



Rally Assets announces unique impact fund

July 13, 2020

[TORONTO, ONTARIO] Impact investment firm Rally Assets today announces the launch of two impact funds: Rally Total Impact Fund (RTIF) and Rally Global Equities Impact Fund (RGEIF). The funds were created in response to client demand for credible impact alternatives.

The RTIF is unique: It is a Canadian impact fund that is global and multi-asset-class consisting of public and private investments.

“We’re certainly filling a gap in the market. Over the last decade of working with impact investors, I’ve seen consistent interest in an impact fund like RTIF. The holy grail! Investors want the deep impact of private markets but also want liquidity and ease of managing their portfolios,” says Kelly Gauthier, Managing Director and Partner.

“We worked collaboratively with investors to create these funds,” says Marc Foran, the firm’s Chief Investment Officer: “They use Rally’s proprietary framework for measuring and managing impact that combines traditional fundamental and financial analysis with deep impact analysis by evaluating not only what companies sell but also how they operate and treat stakeholders.”

One client in particular, HighView Financial Group, was instrumental in helping to design RTIF: “More than 18 months ago we were getting more interest from our clients for impact investing yet there were no suitable products available in Canada. After extensive discussion and rigorous due diligence, we are pleased to be the seed investor to launch the Rally Total Impact Fund,” says Loren Francis, Vice-President and Principal. “It is clearly the right product at the right time.”

“How and where we invest our assets is a powerful and necessary tool for creating a more just and resilient society.” says Upkar Arora, Rally’s CEO. “As a firm we are committed to making it easier for every asset owner to generate financial returns and deliver social or environmental benefit. The launch of these funds is another step to delivering on that commitment.”

More alternatives for more investors

With these funds, Rally is now able to provide investment alternatives for accredited investors. For clients with specific needs and larger investment allocations, Rally continues to create customized impact portfolios. These investment alternatives build on the complete suite of impact advisory services that Rally already provides to family offices, high net worth individuals, foundations, and other investors.

[Majestic Asset Management](#) serves as the investment fund manager while Rally Assets is the Investment Advisor for the funds, which are available through fundserv. More information can be found in the [Offering Memorandum](#).

The funds:

- **Go beyond ESG** (using environmental, social and governance factors to evaluate risks) and responsible investing (avoiding harmful investments) to target investments that contribute to measurable positive impact for society and the environment.
- **Start with impact.** The firm first identifies high-impact opportunities that contribute to the UN's Sustainable Development Goals and then applies traditional fundamental analysis and due diligence to select investments that optimize portfolio impact and risk-adjusted returns.
- **Are actively managed.** The firm takes an active role in security selection and engages with portfolio companies and funds.

- 30 -

ABOUT RALLY ASSETS

Rally Assets is an impact investment management and advisory firm. It works with corporate and institutional investors, foundations, family offices and philanthropists to deliver specialized solutions that help its clients create positive social and environmental impact without compromising financial returns. Since its start in 2010, it has been a trusted leader in the sector.

Rally is a Portfolio Manager and Exempt Market Dealer registered in Alberta, British Columbia, Ontario and Quebec with the respective provincial securities commissions.

rallyassets.com

FOR MORE INFORMATION

Estelle Taylor,
Marketing and Communications Manager
647-679-1646, etaylor@rallyassets.com