



**COMMON INTERESTS**  
With An Eye Toward Our Future  
*Empowering Financial Wellness*



Investments  
that match  
your values



## Table Of Contents

<b>The Common Interests Team .....</b>	<b>3</b>
<b>Introduction From Our founder .....</b>	<b>4</b>
<b>Impact Of The Firm .....</b>	<b>6</b>
<b>Advocacy By The Firm On Behalf Of Clients ...</b>	<b>7</b>
<b>Impact In The Financial Services Industry .....</b>	<b>8</b>
<b>Impact In Our Community .....</b>	<b>9</b>
<b>The Sustainable Development Goals .....</b>	<b>10</b>
The Story Of Our Impact Targeting Project .....	11
The Results Of This Project .....	12
Impact Targeting Stories .....	14
<b>Our first Direct Impact Investment .....</b>	<b>20</b>
<b>Looking Forward .....</b>	<b>21</b>



## The Common Interests Team



**Bob Goellner**  
CFP®, ChFC, CLU  
*Managing Partner  
Financial Advisor*



**Max Mintz**  
*Partner  
Financial Advisor*



**Ruth Arriaza**  
*Office & Client  
Service Manager*

We also want to take this opportunity to highlight our past interns, and recognize where they are now. We're proud of them all, and look forward to continuing this tradition in the future.



**Dianna Jones** is now the Development Manager at Youth ALIVE! Dianna leads the community education and sustainable development efforts of Oakland's anchor violence prevention organization. In the fall of 2019, she plans to begin coursework to earn her CFP®.



**Jeso O'Neill** has completed the MBA she was working towards while with us, and now serves as Vanderbilt Financial Group's Director of Communications! We're thrilled to still have her as a part of our extended family, and her help was instrumental in the preparation of this report.

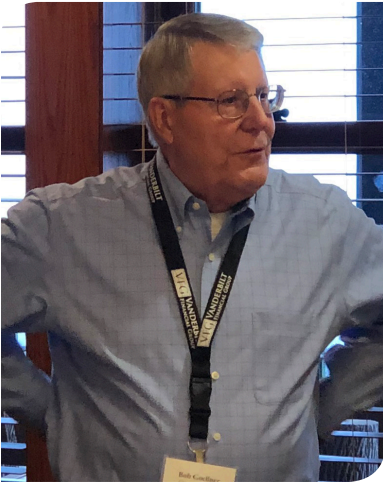


**Jamil Barnes** is now a financial advisor, Jamil is currently with NY Life and earned his CFP® designation.



**Nick Bongiovanni** is a rising senior at The George Washington University, majoring in International Affairs with a minor in Business Administration, and concentration in Economic Development. We look forward to seeing the impact he will create in the future.

## Introduction From Our Founder: Bob Goellner



Welcome to the first Common Interests Impact Report! This report gives us an opportunity to look at the past year, to learn about and take credit for the impact of our investments and our firm. As we move through these pages, it is amazing to see what we have accomplished for the 'Greater Good!' Max, Ruth and I look at this report from the standpoint of our three-person office in Metuchen, NJ. You, as our clients and friends, can see these accomplishments as the impact YOU have made by working with us. Collectively, this is where the power of change happens. These impacts will be lasting and powerful. We hope you will see what we did, how powerful it was, and feel good about the results that WE generated, Together!

Believe it or not, Common Interests is 25 years old this year! The saying, "Everything old is new again" certainly applies to us! "We consider ourselves pioneers in the Sustainable, Responsible and Impact (SRI) and Environmental Social and Governance (ESG) investment universe, and position ourselves as thought leaders in the industry."

Common Interests turned a corner after the 2007-2008 market drop. At that point I made two decisions. The first: I do not have the constitution to be a retiree; I have only one direction and one speed: straight ahead at full speed! Second: that the SRI/ESG theme was the best way to move the needle on the problems facing us and our planet. I decided to adopt that theme 100% in my practice. I also saw clearly that WE WILL HAVE TO FIND THE SOLUTIONS OURSELVES. It was as clear to me then as it is today, that we cannot wait for the government or corporations to change. We are driven by the tenants of Kant's Categorical Imperative, which I paraphrase as, "Act in such a way that if everyone else acted the same, the world would be a better place!" Here we are, 10 years later, reporting to you the change we have actually made.

We are particularly, and humbly thankful for the awards we received last year! For the third year in a row, we received the prestigious "Best for The World Award" from the B Lab. We were in the top 10% of the certified [B Corp community](#) (~2,700 companies in 150 industries across 64 countries) for Customer Impact! We also won an award from the NJ Department of Labor's Financial Services



New Jersey  
Financial Services  
Talent Network

*Industry Champion  
Award*

Presented to

**COMMON INTEREST  
FINANCIAL**

2018



Talent Network for our efforts in introducing their Apprenticeship Grant program to the NJ Financial Planning Association. Finally, we were recognized by our own Broker/Dealer for our contributions made on their Advisory Council.

