



COMMUNITY  
FOUNDATIONS  
OF CANADA  
*all for community.*

# Different Names for Community Investing...



COMMUNITY  
FOUNDATIONS  
OF CANADA  
*all for community.*

Triple Bottom Line (TBL)

Mission Related  
Investing (MRI)

*Social Enterprise*

Socially  
Responsible  
Investing (SRI)

Program Related  
Investment (PRI)

Social Purpose  
Business

Social Finance

Community Economic  
Development (CED)

*Mission Based Investing (MBI)*

Social Economy

Environment Social Governance  
(ESG)

Social Investing

Social Venture Fund

# Context Driving Financial Innovation



COMMUNITY  
FOUNDATIONS  
OF CANADA  
*all for community.*

- New perspectives on “theory of change” beyond “grantsmanship”
- Leveraging more assets: convening capability, networks, long term capital, leadership, etc
- Recognizing urgency and scale of enviro-social challenges; new rules of the game (e.g. carbon’s impact)
- Rise of social entrepreneurship
- Search for *social innovation’s* scaled impact
- Moving beyond sectoral silos (government, voluntary, business): role of hybrid space & relationship to social innovation
- Recognizing value of community asset building and social enterprise
- Benefiting from international lessons & best practices (UK, US, etc.)

## Foundations Involved Already



COMMUNITY  
FOUNDATIONS  
OF CANADA  
*all for community.*

- Active foundations in MRI/MBI/CI field (partial list):
  - JW McConnell Family Foundation (Qwest U loan);
  - Ivey, Metcalfe: NCC Revolving Fund with RBC (in formation) with foundation loan guarantees
  - Edmonton Community Foundation (Social Enterprise)
  - Vancity Community Foundation (Groans: grant/loans)
  - Vancouver Foundation (SRI, SVF)
  - Endswell Foundation (non profit building)
  - Tides Canada Foundation (social enterprise)
  - Ilahie Foundation (non profit building)
  - Bealight Fdn/Social Capital Partners (social enterprise)
  - Muttart Foundation (non profit building)
  - CAIC (Canadian Alternative Investment Co-op) handling CI investments for religious charities; [Jubilee Fund]