



## **Call for Articles**

**An invitation to write an article for the next Philanthropy Impact Magazine Issue 25 (Spring 2021)**

**Working title**

**SDGs – Financing the Future**

**Sustainable Investing  
From ESG Integration to Impact Investing**

**Living one's Values, Ambitions and Goals**

Articles should address the theme from the author's perspective, or an author may propose an alternative topic within the theme for this edition.

It is important to hear from professional advisors as well as philanthropists, social/impact investors, trusts and foundations, and other key stakeholders.

When published, the magazine has an initial exposure to our contact list composed of professional advisors to (U) HNWI (private client advisors, wealth management, private banking, independent financial advice, tax and legal sectors), philanthropists and social investors, intermediaries, trusts and foundations, and charities.

By 26 February 2021 please email John Pepin at [john.pepin@philanthropy-impact.org](mailto:john.pepin@philanthropy-impact.org) with your suggested topic prior to writing the article. The ideal article length is around 1,000 words. The deadline to submit an article is 12 March 2021.

## **Background**

In this issue of the Philanthropy Impact Magazine we will look at the UN Sustainable Development Goals (SDG's) and their role in creating positive impact and transformative change.

With the shift of focus for many (U)HNWI towards driving positive environmental and societal change around the world through their wealth generation and business practice, SDG's are

important for measuring impact and enabling collaboration across sectors in addressing the greatest challenges the world faces.

- How have you applied SDGs in your organisation or in your philanthropy and social impact investment?
- What role does responsible investment play and how can it be measured?
- What is sustainability and why is it important?
- How does it fit with suitability issues?
- What key guidance would you give to decision-makers, philanthropists and social impact investors in achieving the SDG's?
- Can these investments generate financial and societal/environmental returns? What are the really important issues to consider when you are aligning your investments and philanthropy?
- What has been your journey to impact investing and to achieving SDGs?
- What are the issues related to measuring impact?
- Should professional advisors support clients in their donor and social impact journey?
- How can philanthropy using SDGs as a guide become an engine of social change?
- Where does sustainable investing fit in the investment return continuum from philanthropy to social and impact investing? How important is achieving a financial return?
- How can sustainable investing create solutions for the greatest challenges the world is facing, whilst also creating a financial return. Is it possible to find competitive a balance?- How useful is social finance as a tool for social change?
- What more can be done to harness the investment opportunities available?
- What role can social/impact investing play in building a sustainable future?
- What are the potential challenges for charities and social enterprises seeking to provide effective monitoring and evaluation of their impact? Is there room to develop common standards, principles and evaluation tools?
- How can charities and NGOs adapt to utilise this new kind of funding for impact – should they adapt?
- Is it possible for a business to achieve meaningful growth, maximise profitability, drive innovation, and at the same time, address some of the most important societal challenges facing communities?
- What are the trends towards responsible investment?
- Advising families - how to create change and match values to the SDG's for impact?
- How have you used blended finance to achieve your goals and have the SDG's help shape that journey?

## **Professional Advisers**

In relation to advisors, how can the SDGs be used by Professional Advisors to guide their clients in how to meet their needs in their sustainable journeys? What responsibility do professional advisors have in encouraging their clients to explore social impact within their wealth strategies, not just their philanthropy? How can SDG's be used by professional advisors to guide their clients in how to achieve their values and meet their needs in their impact journey?

With reference to impact investing:

- Is impact investing about saving the world driving positive social and environmental change? Is it in practice is it in its infancy? Is it impactful? Has there been real progress? Does it work? How can it be done right?
- What are the various approaches to impact investing and their efficacy; addressing the continuum of capital from responsible to sustainable and impact driven investment, to social enterprise to philanthropy?
- What is the importance understanding 'impact' and the impact measurement tools that fit with philanthropy and social impact investment? What is the need for a value-based conversation to understand the impact goals of clients ensuring impact can be communicated to them in a way they understand? What additional benefits are there to advising your client using values based conversations?
- Are professional advisors to (U) HNWI prepared for the various forms of social impact investing? The Corley Report indicates there is a need to strengthen their competence and confidence. What is needed to support the shift to impact investing e.g. agreed best practice, adjusted rewards, products, regulatory drivers, better reporting, and the need to improve the deal flow and the ability to invest to scale? How should advisors respond to the increasing demands for sustainable investing products? How should advisors adopt these strategies and understand what impact they are actually generating? What information is required?
- Is there a lack of sustainable/impact investment of the billions invested by charities, including not investing to influence listed companies to improve practices, products, and contribute to the SDGs?
  - Is it possible to create deal flow and a competitive financial return whilst also investing for impact? Can you meet your fiduciary duty with Impact Investing?
- How are venture philanthropists and impact investors working together to fund early-stage impact enterprises?
- What are the current trends in social/impact investing? What do people see as the future of social/impact investing?
- Working with private clients; should impact investing be viewed as a type of philanthropy or should it be treated differently? What is the balance between the two?
- What is the impact of SDGs?