



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</u> <u>CPA</u>	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

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