Another surprise has been the industry recognition we have generated. [Equity Magazine](#) interviewed us and wrote a multi-page spread about the firm in their magazine. We were also asked to be part of a [video on Responsible Investing for The Atlantic Magazine](#), and we served as panel members at several industry leading conferences such as the SRI Conference. The Aim2Flourish organization, the world's first global initiative steering future business leaders towards achieving the UN Sustainable Development Goals, [interviewed us](#), and as a result, we were awarded the [Flourish Prize for SDG #8: Good Jobs and Economic Growth!](#)

We have also developed quite a "road show" of speaking engagements. We have created a multi part Financial Wellness course, the purpose of which is to "get a person's or family's financial house in order". We have given this presentation at churches and libraries (let us know if you'd like us to come to your organization), and are now regularly speaking to Business School students, making the business case for sustainability. We have presented at, and look forward to returning to, Rutgers, Drew, Fairleigh Dickinson (both campuses), The New School, and William Paterson.

Of course, the old saying, "good work gets more work" is starting to really apply! I now serve on the Advisory Board of [Social Impact 360](#), an organization which runs college chapters to support the development of "Values Based Entrepreneurs." Max is now on the Advisory Board for the [Investment News Impact Forum](#), and he is the Treasurer for the [Alliance for NJ Environmental Education](#).

We still even make time for some fun! Last year's highlight was being asked to participate in the opening of the New York Stock Exchange on October 15th. What a great feeling that was! We attended five industry conferences in 2018, particularly enjoying the SRI Conference in Colorado, as well as conferences at the United Nations. In July, we held our first Client Appreciation Event in The Old Franklin School House in Metuchen. We, and everyone there, enjoyed the evening, ate way too much, and launched our client impact survey (more about this later!).

We hope that as you read our Impact Report you will see that Common Interests is a unique firm. It will be evident that in addition to "Empowering Financial Wellness," we are making a real difference, creating a positive change in both human behavior and our earth's sustainability. You will have an opportunity to see our firm operate, in its many different personas, locally, state wide, nationally, and globally. I commandeered the William Johnsen quote "If it is to be, it is up to me!" We hope that as you weave your way through the report you will begin to appreciate that, in the case of Common Interests and all of our clients and friends, that phrase needs to be, "IF IT IS TO BE, IT IS UP TO US!"

Enjoy the report, it belongs to YOU!



**Bob Goellner** CFP®, ChFC, CLU  
*Managing Partner, Financial Advisor*

## Impact Of The Firm

Impact is about more than just investing. To us, understanding and mindfully shaping the impact of our firm begins with our investment portfolios, but extends through every part of our business. That's why, in 2014, we became a [Certified B Corporation](#).

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. We're proud to have the [B Lab](#) as our partners in sustainability, providing independent auditing of our practices and benchmarking us against our peers so that we can strive to be better.



We're proud to have been honored as "[Best For The World](#)" in the Customer Impact category for the third year in a row. This means we've scored in the top 10% in this category of all of the ~2,700 Certified B Corps, representing 150 industries across 64 countries. Next year we hope to be Best For The World Overall, and have made a number of changes to our business to enhance our sustainability practices.



Since our last assessment in 2016 (*which our Best For The World score has been based on*), we've replaced our lighting system with LEDs, dramatically reducing our energy consumption, switched our energy usage from 2% renewables through PSE&G to 100% wind power through our partners at Arcadia Power, and most significantly, [changed our most significant supplier, our Broker/Dealer](#) to align our entire supply chain with our sustainability mission.

We now measure our energy usage and have purchased over 13,000 kWh of clean energy, reducing our carbon footprint by over 10 tons of CO<sub>2</sub> through this shift alone. We've moved from paper to digital signatures on

our paperwork, which saved 4033 pages from being printed out in 2018. This saved 1/2 of a tree, 362 lbs of CO<sub>2</sub> emissions, 431 Gallons of water, and 23.7 lbs of solid waste\*. Across Vanderbilt Financial Group, we've saved 84 trees, 3 swimming pools worth of water, 6 cars worth of CO<sub>2</sub> emissions, and 1/2 of a dumpster, over 4,000 lbs of waste. We're happy to show you the stats!

Our charitable giving program continued in full swing this year as well. We made over 225 donations to Heifer International in honor of our clients and their beneficiaries through Heifer's birthday honor cards. Each year we choose a theme for our gifts, and this year we're focused on Reforestation through the gift of trees.

### Clean kWh

Clean kWh purchased

 **13,005**

### Clean impact

Tons of CO<sub>2</sub> equivalent

 **10.66**

\*Environmental impact estimates were made using the Environmental Paper Network Paper Calculator Version 4.0. For more information visit [www.papercalculator.org](http://www.papercalculator.org).

## Advocacy By The Firm On Behalf Of Clients

We also engage in Advocacy on behalf of our clients. While the investment partners we work with engage with the companies they own in their portfolios, we supplement this with targeted engagements around issues that matter to our clients. In the past year, we've participated in the following engagements:

Since many of our clients are deeply concerned with the effects of Climate Change, we signed the [investor statement to governments on climate change](#), joining 319

investor signatories to call on governments around the world to achieve the goals of the Paris Climate Agreement. Following this letter, we joined the Principles for Responsible Investment's [Sustainable Stock Exchanges Initiative](#) and engaged with the [International Organization of Securities Commissions](#) (the SEC's trade organization) to encourage them to endorse ESG disclosure and implement the Financial Stability Board's Task Force on Climate Related Financial Disclosure's recommendations.

