

**BAY**  
**TRUST**

# Who we are



- Bay of Plenty Community Trust Inc. (BayTrust) was formed in 1988 from the proceeds of the sale of Trust Bank Bay of Plenty. With the sale of all its Trust Bank shares to Westpac in 1996 and subsequent investment growth, the Trust now has an investment portfolio of around +\$230m
- The Trust's region extends from Katikati to Turangi to Te Kaha and includes Tauranga, Rotorua, Whakatane and Taupo
- We support a wide range of activities and services, from coastguard units to kapa haka, environmental projects and health services. We also provide scholarships to people with disabilities and help community organisations achieve sustainability through social investments and loans and well as providing capacity building and other services.
- Grant funded approx \$7m last year
- Have 12 Trustees from across the region

# What is this thing called Impact Investing?



# IMPACT INVESTING SPECTRUM

Classic Investing

Responsible

Sustainable

Thematic

Impact First

Philanthropy



Emphasis on profit maximization without regard for ESG factors

Consideration of ESG risk and/or personal values across a range of factors to screen out investments

Targeting investments best positioned to benefit from the integration of ESG factors and broad-based macro trends

Focus on issue areas where social or environmental needs offer commercial growth opportunities for market rate return

Emphasis on the optimization of social or environmental needs (e.g., PRI\*\*), which may result in financial trade off

Where social and/or environmental needs outweigh any consideration for financial return

# BAY TRUST

## Impact investing – why would we?

- What's the mission/purpose?
- Not all issues best addressed buy grants
- It makes sense



## Impact investing – are there downsides?

- Time intensive
- Need skills
- Need to take decision makers on the journey
- Not going to solve all problems
- Need systems, processes, policies – developed and agreed to





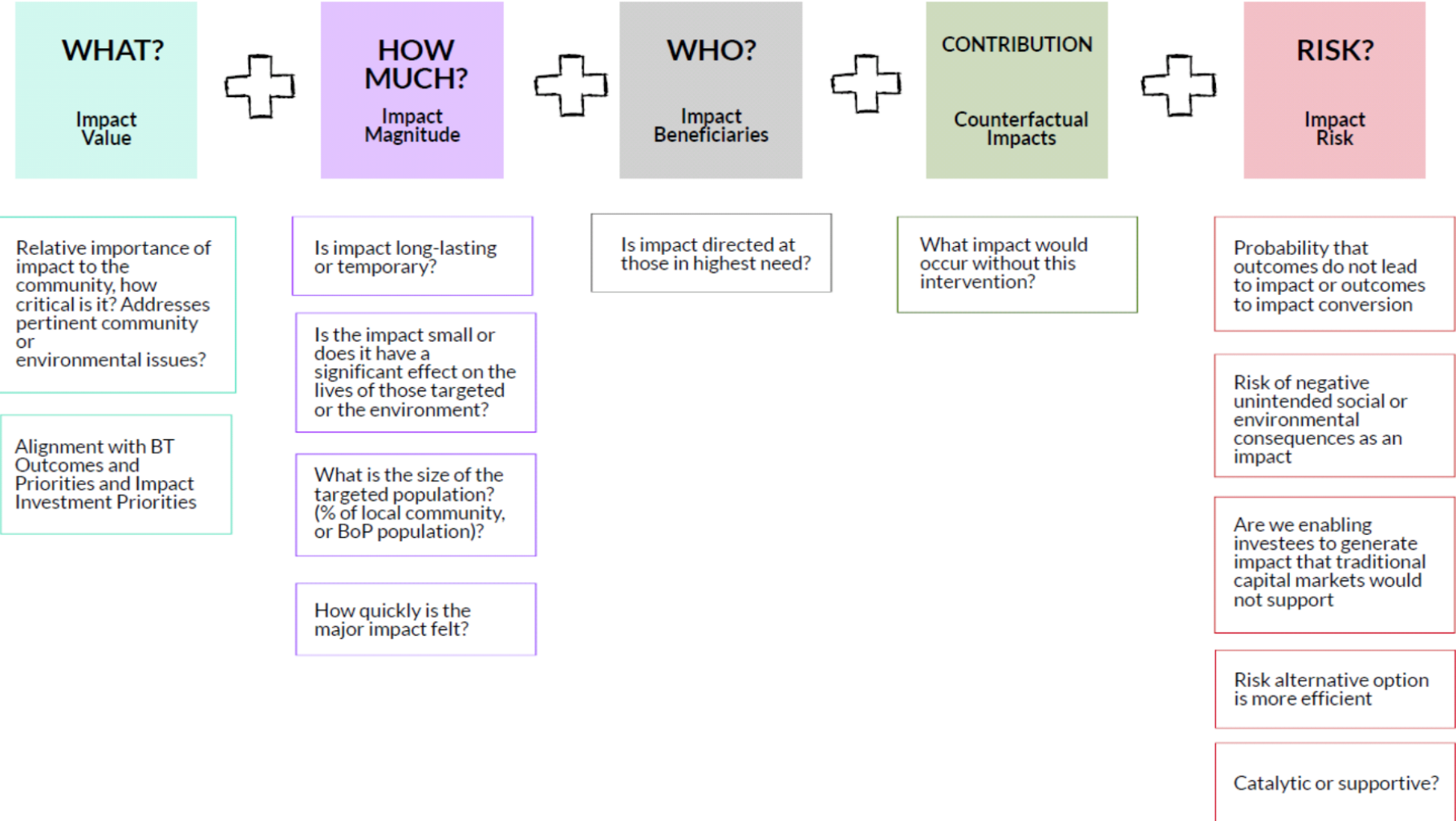
# Impact Investing “issues”



- How do we measure the social impact and what social impact should our desired portfolio have?
- What level of financial return is desired?
- How do we measure the financial risk and what level of financial risk is desired?

# Assessing the social impact...

## BayTrust Impact Investment Impact Assessment Framework Overview





## From your perspective....



- **When would you look at setting up a social enterprise division/arm/section?**
  - Are you ready? – do you understand the implications of operating a social enterprise
  - Do you have the skills? – internally and on the board?
  - Do you have the time?
  - Is your org open to the risk involved?
  - Will this add to or detract from your mission?
  - Business test – does the market exist? Will it make money?
- **Who should you go to for advice?**



# BayTrust support

- Talk to us
- Social Enterprise – eco-system support
- Social Enterprise Support allocation \$1m
  - Support includes investment, granting and more
  - \$50k to \$250k
  - Light touch DD
  - Quick approval/decline

