

# The power of impact investing

## How families can create meaningful and lasting change

### The urgent need for impact



Climate change, wealth inequality, pandemics, conflict, and discrimination are some of the crises fracturing an already fragile world. Sustainable development is desperately needed, but governments and the social sector do not have enough resources alone; the private sector must step in to fill the \$135 trillion shortfall (OECD).

### Impact investing is the key to unlock private capital



Impact investing generates both financial returns and measurable positive impact. That means it is a viable investment solution for people and institutions that want to reduce ESG risks and align their investments with societal solutions. More than US\$1 trillion is now invested in impact worldwide, and growing. (GIIN)

### Family capital and impact go hand in hand



The 'patience' of family capital, ability for families to be flexible and agile, and that families think in generations (not financial quarters) are critical success factors. In return, impact investments provide wide-ranging financial returns, alignment with values, and offer families the chance to be significant changemakers.

### The \$12 trillion opportunity



The Sustainable Development Goals (SDGs) are a useful framework to consider the size of the prize. Across all asset classes, there are opportunities to invest in impact solutions - including the public markets. Investors who get ahead of this significant opportunity will be the ones to build a footprint, learn and grow their efforts.

Invest forward, inspire change.

Find out more at [anthosam.com](https://anthosam.com)

Start a conversation:  
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