One of our clients reports on the commercial fishing industry, and has seen firsthand the future of his business. At his request, we sought out an engagement around seafood, which resulted in us providing planning and strategy assistance for the [Keystone Dialogues](#), a series of [high level meetings](#) between the Stockholm Resilience Center and major seafood producers. This was highly successful and resulted in the creation of SeaBOS, Seafood Business for Ocean Stewardship, an ongoing initiative currently working on [traceability issues in the industry](#). [You can view a presentation on the initiative here.](#)

After another of our clients became concerned about antibiotics misuse in livestock supply chains, we partnered with [Farm Animal Investment Risk & Return \(FAIRR\)](#) to engage the restaurant industry around the risks posed by antibiotics overuse. [You can read the report on this engagement here.](#)



*Signatory of:*



## Impact In The Financial Services Industry

We view our advocacy as extending to the financial services industry as well – by encouraging more financial advisors to follow our example and begin using ESG and SRI investments in their clients’ portfolios.

Max participated in an [InvestmentNews webcast on socially conscious investing](#), and was subsequently [quoted in their paper](#). He was also featured as an advocate for [ESG investing with ETF Trends](#).

Bob and Max attended the 2018 Sustainable Investing Conference at the United Nations, and look forward to attending again in 2019. While there, they met with delegates to the UN and discussed the progress towards achieving the Sustainable Development Goals.



### THE 2018 SUSTAINABLE INVESTING CONFERENCE AT THE UNITED NATIONS

United Nations Headquarters, Economic and Social Council Chamber, New York City  
Tuesday, September 11, 2018 (7:30 a.m. - 6:00 p.m.)



Max also presented at the 2018 Sustainable, Responsible and Impact Investing Conference in Colorado Springs, where he shared Common Interests’ story and advised other advisors on how they can integrate SRI/ESG into their practices on a panel moderated by the CEO of the conference.

As part of the firm’s outreach, Bob and Max both presented at the New Jersey Grassroots Organizing Conference, organized by NJ PIRG. They shared notable achievements in shareholder advocacy from the past year and provided training on how to talk with financial advisors about sustainability issues over lunch.



Max also attended the Bloomberg Global Responsible Investing Forum as a part of Climate Week NYC, engaging in dialogues with the industry around sustainability issues. This event was partly responsible for the production of this report, as attendees were challenged to report on their impact in a way their clients can understand, which launched us on this journey!



## Impact In Our Community

In 2018, our office manager, Ruth Arriaza connected Common Interests with the Young and Bold Organization. Common Interests served as the facilitator for a unique program these young adults developed, devoted to empowering financial wellness.

Young and Bold, an initiative of the Nuevas Fronteras Presbyterian Church in Plainfield, NJ in conjunction with The Zoe project, was created to:

- Nurture and Educate Young Adults for their Financial Well-Being
- Reduce the Constant Fear and Create Relationships/Networks
- Provide Educational Resources
- Reach Goals
- Improve Lives

Bob and Max conducted a series of workshops with the Young and Bold group over the course of 3 weeks. The program was designed to deliver usable and practical tools and tactics to build financial wellness through life skills. There was also an underlying theme throughout the program focused on self-esteem and self-actualization issues, an integral part of Bob's personal mission statement. The end goal of our interaction with Young and Bold was for each person to have the tools and skills to run their financial lives and look forward to a viable and productive adulthood as a self-confident proactive adult with a willingness and desire to self-direct their own future.



Our firm's commitment to financial wellness extended to our home towns as well. Once we'd completed our work with Young & Bold, we took our show on the road to both the Metuchen and North Plainfield libraries. We ran sessions on financial wellness for our communities, which were well received, and are continuing into this year.

Finally, we partnered with business schools at universities around the region to do presentations on Social Entrepreneurship, Sustainable Investing and Financial Wellness. In 2018, we presented at Drew University, Fairleigh Dickenson (both the Florham Park campus and the Metropolitan campus), and William Patterson University.

# An Introduction To The UN Sustainable Development Goals(SDGs)

In September 2015, Heads of State and Government at the United Nations agreed to set the world on a path towards sustainable development through the adoption of the 2030 Agenda for Sustainable Development. This agenda includes 17 Sustainable Development Goals (SDGs), which set out 169 quantitative targets across the social, economic, and environmental dimensions of sustainable development – all to be achieved by 2030.

These Global Goals provide a framework for shared action “for people, planet and prosperity,” to be implemented by “all countries and all stakeholders, acting in collaborative partnership.” At Common

Interests and Vanderbilt Financial Group (our Broker Dealer), we see the SDGs as an opportunity for investors to engage your investments with your core values in focusing the impact you’d like to achieve through the categories that are most meaningful to you.

We can offer many resources and tools to help you navigate and incorporate the SDGs into your investments, philanthropic giving, and personal life. Wherever you are in your impact journey, we’d be happy to work with you on building out the common language we can all use to do good in the world.



**Goal 1:** End poverty in all its forms everywhere

**Goal 2:** End hunger, achieve food security and improved nutrition and promote sustainable agriculture

**Goal 3:** Ensure healthy lives and promote well-being for all at all ages

**Goal 4:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

**Goal 5:** Achieve gender equality and empower all women and girls

**Goal 6:** Ensure availability and sustainable management of water and sanitation for all

**Goal 7:** Ensure access to affordable, reliable, sustainable and modern energy for all

**Goal 8:** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

**Goal 9:** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

**Goal 10:** Reduce inequality within and among countries

**Goal 11:** Make cities and human settlements inclusive, safe, resilient and sustainable

**Goal 12:** Ensure sustainable consumption and production patterns

**Goal 13:** Take urgent action to combat climate change and its impacts

**Goal 14:** Conserve and sustainably use the oceans, seas and marine resources for sustainable development

**Goal 15:** Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

**Goal 16:** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

**Goal 17:** Strengthen the means of implementation and revitalize the global partnership for sustainable development



## The Story Of Our Impact Targeting Project

Up until this point, we've been highlighting the way we have spent our resources (time, money and energy) as a firm to create impact. The rest of this report is about our clients and how the amazing community we've built together directed the impact of our investments.

