# Guiding GSIC's Work:

# **Our Theory of Change**

#### **Inputs**



## **Strategies**



### **Activities**



#### **Outputs**



#### **Outcomes**



#### **Impact**

GSIC's primary inputs include:

Our reputational and social capital to bring foundations, endowments, and the investor community to the table

Our **intellectual capital** and exposure to the impact investing field to share models, best practices, & new ideas with Georgia stakeholders

Our **political capital** to influence and advocate for a policy & funding environment that supports more community investment

Our **funding base** to build infrastructure that benefits Georgia's impact investing ecosystem

Our **field-level platform** to showcase and highlight Georgia's impact investing stakeholders at a regional & national level

GSIC's priority strategies include:

Activating mission-first organizations (like foundations, endowments, & anchor institutions) as place-based impact investors

Growing a more even impact investing & community development landscape across Georgia

Accelerating investment into Georgia's key emerging impact clusters (Food & Agriculture, Climate Resilience, & Economic Wealth-Building) GSIC's core activities include:

Developing **educational content & trainings** to advance impact investing practices

Authoring and promoting thought leadership pieces (research briefs, case studies, data analysis, field reports, etc.) to help ecosystem partners take new or next steps with impact investing

Acting as an **ecosystem clearinghouse** - promoting events, educational resources, job opportunities, etc.

Facilitating conversations with stakeholders across the state to identify **impact clusters** that need investment

Maintaining an ecosystem map to identify capital suppliers, capital aggregators, capital seekers, & capital enablers across Georgia

Hosting **networking opportunities** for impact investing stakeholders to build community

Partnering with both Georgia-based and national partners to convene roundtables and strategy sessions to help more impact capital flow in and across the state GSIC's activities drive the following outputs:

Number of unique ecosystem organizations (foundations, CDFIs, nonprofits, etc.) and individuals trained by GSIC

Number of **unique communities represented** in GSIC programming and events

Number of non-Georgiabased organizations participating in GSIC educational trainings and workshops

Number of non-Georgia investors connecting to local partners at GSIC events or through GSIC referrals

**Dollars invested** in Georgia-based enterprises, projects, funds, businesses, and nonprofits

Number of impact investing job opportunities and impact investing-related events promoted

Number of ecosystem partners and the total dollar amount of pipeline investments identified on the ecosystem map

Number of unique individuals participating in routine networking opportunities

GSIC advances these short-to-medium-term outcomes:

More impact-first investors (foundations, endowments, & anchor institutions) have the culture & systems in place to deploy impact investments in Georgia

More capital seekers (nonprofit & social enterprises) see themselves as potential recipients of impact investments

More of Georgia's financial capital (from grants to investment) flows into key "impact clusters"

More capital, community development orgs., & impact investors are active in rural & mid-sized GA communities

More Georgia-based capital seekers have capacity, awareness, & relationships to access national and regional pools of capital & funding

More philanthropic impact investors have line-ofsight into how their capital can catalyze other sources of public & private investment

National & regional investors **look to Georgia to find human capital** to fill key staff roles GSIC is working towards the long-term outcome whereby Georgia's impact investing ecosystem:

**Provides** Pathways for Collaboration, Partnerships, Co-Investment, & Network-Building

**Translates** Local Knowledge, Context, & Understanding into Community Investment Strategies

**Centers** the Needs and Opportunities of Those Without Traditional Capital Access

**Encourages** Impact-First Capital, Blended Finance, & Catalytic Capital

**Pushes** for Continual Improvement & Impact Evaluation



