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Community Leaders Launch Effort to Map Georgia's Social Impact Ecosystem

ATLANTA, January 25, 2018 -- A group of community leaders known as the Georgia Social Impact Collaborative (GSIC) is launching the state's first-ever network map designed to connect and educate investors on impact investing, the concept that investments can achieve both a financial and social return. GSIC is leading the charge to reach out to social enterprises, intermediaries and investors of all types – philanthropic, institutional, private sector and public sector – to join the “Georgia Social Impact Map” (the “Map”) in order to better understand our state's stakeholders, assets and gaps in regard to impact investing. The goal is to create an online platform where investors, investees and key enablers can learn about social issues, such as education or healthcare, that are in need of investment capital and how to connect to make deals happen.

Around the globe, impact investing is growing rapidly as investors are increasingly seeking social outcomes as well as financial returns. In fact, impact investing in the United States has exploded over the past decade and now totals over \$8.7 trillion, according to [US SIF](#). In Georgia, we have vast resources – a prosperous private sector, numerous social entrepreneurs and a vibrant philanthropic community – all looking for ways to tackle social issues of common concern. The [members of GSIC](#), as well as the Map's [advisory committee](#), believe the region is poised to emerge as a leader in this growing marketplace.

To further develop Georgia's ecosystem for impact investing, GSIC is constructing this comprehensive Map as an online resource designed to educate and inform investors on issue areas that are in need of capital. The Map's website – GaSocialImpact.com – will also provide information on events, workshops, conferences and programming that supports the space. As the ecosystem develops and new investors, entrepreneurs, and intermediaries come on the scene, the Map will continue to be a resource to support the expanding ecosystem.

According to Sam Moss, the chair of GSIC, “Our vision is for the Georgia Social Impact Map to identify resources and gaps, connect and educate our players, and accelerate impact investing opportunities across the state.”

“For the Map to truly support the growing interest in impact investing, we plan to make it as inclusive and comprehensive as possible, so we hope everyone will be excited to participate,” said Mark Crosswell, a member of GSIC and project leader of the Map. He adds that “we'll be reaching out to all types of stakeholders to answer online questions or take part in a short telephone interview. We hope everyone will get on the Map!” As the Map develops, the website will evolve to include even more resources and participants.

The initial data collection for the mapping project is scheduled to be completed by March 31, 2018, and later this spring, a full report on the social impact ecosystem will be available on GaSocialImpact.com.

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