

Join our COVID-19

# 40-40 CAMPAIGN

and help us protect the most  
vulnerable in society

APRIL 2020



**LIFE  
CHANGING  
INVESTMENTS**

*Alquity*

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Following the devastating impact of the Coronavirus pandemic on the economies of many countries, Alquity today launches its 40-40 Campaign to accelerate its support for those most affected in emerging markets. Alquity wants to deliver tangible social support for an additional 40,000 people as quickly as possible and has pledged to donate 40% of its revenues derived from new investments from campaign partners into its funds.

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THE 40-40 CAMPAIGN IS CRUCIAL AT THIS TIME BECAUSE THE COVID-19 EPIDEMIC HAS A DISPROPORTIONATE IMPACT ON THE POOR AS:



They are more likely to catch the virus as less able to maintain social distancing due to cramped living conditions



They are more likely to die from it as they are more likely to suffer from chronic health conditions and suffer from them at an earlier age



They are less able to access healthcare and poor countries less able to provide it



The financial impact of quarantines on incomes are more profound and damaging

Our campaign aims to generate sufficient donations to support projects that will have a transformational impact on communities already suffering discrimination, hardship and economic exclusion, which has only been made worse by the Covid-19 epidemic.

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**The Alquity Transforming Lives Foundation has already committed an initial US\$40,000 to kick start the 40-40 Campaign** and is working with our charity partners to identify specific programmes that can deliver tangible impact at this time of crisis.

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## HOW YOU CAN GET INVOLVED IN THE 40-40 CAMPAIGN

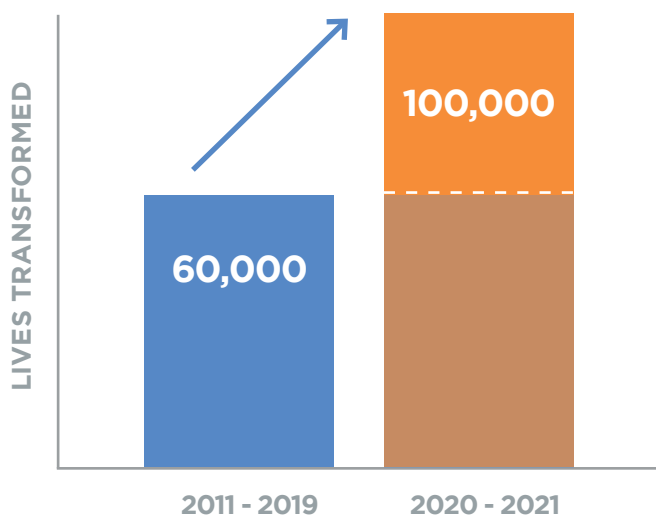
The 40-40 Campaign is about more than investment. It's about creating a movement bringing together like-minded investors who understand that sustainable economic development based upon equality of opportunity, is critical to delivering long term financial returns. For clients to get involved in the campaign, we have developed a specific 40-40 partnership agreement which describes a mutual commitment towards delivering the goals we have set out. As partners in the campaign, as well as the enhanced donation, you will receive regular impact reporting and educational support around ESG and Impact investing.

### FUTURE WORLD FUND



Due to its global nature, we have selected the Alquity Future World for the campaign. The fund invests across Latin America, Asia and Africa using a fully integrated ESG investment process. The Investment Team invests in well managed, responsible businesses that contribute to long term sustainable growth in their markets. Please contact us for more details on the Future World Fund.

## WHY 40,000 LIVES?



Alquity has already transformed around 60,000 lives through our historical donations now totalling over US\$2,000,000. The 40-40 campaign will help us accelerate towards the 100,000 lives transformed total. Achieving this milestone as we celebrate our 10 year birthday in 2021 would be an amazing achievement and further validate the Alquity virtuous circle approach to investing.

## IMPACT

Future World fund allows us to direct the donations to the “most in need” projects across any of the regions where we invest. So far investments into the fund have generated over US\$180,000 in donations to social development projects. Alquity has donated over US\$2m to projects since its inception in 2011. Projects such as Educate!, an East African non-profit which tackles youth unemployment by partnering with schools and governments to reform what schools teach, giving students the skills to start businesses, get jobs and drive development in their communities. However, Educate! does not have online services and social distancing measures resulting from the pandemic will greatly limit their capabilities to support students.

We want to help Educate! to navigate this crisis so that they can continue their amazing work at a time of greatest need.



*The 40-40 Campaign is our response to the severe economic and social hardship the Covid-19 epidemic will cause many people around the world. Alquity has always believed that wherever you are born, you should have an equal opportunity in life and this is even more relevant today. As some of the freedoms and comforts we are used to in developed countries are dramatically reduced, we are getting a glimpse of what daily life is like for some of the poorest people on the planet. This is our chance to transform investment and create a fairer, more sustainable society.*

**Paul Robinson**

Chairman, Alquity

## COVID-19 AFFECTING 13 SDGS

The graphic below shows the devastating impact the Covid-19 pandemic will have on progress towards the UN Sustainable Development goals. Our 40-40 campaign is designed to mitigate this damage as much as possible.





## CONTACT INFORMATION

For more information on how to become a partner in our 40 - 40 campaign:

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