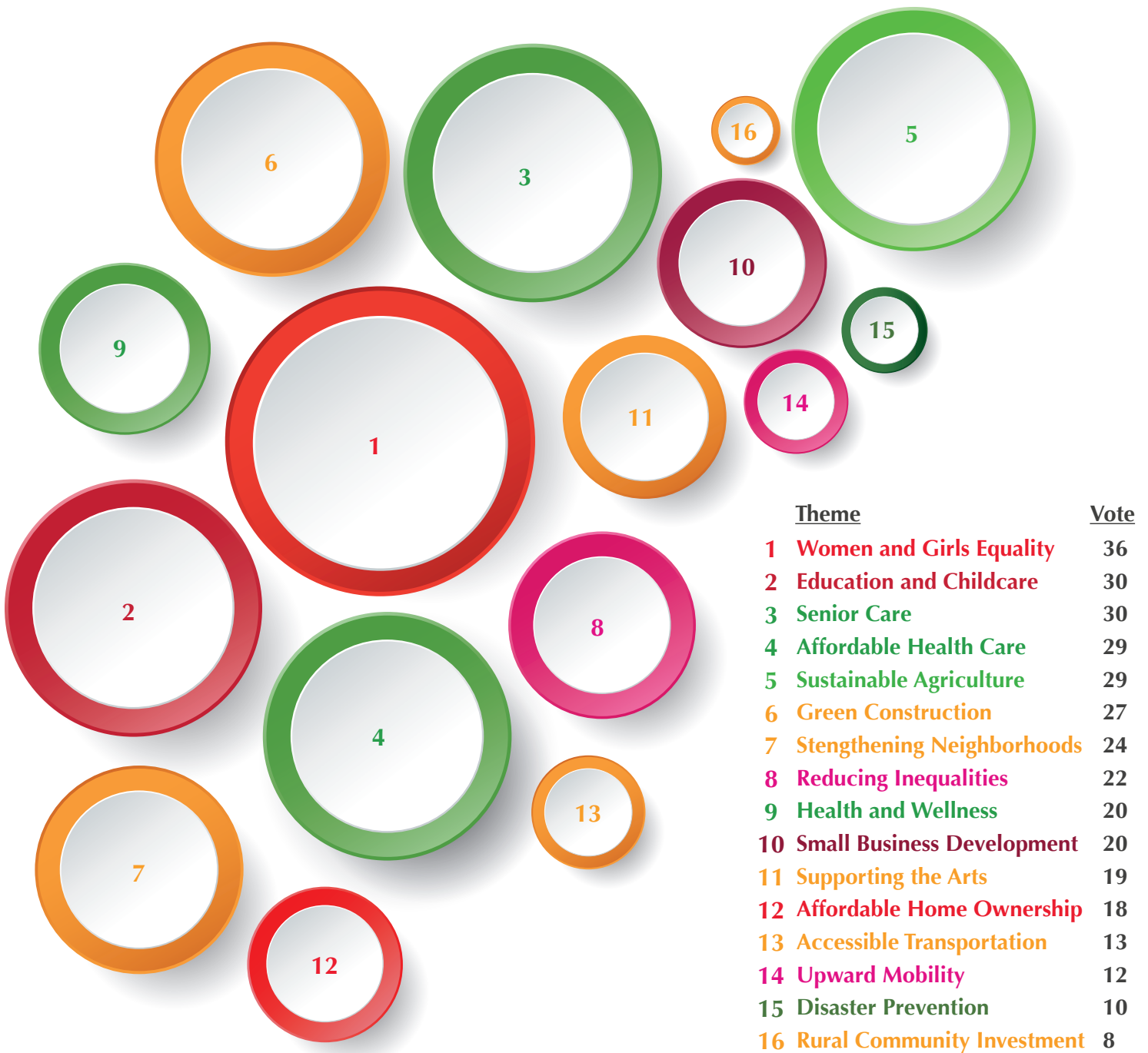
As advisors, we're constantly looking for opportunities to fulfill our responsible investing mandate. Upon meeting David Sand, Chief Impact Officer at Community Capital Management (CCM) in 2017, we recognized a partner that was willing to find creative solutions to a tough problem. David had created an impact targeting program within CCM's bond funds, where bonds in the mutual fund can be targeted to specific investors. This is a unique program for a mutual fund, and as you'd expect, it takes a significant investment to get to the point where CCM can do the targeting: \$500,000 minimum. We worked with David to make a small but important change to their program: they applied this minimum investment amount to our firm as a whole, rather than our individual clients.

This change was the key. Community Capital Management's funds represent a core holding in our fixed income portfolios, which means we are able to target more than one impact theme. At our first Client Appreciation Event in 2018, we announced this project and created a survey so that our clients could choose which themes to support. We're proud to present this data, the choices our clients made, and show how we were able to select bonds that advance our clients priorities in the pages that follow.

