

Expanding Access to Impact Investment - Wealth Advisor Survey

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We're hoping to understand how useful some types of activities or tools may be in supporting you to shift your practice to include more impact investments, including private social impact funds.

We recognize that you may already be doing some of the things we're inquiring about and that there could be some natural overlap and collaboration with the activities of the Responsible Investment Association and other industry groups.

Your feedback will help inform our understanding and recommendations to the Canadian government and other stakeholders and industry bodies on where to focus further resources in support of wealth advisors' longer-term adoption of impact investing and social impact funds.

This questionnaire should take 7 to 15 minutes, depending on how much time you choose to spend on the OpenImpact website in Section 4.

All questions are optional and your responses are anonymous unless you opt to share your information at the end.

Thank you in advance for your opinions!

If you experience any issues please contact Lena Courcol - lcourcol@newmarketfunds.ca

*NOTE - Access to the Canadian Everyday Retail Investor Research findings is provided at the end of the questionnaire.

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Section 1. What information or activities would help you directly?

In this section, please rate the following activities according to how useful you believe they would be in helping you incorporate impact investing into your practice.

1. Marketplace news and updates – a regular source of information about; new funds (private/public), or status updates, innovative examples of how advisors are incorporating impact, regulatory updates, etc.

Not at all useful Neutral Extremely useful

A horizontal scale from 0 to 100 with a slider set to 50. The scale is marked with "Not at all useful" at 0, "Neutral" at 50, and "Extremely useful" at 100. The slider is a white circle with a grey shadow, currently positioned at the 50 mark.

2. Access to impact investing market research and impact investor profiling information (for sales/marketing purposes)

Not at all useful Neutral Extremely useful

A horizontal scale from 0 to 100 with a slider set to 50. The scale is marked with "Not at all useful" at 0, "Neutral" at 50, and "Extremely useful" at 100. The slider is a white circle with a grey shadow, currently positioned at the 50 mark.

3. Multi fund pitch/roadshow events (web or in-person) for wealth advisors.

Not at all useful Neutral Extremely useful

A horizontal scale from 0 to 100 with a slider set to 50. The scale is marked with "Not at all useful" at 0, "Neutral" at 50, and "Extremely useful" at 100. The slider is a white circle with a grey shadow, currently positioned at the 50 mark.

4. Convening of a peer learning and collaboration network of wealth advisors who incorporate impact into their practices (or are trying to).

Not at all useful Neutral Extremely useful

A horizontal scale from 0 to 100 with a slider set to 50. The scale is marked with "Not at all useful" at 0, "Neutral" at 50, and "Extremely useful" at 100. The slider is a white circle with a grey shadow, currently positioned at the 50 mark.

5. Is there anything else that would be of value, or any comments on the ideas above?

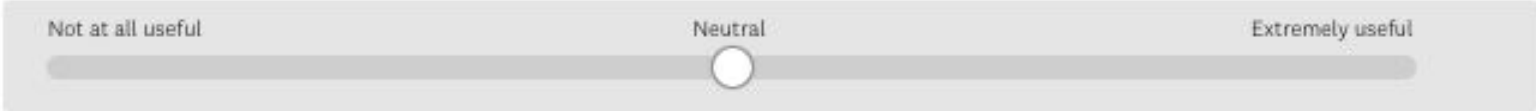
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Section 2. What support tools would be useful to build client understanding, awareness and interest?

In this section, please rate each of the following tools and activities according to your perceived value in how these might be useful to support your clients' adoption of impact investing.

6. Professional marketing materials for each fund with consistent key data points.



7. Professional investor education materials with consistent messaging to help debunk myths and increase awareness and understanding. e.g. presentations, podcasts, infographics.



8. Access to speakers and subject matter experts for investor-friendly events (web or in-person) i.e Impact 101, or themed (clean energy, social purpose real estate development, gender-lens investing, etc.)



9. General public impact investing awareness and education campaigns.



10. Do you have any other comments on the ideas above, or further ideas of tools or activities that may be useful to your clients?

A large, empty gray rectangular box for providing additional comments or ideas.

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Section 3. Improving Access to Needed Information: OpenImpact

We've heard from all types of investors and advisors that it would be very helpful to have a central source for information about impact investment opportunities as well as a central place for education materials and sector information.

OpenImpact was developed several years ago as a searchable database of impact investment opportunities.

We would like your feedback on your perception of how useful OpenImpact may be in the inclusion of impact investing in your practice, both for you and your clients, and what additional features would be valuable. Your responses will help us determine the value of working with this existing technology versus investing in building something new.

