



Executive Education

“Pathways to Impact Investing”

Content Partners:



Network Partners:



Overview:

There is a growing interest to combine personal investment choices with meaningful social and environmental impact. Coined in 2007, Impact Investing now encompasses a broad array of investment choices. *Pathways to Impact Investing* will help you understand the sector landscape, plan your impact strategy, and learn from other impact investors how they make direct and indirect investments. This case-led 3 day course is hosted by Santa Clara University in collaboration with Toniic, SV2 and TPW – The Philanthropy Workshop – and presents a practical guide for investors. It is oriented toward asset owners and advisors who are serious about including impact in their investment choices. Participants will come away with a better understanding of investment choices and impact measures, techniques for assembling a portfolio, and a personalized action plan for making impact investments.

The Impact Sector:

Explore the ‘theory of change’ that drives the sector and its work to use money and market building to affect positive social and environmental outcomes both domestically and abroad. Learn about the people and organizations that have built the sector to date and examine the results earned so far. Gain an understanding of terms used by investors in the field and resources available to sector participants.

Portfolio Assembly:

Take a deep look at examples and results from active portfolios in the impact sector. Learn about the broad asset choices that are now available to investors – from passive placement of funding to very active direct investments. An understanding of impact metrics will also be included. Filled with personal and professional examples, the course leaders will take you through how they have made investments and the tools they use to consider and ultimately choose an investment. This lively interaction will look at finding and screening investment opportunities, understanding terms of investments and structures used, and convey anecdotes on post-investment experience.

Taking Action:

Impact investing is deeply rooted in a values-centered approach. During *Pathways to Impact Investing*, you will have a chance to form your own impact strategy and work on aligning your interests with your actions. *Pathways to Impact Investing* will also provide you materials to help structure your impact investing plan, create a personalized investment policies statement, and identify the ‘next steps’ surfaced during the course.

Join us for an immersive, values-centric 3 day session on impact investing.

Key Topics:

- Impact Investing: What is it?
- Theory of change
- Investment choices
- Impact measures
- Creating investment policy
- Techniques for assembling a portfolio
- Constructing your impact strategy
- Creating a personalized action plan for making impact investments
- Valuation
- Term sheets

Benefits:

- Learn about the broad asset choices that are now available to investors – from passive placement of funding to very active direct investments.
- Use a comprehensive framework to analyze financial situations for impact criteria.
- Apply new tools and techniques towards the assessment of business cases to consider and ultimately choose an investment.
- Learn about impact criteria as an alternative vehicle to make a social or environmental difference
- Understand terms of investments and structures used.
- Form your own impact strategy and work on aligning your interests with your actions.
- Structure your impact investing plan and identify the ‘next steps’ identified during the course.

Participants earn a certificate of attendance from Santa Clara University on completing the program.

Target Audience:

- Asset owners
 - Angel investors
 - Philanthropists
- Advisors:
 - Family foundations/offices
 - Corporate finance executives
 - Foundation staff
 - International organizations seeking to use investments as a development vehicle

Instructors (digest):**John Kohler:**

John is Director of Impact Capital at Santa Clara University. John Kohler brings over 30 years of technology industry and business experience to the Center. He has been heavily involved in technology product formation and has been concentrating on Internet and Life Science startups since 1994. John's background includes twenty years of executive level positions in sales operations, product division general management and worldwide customer support at technology corporations. He was one of the founding executives at Netscape Communications and original founder of Redleaf Group. John is currently on the board of Redleaf Group, chairman of the board at Entrieva, and serves as board member and CEO of Lumicyte. John is a managing member of the UCLA Venture Capital Fund and serves on the UCLA Sciences Board of Visitors.

John will facilitate and guide through the course and include practitioners from different areas of the impact investing industry, finance and law.

Bob Webster:

Bob Webster has over 20 years of small business financing work, including for two leading impact investing funds, the Grassroots Business Fund (GBF) and Small Enterprise Assistance Funds (SEAF). He now advises on impact investing and small business risk capital, advising on fund strategy and design, investment transactions, capital and grant raises, and fund management. Bob is an active trainer in impact investing, including for the Global Impact Investing Network and the Aspen Network of Development Entrepreneurs. He also serves as investor-in-residence for the GSBI social enterprise accelerator program.

Lisa Kleissner:

Lisa is the president of the KL Felicitas Foundation, a family foundation co-founded with her husband, Charly, in 2000. She is a co-founder and treasurer of Toniic, a global impact investing platform; executive board member and treasurer of The Philanthropy Workshop West, a transformative donor education program; co-founder and board member of Social-Impact International, an incubator of capacity building programs for social enterprise, and co-founder of Hawaii Investment Ready, a capacity-building program for indigenous and island social enterprise.

Dates & fees:

Dates: October 27 to 29, 2014

Duration: 3 full days (9:00 a.m. to 5:30 p.m.)

Fees: US\$ 2,990 + tax (discount of US\$ 500 for partner organizations)

Registration:

Please register via the following link: <http://law.scu.edu/pathways-to-impact-investing/>

Contact:

Program information: Joerg Geier, jgeier@scu.edu, 1-408-551-6043

Program logistics/registration: Dorice Kunis, dkunis@scu.edu, 1-408-551-1868