On the next pages, we will present the data generated by this survey. This data is our attempt to 'show our work' and highlight why we worked with Community Capital Management to select the projects in this report. The first chart, on page 12, shows the results of our client interest survey. You will easily see how tight the scoring is for the first 5 themes. The second chart, on page 13, is the same kind of survey, but this time we asked about the SDGs. You will note that there are three SDGs with scores in the 40s. The results of the first chart are now reflected in our Community Capital Management bond positions and you will see the stories about the bonds that were selected based on these results starting on page 14. The results of the second chart are now reflected in our clients' personal portfolios, depending on which SDGs motivate them the most. We have also used this data to find high-impact investments, like the one on page 20, that fit our clients' impact preferences. The key point of all of this is that we want our clients to express themselves and their values in the investments they make. In other words we want them to be a part of the solution, not a part of the problem!

By highlighting the impact themes that each bond supports (see the bottoms of pages 14-19), you can see how our clients wishes set the direction of this project. Believe it or not, we've cut these stories down significantly in the interest of space, so if you'd like to see the full reports from CCM, just send us an email at [info@commoninterestsfinancial.com](mailto:info@commoninterestsfinancial.com) and we'll be more than happy to share them.

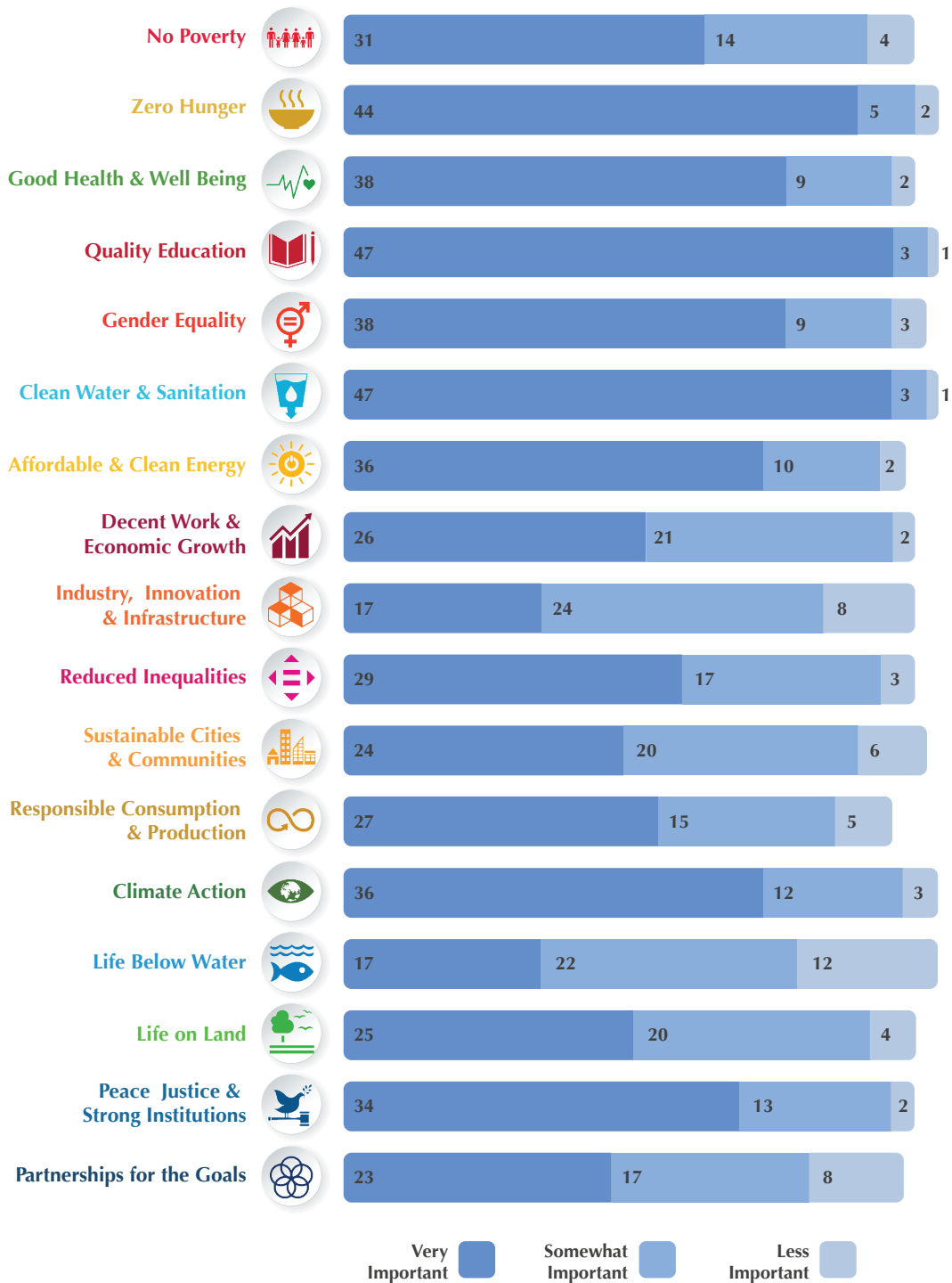
# Client Priorities As Surveyed In 2018



Source: Common Interests Client Survey Data, 2018



# Client Priorities For The SDGs



Source: Common Interests Client Survey Data, 2018



# Impact Targeting Stories

## Grove Place Apartments Low-Income Housing property located at 1881 Grove Boulevard in Austin, Texas



Out of the 184 units available, 146 are restricted to residents with incomes at or below 60% of area median income.

