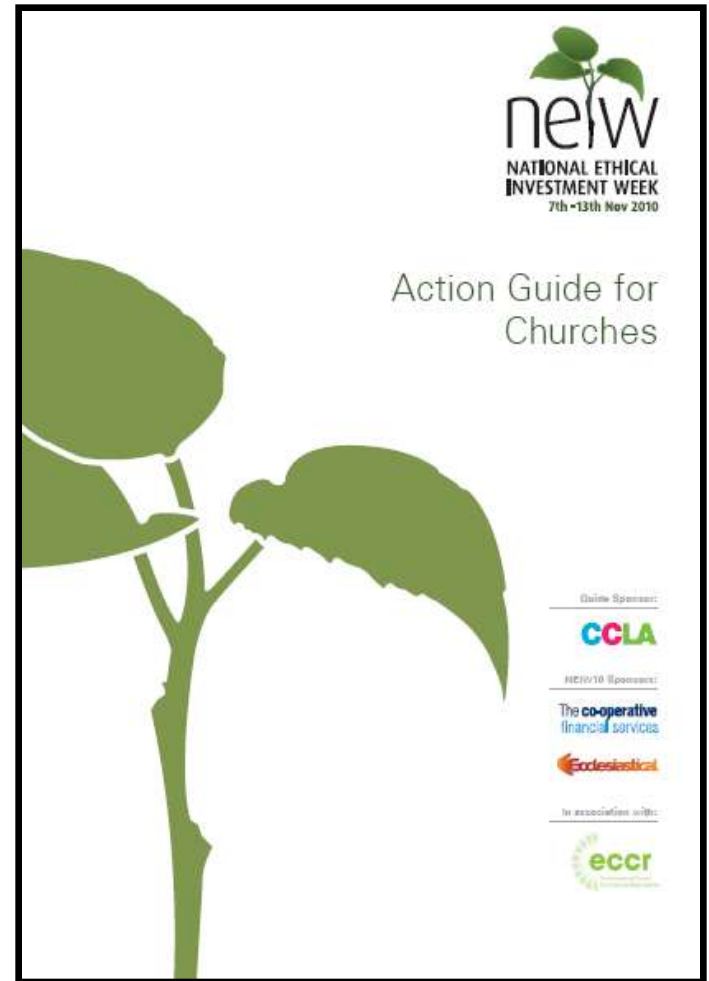
Source: Prospect magazine, August 2009

*68% of GB adults agree or strongly agree with the statement 'the financial crisis and the "credit crunch" have made me think more about how well protected against risks the value of my savings and investments are.'*

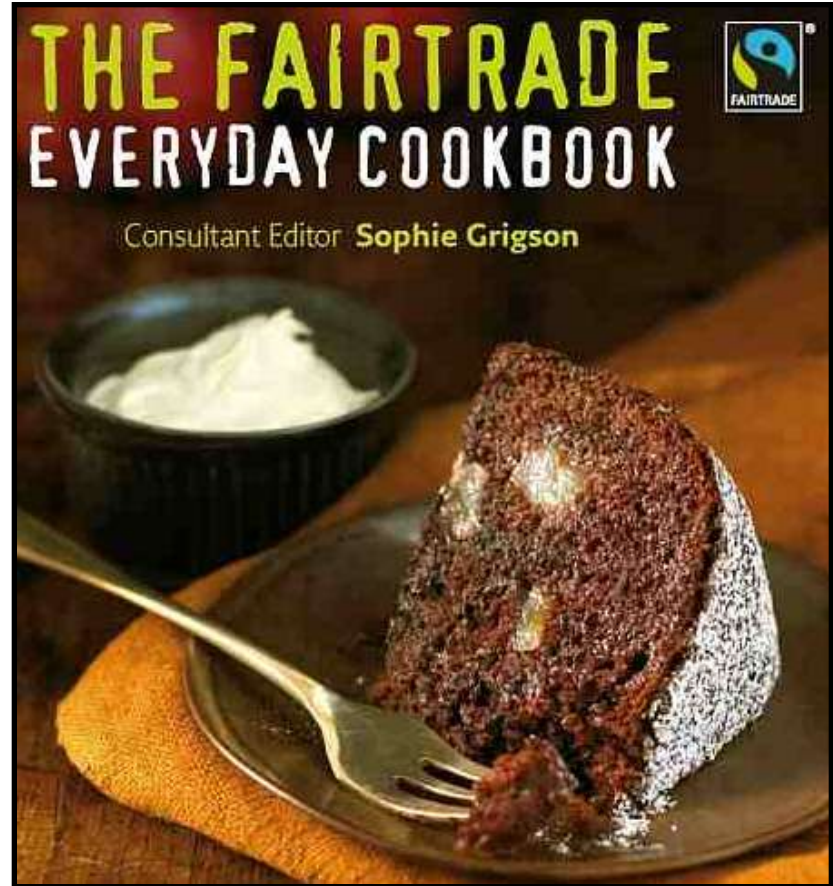
Source: YouGov Survey for NEIW10

# Faith Leadership

- Faith groups and individuals can have a key catalysing role.
- Impact investing presents faith and values investors with another practical way to make a difference.



# Lessons from Fairtrade



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# Thank you

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