



A GUIDE TO TALKING ABOUT MORALLY RESPONSIBLE INVESTING

UNDERSTANDING MORALLY RESPONSIBLE INVESTING

- Morally responsible investing (MRI) is a subset of impact investing
- Impact investing screens out companies from a portfolio to align with the belief system of an investor
- MRI may screen out companies that conflict with moral values such as abortion, embryonic stem cell research and pornography
- MRI is pro-family and pro-life

WHO TO TALK TO ABOUT MRI



- Catholic clients or prospects
- Influencers who may serve on a parish committee
- Friends and family members of clients (ask for referrals)
- Conservative investors
- Pro-life or pro-family investors
- People who make significant charitable contributions
- Religious organizations

HOW TO TALK ABOUT MRI

- Listen for verbal cues: “I just came from a fundraiser”, “I took my grandchildren to Mass”, etc.
- Broach the subject by asking known Catholic or pro-family/pro-life clients and prospects if they have considered investing in alignment with their moral beliefs
- Explain that investing in MRI funds may not necessarily result in reduced performance
- Ask conservative clients how they feel about excluding certain companies from their portfolios

AVE MARIA MUTUAL FUNDS

- Launched in 2001
- Largest Catholic mutual fund family (pro-life and pro-family)
- Place emphasis on both security selection and moral criteria
- Professional portfolio managers and analysts average over 20 years of investment experience
- Catholic Advisory Board advises which companies should be excluded from funds because of moral reasons
- Four domestic equity funds, as well as a world equity and a fixed income fund

SCREENING PROCESS

Companies Eliminated by the Ave Maria Mutual Funds Moral Screens

Abortion

**Abortifacient Producers, Hospitals
Insurance Companies & Retail**

Embryonic Stem Cell Research

**Companies engaged in embryonic stem cell
research**

Planned Parenthood

**Companies that contribute corporate funds to
Planned Parenthood (the largest provider of
abortions in the U.S.)**

Pornography

**Producers & Distributors, including Media Cos.,
Hotels, Retail, Internet & Cable Providers**



AVE MARIA MUTUAL FUNDS

INVESTMENT OPTIONS

Fund Name & Ticker	Category	Goal	Investment Focus	Lead & Co-Manager(s)	Inception Date
Focused AVEAX	Large Blend	Long-term capital appreciation	Invests in companies of all sizes offering high earnings growth potential	<u>Chadd M. Garcia, CFA</u> Adam P. Gaglio, CFA	5/1/20
World Equity AVEWX	World Stock	Long-term capital appreciation	Invests in companies of all capitalizations from around the world.	<u>Anthony W. Gennaro, CFA, CPA</u> Sean C. Gaffney, CFA	4/30/10
Growth AVEGX	Large-Cap Growth	Long-term capital appreciation	Invests in mid-cap and larger companies offering above-average potential for growth in revenues, profits and cash flow.	<u>Adam P. Gaglio, CFA</u> Chadd M. Garcia, CFA	5/1/03
Value AVEMX	Mid-Cap Blend	Long-term capital appreciation	Invests in companies that are believed to be undervalued relative to their intrinsic worth.	<u>Timothy S. Schwartz, CFA</u> Ryan M. Kuyawa, CFA	5/1/01
Rising Dividend AVEDX	Large Blend	Long-term capital appreciation and a rising stream of dividend payments	Invests in dividend-paying common stocks.	George P. Schwartz, CFA Brandon S. Scheitler	5/2/05
Bond AVEFX	Intermediate-Term Bond	Preservation of principal with a reasonable level of current income	Invests primarily in domestic investment-grade debt of government and corporate issuers. May invest up to 20% of its assets in equity securities.	<u>Brandon S. Scheitler</u> George P. Schwartz, CFA	5/1/03

RESOURCES AVAILABLE

- Morally Responsible Investing Whitepaper
- Prospecting letter
- Customized mailers
- Personalized ad slicks
- Advisor support

Michael J. Schwartz
Executive Vice President –
Institutional Sales
313-378-2192 (cell)
239-867-4520 (main)
michael@schwartzinvest.com

Todd C. Giessler
Director of Advisory Services
614-284-0702 (cell)
239-867-4520 (main)
tcg@schwartzinvest.com

For Professional Use Only. Not intended for use with the investing public.

Schwartz Investment Counsel, Inc., a registered investment adviser established in 1980, serves as investment adviser for Ave Maria Mutual Funds. The Adviser invests in securities only if they meet the Funds' investment and religious requirements, and as such, the returns may be lower or higher than if the Adviser made decisions based solely on investment considerations. The Funds' method of security selection may or may not be successful and the Funds may underperform or outperform the stock market as a whole. All mutual funds are subject to market risk, including possible loss of principal. The Funds' investments in small and mid-capitalization companies could experience greater volatility than investments in large-capitalization companies. AVEWX invests in foreign securities and securities issued by U.S. entities with substantial foreign operations. Investments in these securities can involve additional risks relating to political, economic or regulatory conditions in foreign countries. These risks include less stringent investor protection and disclosure standards of some foreign markets; fluctuations in foreign currencies; and withholding or other taxes. AVEFX invests primarily in fixed income securities and as a result the Fund is also subject to the followings risks: interest rate risk, credit risk, credit rating risk, prepayment and extension risk and liquidity risk. AVEAX is classified as non-diversified and may therefore invest a greater percentage of its assets in the securities of a limited number of issuers than a fund that is diversified. At times, the Fund may overweight a position in a particular issuer or emphasize investment in a limited number of issuers, industries or sectors, which may cause its share price to be more susceptible to any economic, business, political or regulatory occurrence affecting an issuer than a fund that is more widely diversified. The issuers that the Fund may emphasize will vary from time to time. ***Request a prospectus, which includes investment objectives, risks, fees, charges and expenses and other information that you should read and consider carefully before investing. The prospectus can be obtained by calling 1-866-283-6274 or online at www.avemariafunds.com. Distributed by Ultimus Fund Distributors, LLC.***

200-31-011524 / 16228936-UFD-01/04/2023