This building is next door to Safe Place, a shelter and support organization in urban Austin. For over 45 years [Safe Place](#) provided up to 18 months of transitional housing and services for abused women and their families on a secure 20-acre campus. However, at the end of the 18 months, many of the mostly poor women working minimum-wage jobs faced the need to move to other housing, which many of them can not afford. Many times this leads to a victim returning to live with an abuser, as they simply have nowhere else to go. Frequently, when women leave the Safe Place apartments, they are also effectively cut off from the variety of support services available including, counseling, day care and a charter school.

In order to address this, Tekoa Partners opened up the 184-unit Grove Place Apartments next door to give victims a long-term affordable housing option. Of the 184 units, 35 have been rented to residents of Safe Place. Grove Place also accommodates special-needs families, with 18 units for mobility-impaired residents and another 4 units for those with vision or hearing impairments.



**AFFORDABLE HOUSING**



**GENDER LENS**



**MINORITY ADVANCEMENT**



**SENIORS/ DISABLED**

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## Gitta & Saul Kurlat House

Affordable rental property for the elderly in Brighton, MA

[The Gitta and Saul Kurlat House](#) provides a total of 705 apartments, available to residents aged 62 and older with income levels that meet HUD guidelines for subsidized housing. The property, formerly known as The Genesis House, provides 209 one and two bedroom rent subsidized apartments.

Residents have access to an array of programs and services designed to enhance and facilitate healthy aging. Bilingual resident service coordinators work closely with many community partners to assess residents needs and help them access appropriate services.

Residents have access to a fitness and wellness program, where they enjoy activities in settings that promote physical health and social connections. The campus features an on-site fitness center with senior-friendly exercise equipment where bilingual fitness staff provide personalized instruction.



The project is at the forefront of intergenerational programming, which encourages access to young people, ranging in age from preschoolers to college students, furthering the development of relationships that are mutually beneficial. Each academic year, Jewish Community Housing For the Elderly Directions(JCHE) as part of the 2Life Communities offers multiple programs that enable generations to spend time together teaching, learning and sharing life experiences. Partners for these intergenerational programs include Harvard School of Medicine, Tufts Medical School and Brandeis University. In 2006, 2Life Community's Generations Together program received the prestigious Respectability Award from the National Council on Aging for an Exemplary Program.

Bond proceeds enabled the substantial renovation of the Gitta & Saul Kurlat House and 20 years of extended federal Section 8 Housing assistance. In addition, the refinancing and renovation effort has also spurred the allocation of Low-Income Housing Tax Credits, which will ensure affordability at Gitta & Saul Kurlat House for 30 years.



**AFFORDABLE  
HEALTH/REHAB CARE**



**AFFORDABLE  
HOUSING**



**EDUCATION/  
CHILDCARE**



**ENTERPRISE  
DEVELOPMENT/JOB**



**MINORITY  
ADVANCEMENT**



**SENIORS/  
DISABLED**



**ENVIRONMENTAL  
SUSTAINABILITY**



**HEALTHY  
COMMUNITIES**

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## Highland Hospital

Mental and psychiatric hospital started in 1955 in Clarksburg, West Virginia

In 2010, Highland Hospital was gifted the former United Hospital Center located in Clarksburg, West Virginia, for the purpose of developing and operating the facility as a 150-bed behavioral health hospital. This project was developed in consultation with the West Virginia Department of Health and Human Resources and various federal agencies with the goal to better serve the behavioral health case volumes in the state, which were being either referred out-of-state or left untreated altogether due to a shortage of behavioral and psychiatric hospital beds in the state.



The transfer of ownership included a 50-year restriction mandating that the facility must only be used to provide psychiatric and related mental behavioral health services if owned by a healthcare organization. United Health constructed a replacement hospital in the area, and the restriction prevents a direct competitor from taking over the facility.

### Pediatric Services

All inpatient services for the pediatric patient population are licensed as acute care hospital beds. Current bed types offered consist of the following:

- *Mental Health / Intellectually Disabled Dual Diagnosis*: 5 beds for borderline intellectually disabled individuals based on adaptive and social functioning ages 13 through 17 with a diagnostic and statistical manual diagnosis. This is a step-down unit with average lengths of stay approximately 10 to 14 days. These beds are the only beds of this kind in the state of West Virginia.
- *Mental Health / Substance Abuse Dual Diagnosis*: 10 beds for adolescents requiring treatment for both mental illness and substance abuse ages 13 through 17. This will be a step-down unit with lengths of stay averaging approximately 14 days and will be one of the few facilities in West Virginia providing this service. Highland Hospital in Charleston is the only other private facility providing this service statewide.
- *Acute Care*: 20 beds for acute inpatient behavioral health care for youths ages 3 through 18 (must be under 18 upon admission). The average stay is anticipated to be 5 to 10 days with discharge to an appropriate community based behavioral health service.

### Forensic Services

The facility has 55 forensic beds licensed as acute care hospital beds. Initially, 25 beds have been set up and staffed for patients transferred from other state operated facilities (the William R. Sharpe Junior and the Mildred Mitchell-Bateman Hospital). 25 more beds are licensed and available upon the State's approval for funding. The remaining 5 non-licensed beds will be used for evaluation purposes. Patients have lengths of stay from 2-3 months to over 30 years.



