



# 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<br><b>AVEAX</b>         | Large Blend            | Long-term capital appreciation  | Invests in companies of all sizes offering high earnings growth potential   | <u>Chadd M. Garcia, CFA</u><br>Adam P. Gaglio, CFA          | 5/1/20         |
| World Equity<br><b>AVEWX</b>    | World Stock            | Long-term capital appreciation  | Invests in companies of all capitalizations from around the world.  | <u>Anthony W. Gennaro, CFA, CPA</u><br>Sean C. Gaffney, CFA | 4/30/10        |
| Growth<br><b>AVEGX</b>          | 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><br>Chadd M. Garcia, CFA          | 5/1/03         |
| Value<br><b>AVEMX</b>           | 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><br>Ryan M. Kuyawa, CFA      | 5/1/01         |
| Rising Dividend<br><b>AVEDX</b> | Large Blend            | Long-term capital appreciation and a rising stream of dividend payments | Invests in dividend-paying common stocks.   | George P. Schwartz, CFA<br>Brandon S. Scheitler             | 5/2/05         |
| Bond<br><b>AVEFX</b>            | 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><br>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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