

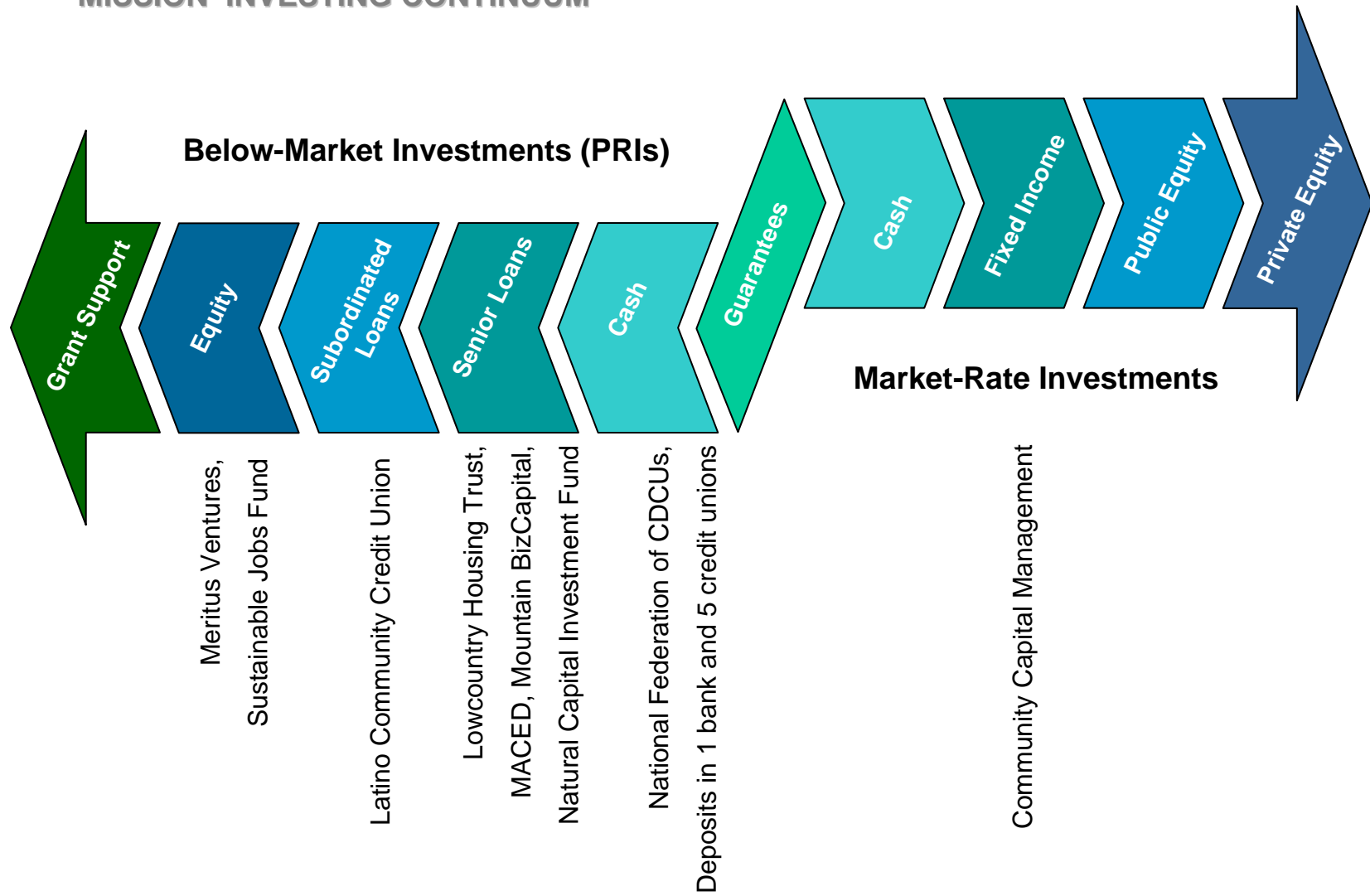
# Mission Investing

## Mary Reynolds Babcock Foundation

Why mission investing?

- Grants alone cannot achieve scale and impact on moving people and places out of poverty. Market-based strategies must be part of the solution.
- Program-Related Investments can leverage growth and increase sustainability of high-performing “anchor” organizations.
- Market-rate mission investing allows MRBF to deploy more assets toward mission without sacrificing returns.

MARY REYNOLDS BABCOCK FOUNDATION  
MISSION INVESTING CONTINUUM



# From Concept to Execution

- Board commitment to mission investing (2005)
- Established roles for Board and Investment Committee; added expertise (2006)
- Below-market PRIs – integrated board training, policy development and investments (2006); current portfolio of \$4 million.
- Market-rate MRIs – first investment in 2005; board/ staff learning (2008-09); policy development (2009) to include social criteria, return expectations and asset allocation.

# Challenges

- Board/staff expertise
- Early resistance from professional consultants
- Geographic focus of foundation mission