**AFFORDABLE  
HEALTH/REHAB CARE**

### Military and Veterans Affairs Services

Twenty-five (25) beds are to be licensed as acute care behavioral health beds for use by the Military and Veterans.

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## District of Columbia Housing Finance Agency Projects Multi family housing in Washington, D.C.

Affordable Housing projects hit a number of our clients' impact preferences, so one of the targeted bond positions is a series of bonds issued by the District of Columbia Housing Finance Agency. Here are a few of the projects that were funded through this bond purchase:

**1330 7th Street Apartments** is an affordable rental property for families. The property consists of 136 one, two, and three bedroom units, 134 of which receive Section 8 assistance for low income residents.



The property is managed by the [Community Preservation and Development Corporation \(CPDC\)](#), which provides residents with high-quality, tailored, site-based programs and resources for children, youth, and adults. CPDC's Community Impact Strategies team works with residents, private sector institutions, other non-profit organizations, and local and federal government agencies to create strategic alliances which result in increased programs, services, resources and networks that offer residents and those in the immediately surrounding communities with the foundation they need to bring about dynamic change at both a personal and community level.

In collaboration with several nonprofit organizations, CPDC offers educational and youth development programs based on residents' interests and abilities. Through initiatives such as Backpack Buddies Mentoring Program, CPDC is bringing a range of age appropriate resources directly to its communities. Backpack Buddies is a summer mentoring program offered at multiple community sites. The program is devoted to addressing the educational needs of children by focusing on increasing reading and writing skills, exposing children to cultural, educational and recreational events outside of their neighborhoods and providing a community of support for entire family units.

Providing access to technology and training residents on software applications allows CPDC to tackle the "digital divide" that has affected so many individuals earning very low wages. Adult programs include job skill training and college courses, while youth programs range from homework assistance, athletics, and mentoring. CPDC's targeted approach to education was so effective that the average income of 125 adult residents who completed the 18-week career training program almost tripled! The success of CDPC's programs have gained national attention and as a result, CPDC has been able to continue to support residents with day care centers for small children, a recreational youth center, and a college career center. CPDC's community building model consists of five impact areas that serve as the basis for all Community Impact Strategies:

1. *Economic Development*: providing access to job placement and training, financial literacy workshops, transportation, and technology access.
2. *Education*: focusing on early school readiness, youth development, parent engagement, and adult literacy.
3. *Environment*: promoting energy efficiency, recycling, and water conservation.
4. *Health and Wellness*: encouraging health education and awareness; providing nutrition and fitness classes; supporting access to social and human services.
5. *Resident Engagement*: supporting civic involvement, volunteerism, neighborhood leadership, community participation, and cultural exchange.

**Henson Ridge Phase II** provides 156 units of affordable housing for low- and moderate-income families. Henson Ridge is a scattered site project located on the site of the former Frederick Douglass and Stanton Dwellings public housing developments. These were originally built as temporary housing for World War II workers however; Frederick Douglass was deemed uninhabitable in 1998 and left vacant while Stanton Dwellings, with a history of neglect, offered substandard housing in one of the city's poorest neighborhoods plagued by high poverty and crime.



In 1999, D.C. Housing Authority received a \$29.9 million HOPE VI grant from the U.S. Department of Housing and Urban Development (HUD) for the revitalization of these two facilities and named the new development Henson Ridge to honor Tobias Henson, a former slave who had originally purchased and developed the 24-plus acre tract of land. Phase I of the project provided 124 units of affordable housing and Phase II provides an additional 156 units of affordable housing. The project received Low Income Housing Tax Credits ensuring the 280 total rental units will remain affordable for low- and moderate-income residents for a minimum of 30 years. In addition, a total of 320 units have been set aside for affordable home ownership opportunities. The project will ultimately consist of a 600-unit townhouse community (280 rental units and 320 units for affordable purchase). Fifty units were built to serve both seniors and persons with disabilities and meet Uniform Federal Accessibilities Standards. Today, 76% of the 280 rental units are occupied by returning residents of the former public housing properties.

In addition to new housing, the project also provides residents new parks and open spaces, a pool, a campus community center which includes a new public library, new school and a community center with comprehensive programs to serve youth and elderly. Together with the HOPE VI program, the District of Columbia Housing Authority (DCHA) actively engaged residents and schools in the planning process to ensure quality schools in the neighborhood. The Community and Supportive Services Program has already provided education, job training, entrepreneurship and mentoring programs, a state-of-the-art computer learning center and self-sufficiency programs, resulting in more than 270 employment opportunities. The redevelopment of Henson Ridge has also attracted considerable private investment in the surrounding neighborhood, including the recent completion of the neighborhood's first full-service grocery store and a credit union.

Henson Ridge is a green community. During demolition, developers remediated extensive asbestos and lead paint materials, while preserving hundreds of tons of wood flooring, brick, cabinetry, and copper piping to sell on the retail construction market. The developers employed and trained over 83 local workers for this recycling program. Following demolition, the development team embarked on major infrastructure installation, bringing in new electric, gas, water, sewer and sanitary, and telephone services.



New underground storm water vaults serve the site and surrounding neighborhoods, relieving the area's longtime severe flooding issues.

The development's new units are highly energy-efficient; each unit is equipped with ENERGY STAR-rated appliances, HVAC systems and water heaters, and water-saving devices are used on all faucets, showerheads, and toilets. Each design feature provides cost-savings to residents, and lowers the project's environmental impact. The majority of units are town homes with front and rear entries, as well as individual yards, which give residents a sense of ownership and privacy while enjoying the energy-efficiency of town-home living. Walls and ceilings are well insulated, and all windows are double-pane. In 2006, Henson Ridge was recognized with an Environmental Award by the Maryland National Capital Building Industry Association.

