

## **Announcement for Expression of Interest**

For immediate release October 26, 2018, [The AJL Charitable Foundation](#) (AJL) is working with [Impact Finance Center](#) (IFC) to find a new investment advisor that will lead AJL on its social impact investing journey. AJL is committed to helping at-risk Colorado youth and families by supporting educational and humanitarian programs that provide the tools to help them succeed. EOIs are due by November 10, 2018. IFC and AJL will review the EOI responses and select up to ten (10) firms to receive a more detailed request for proposal. IFC and AJL will then publish a broad analysis and share learnings with philanthropic and investment institutions. More information can be found [here](#).

If you want to be considered for The AJL Charitable Foundation's Investment Advisor, please submit your [Expression of Interest](#) by November 10.

## **AJL Background, Mission, and Path Forward**

The AJL Charitable Foundation helps at-risk Colorado youth and families by supporting educational and humanitarian programs that provide the tools to help them succeed in life. AJL recognizes that in order to increase impact and better serve more Colorado youth and families, the foundation has a responsibility to align its portfolio and investments more closely with its mission and prioritize both social impact and financial returns. AJL was established on March 17, 2011, by Amy S. and John E. Lawton who were lifelong philanthropists. Philanthropy is part of their family heritage, which has been passed down through the generations, and the Lawton family believes every person deserves respect and the opportunity to be empowered to improve his or her life.

AJL will be engaging an investment advisor to partner with its finance committee and board of directors to advise on the management of the Foundation's financial assets. AJL is a \$15 million perpetual private foundation. AJL currently supports investments in companies who score well in the following focus areas: Human Rights, Diversity, Community and Politics, Workforce, Pollution, Environmental Innovation, Climate Change Disclosure, Environmental Policies and Disclosure, Board Oversight and Structure, and CEO compensation.

Finally, please be aware that we will be sharing the results of the broader field questions with philanthropic and investment institutions. Our goal is to describe the current state of the investment advisor community's ability to integrate social impact into the investment process. We will not share details about the organizational capacity of specific firms. Following a review of the EOIs, AJL will select up to ten (10) firms that will receive a more detailed RFP and meet with the Board of Directors later this year.

Kind Regards,

Impact Finance Center & The AJL Charitable Foundation

Denver, CO

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## **SURVEY**

**In an effort to help us identify the best match in an investment advisor, please complete the survey that accompanies this EOI. Please include the following elements in your Expression of Interest: Organizational Capacity (2-3 Pages):**

A summary of your organization's capabilities and alignment with AJL's values and goals as an education-focused and humanitarian investor and grant maker. IFC is adopting the framework of the [Impact Management Project and Matrix](#).

### **Firm Attributes**

1. Are you a discretionary or non-discretionary investment advisor?
2. What size is your firm, both in terms of personnel and the size of your assets under advisement/management.
  - a. Is your headquarters in Colorado or elsewhere? If you have multiple branches, please indicate.
3. Do you have experience with impact investing? If so, please elaborate on the types of impact investing that you have done, quantify how much experience in impact investing you have, and relay the various sectors of impact of these investments.
4. How important is it to work with organizations who align with your investment beliefs? Please provide evidence or examples to help express this attribute.

### **Evaluation**

5. Does your firm implement evidence-based decision attribution? If so, how often, and in what capacity? If not, would you like more information on evidence-based decision attribution for educational purposes (Note: There are options to develop this in-house or outsourced).
6. Does your firm execute any impact evaluation for public securities? Please expand.
7. Does your firm execute any impact evaluation for private equities? Please expand.
8. Does your firm execute any impact evaluation for direct investing? Please expand.

### **Shareholder Action**

9. How would you rate your firm's level of expertise in shareholder action in regard to voting proxies (scale of 1-10, 1 being "no experience" and 10 being "expert-level, best in class")?
10. How would you rate your firm's level of expertise in shareholder action in regard to active negotiations with companies (scale of 1-10, 1 being "no experience" and 10 being "expert-level, best in class")?
11. Do you have any potential conflicts of interest? If so, please explain through specific example.

### **Firm Diversity**

12. How diverse is your firm's board in terms of race, gender, sexual orientation, ability, socioeconomic background, or any other identifiers that you would like to include?
13. Can you quantify your firm's commitment to diversity in regard to philanthropy?
14. Can you elaborate on your supply chain diversity?
15. How diverse is your firm's management team in terms of race, gender, sexual orientation, ability, socioeconomic background, or any other identifiers that you would like to include?

### **Asset Allocation**

16. What percent of client assets that you advise in these categories are considered impact investments?
  - a. Public securities: \_\_\_%
  - b. Private investments: \_\_\_%
  - c. Direct investments: \_\_\_%
  - d. Other (Please specify): \_\_\_%
  - e. What does “impact investing” look like now and in the future?

### **Additional Questions from an IFC and AJL Perspective**

17. Given our resources, how can we more tightly translate our mission (improving education equities, humanitarian issues, environmental justice) into investable opportunities?
18. What are the most effective tools (ESG stock selection, shareholder engagement and activism, community investing, impact investing, program-related investments) that we might deploy?
19. What does corporate accountability mean in this era of globalization of capital and supply chains?
20. How does this translate into portfolio selection?
21. How can our mission-aligned investment portfolio drive the creation of systemic impact in the areas of equality, human rights, education, and diversity?
22. Are there external initiatives or targets—such as the United Nations Sustainable Development Goals—that might influence our portfolio?
23. How can the practices and culture of our investment advisors and fund managers embody our values and mission of social justice and equality?
24. What investment resources do the grassroots organizations we support need in order to develop sustainable and viable operations?

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