



Exploring Series | Community & Impact Investing

Tuesday, 28th June 2022

18:00 to 19:30 Gulf Standard Time

Summary:

This interactive virtual session featured international guest speaker Sam Bonsey, Executive Director of The ImPact. The discussion was the second session in the Circle's three-part Exploring Series, where we explored innovative approaches in philanthropy and different facets of strategic giving from various perspectives by bringing in international keynote speakers, with expert facilitation from 21/64. These sessions provided members with a chance to network, interact with the speakers and share lessons with their peers.

Sam Bonsey is the Executive Director of The ImPact, a global network of families committed to making more impact investments more effectively. Sam is also a member of the board of directors and the investment committee of Keller Enterprises, a family office committed to values-aligned investing. In 2015, Sam was recognized by Forbes as a "30 Under 30" Social Entrepreneur. In 2010, Sam cofounded the 2Seeds Network, an incubator of community driven development projects in Tanzania. In 2019, 2Seeds merged with Spark Microgrants, on whose board Sam now serves as vice-chair.

Key Takeaways:

- Impact investing is the intentional and conscious deployment of funds to enable the creation of positive impact.
 - Though this can be a complex and complicated process, we are better served leveraging this tool than turning a blind eye to it.
 - Impact investing is a practice, not a type of investment or an asset class. It is a way of thinking about the deployment of capital globally.
- Seek to understand and account for the impact (both positive and negative) of your organisation as a starting point in impact investing. Every organisation has social, environmental, and economic consequences; begin by outlining yours.
- Create measurable, achievable, and manageable metrics of impact for your organisation.
- Investing can be used as a tool to encourage organisations that have positive social impacts, and as a lever for change for organisations that have negative ones.
- A strong starting point to impact investing is to develop a theory of change to understand where change should occur and to understand the right and varied indicators that will point towards whether an impact was made.
- The difference between impact investing and philanthropy is almost negligible, in the sense that the purpose to make the funds work in meaningful ways remains the basis of both.
 - The questions on how to approach impact investing are similar to that of philanthropy. What is the impact you are looking to achieve? What does the community that you are investing in need? What are the possible interventions that can achieve this impact? What is the right method of deploying capital to create and sustain positive impact?
- Collaboration is fundamentally about co-learning and sharing strategies to achieve certain impact objectives. It is in its core about sharing failures and opportunities with one another to better understand what works and what doesn't to further social impact. An essential function



of a community is a deep desire to build together and in recognising that there is innovation and experimentation that needs to occur rapidly and cannot happen in silo.

- Setting out clear personal values behind giving with your family/organisation and then moving on to define impact objectives can help in being intentional when it comes to resource allocation.