**JW King Senior Center** is an affordable rental property for seniors located in a low-income and high-minority census tract. Ninety-nine percent of the population residing in this census tract are minority households. JW King Senior Center is a Low-Income Housing Tax Credit property with 74 tax credit units reserved for low and moderate-income seniors. Additionally, the property receives project-based subsidy from the D.C. Housing Authority, so residents pay no more than 30% of their income in rent.

The property is located close to groceries, a pharmacy, restaurants and only one block from public transportation. Residents have access to a large community room, laundry on every floor and a landscaped patio.



**Wesley House Senior Apartments** is an Income Housing Tax Credit property located at 3400 Commodore Joshua Barney Drive North East in a moderate-income and high-poverty census tract. 96% of the population residing in this census tract are minority households. The property includes 127 one and two bedroom affordable rental units for seniors located in a four-story building. 120 units are restricted to residents with incomes at or below 60% of area median income.

Residents have access to a community room, community kitchen, exercise room, library, vending room, garden and rear deck. Each floor has its own multipurpose room and laundry facilities. The landscaped property has a network of sidewalks and walking paths providing access to outdoor exercise.



**AFFORDABLE  
HEALTH/REHAB CARE**



**AFFORDABLE  
HOUSING**



**EDUCATION/  
CHILDCARE**



**ENTERPRISE  
DEVELOPMENT/JOB**



**MINORITY  
ADVANCEMENT**



**SENIORS/  
DISABLED**



**ENVIRONMENTAL  
SUSTAINABILITY**



**HEALTHY  
COMMUNITIES**

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# Our First Direct Impact Investment

Creating impact in the public markets is a challenge, and our options are limited. Our portfolios are all screened for Environmental, Social and Governance(ESG) factors, and we try to follow the principle of ‘first do no harm’ when constructing investment models. Our Impact Targeting project is in many ways the closest we can come to mindfully designing the impact of our portfolios without additional constraints.

Some of our clients have the means and desire to use their investments to make the world a better place by finding companies that are actively working to improve the world. We have long wanted to help them fulfill this desire and match investors with opportunities both to make money and dramatically increase the scale and impact of companies that need capital to grow.



We’re proud to say that in 2018, we found the first high-impact private company raising money that met our impact criteria: TerraCycle! A local, NJ based company, TerraCycle is recycling the un-recyclable. As part of our Due Diligence, we visited TerraCycle’s offices in Trenton with a team from Vanderbilt, and met with their executives to get a better understanding of the company, their culture, and their mission. We learned a lot about waste!

Capital invested by Common Interests’ clients will help TerraCycle grow and acquire new businesses, hire NJ’s best engineering talent, and keep more waste out of landfills. The company also gives back to our region through community events such as their recently completed Upcycled art exhibit, which you can take a [video tour of here](#), and [read more about here](#).

We looked for this opportunity because of our client survey, and intend to keep looking for unique investment opportunities that advance our clients’ goals.

*TerraCycle may not be suitable for all investors. The information contained in this report is neither a recommendation to purchase or a recommendation to sell TerraCycle. Please consult your financial advisor for such guidance.*







## Looking Forward

Thank you for joining us on our Impact Investing journey! If you've read through this entire report, you're clearly interested. You deserve a special THANK YOU! We hope that producing this report has helped to show both you and other investors what is possible. Please share it!

By focusing on the impact of our firm, we've left out the work done by our partners, the mutual fund families and non-profits we work with. Their shareholder advocacy efforts compliment our work and magnify the impact of our investment portfolios. At the bottom of this page, you will see links to some of them that will take you to their impact report, impact blog, or a page that shows their uniqueness. We've curated this list to show the tools we use, the partners we choose and the impact they create on the world.

We hope you will join us on our continued journey, and add your voice to our direction. Most of the work in this piece was created because of conversations with clients, and we welcome your input and suggestions so we can continue to serve your needs.

- *Arabesque*: [S-Ray, a tool that allows you to explore the sustainability of the world's biggest companies](#)
- *As You Sow*: [A non-profit promoting corporate social responsibility through shareholder advocacy and reporting](#)
- *Appleseed*: [A B Corp highlighting ESG, Engagement and Community Investing](#)
- *Calvert*: [Engagement, Research and impact](#)
- *Community Capital Management*: [Read about the rest of their impact](#)
- *Green Century*: [Non-Profit Owned Impact managers with award winning shareholder advocacy.](#)  
[See here](#) for an example around Green Century's advocacy around palm oil, which helped to keep 1.5 gigatons of carbon out of the atmosphere.
- *Mirova/Natixis*: [Insights and research into the impact of carbon and sustainability on performance](#)
- *Nuveen*: [Engagement, Integration and Impact from one of the founding signatories of the United Nations Principles for Responsible Investing](#)
- *Parnassus*: [Engagement, Community investing, Giving Back and more](#)
- *Saturna*: [From the Yardarm, Thoughtful investor education on sustainability, ESG, and more esoteric issues](#)

Please call us at 732-710-4934, email us at [info@commoninterestsfinancial.com](mailto:info@commoninterestsfinancial.com), or just [schedule an appointment by clicking here](#).

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