If you could open the link below (it should open in a separate window) and spend just a few minutes on the site looking for any information you would expect to find there, and then answer the questions below, we'd greatly appreciate that. (This survey shouldn't time out).

<https://www.openimpact.ca>

11. Prior to this questionnaire, were you already familiar with OpenImpact?

Yes

No

12. OpenImpact is easy to navigate and find what I'm looking for.

Very difficult to navigate

Neutral

Very easy to navigate



13. OpenImpact has the type of fund information and details I need.

Does not have any information I need

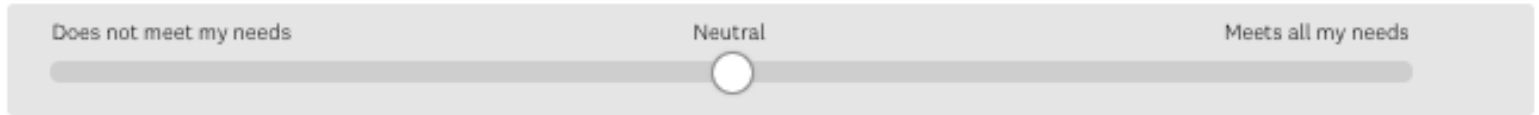
Neutral

Has all the information I need

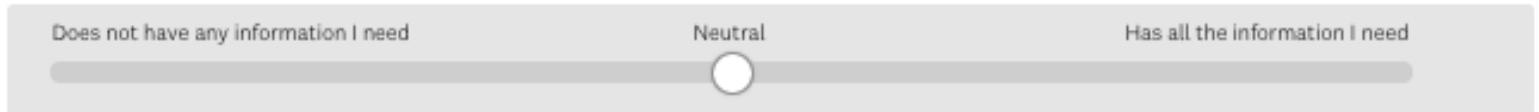


14. OpenImpact has the degree of sorting and search functionality I need.

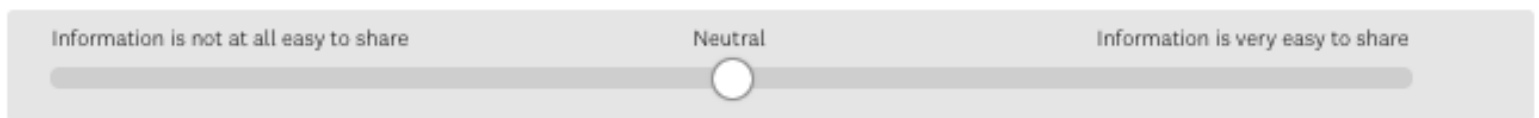
14. OpenImpact has the degree of sorting and search functionality I need.



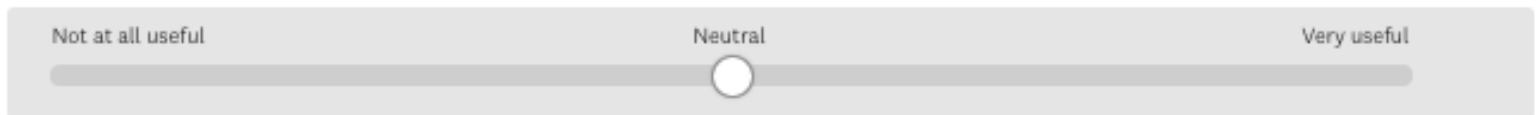
15. OpenImpact has the type of educational information and materials I would use.



16. OpenImpact has information in a format that is easy to share for later use or pass on to my team or clients.



17. How useful would it be to know if your clients were to sign up on a site like OpenImpact?



18. What could be improved or changed about OpenImpact?

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19. Is there anything you like about OpenImpact?

A gray rectangular text input field for question 19. There is a double-slash icon in the bottom right corner, indicating that the field is truncated.

20. Do you have any additional feedback on this site and/or what you or your clients would need for a web-based Impact Investment portal to provide value for you or your clients?

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It would be helpful to know a bit more about you and your practice (all optional)

21. Name

22. Organization

23. Investment Licenses & Designations

24. My practice is:

Fee Only

Commission Only

Fee & Commission

Other (please specify)

25. Please provide your email address below if you'd be willing to give us feedback on the usefulness of any new Impact Investing advisor/client support tools and resources developed in the future.

Thank you very much for your feedback.

Please find the recently completed **Canadian Everyday Retail Investor Research Report** [here](#).