



ABOUT SOCIAL FINANCE

Social Finance is a 501(c)(3) nonprofit organization dedicated to mobilizing capital to drive social progress. Founded in 2011, Social Finance helped pioneer the Pay for Success (PFS) (also known as Social Impact Bond) market in the United States. Our sister organization, Social Finance UK, launched the world's first Social Impact Bond in 2010.

Social Finance partners with governments, nonprofits, foundations, impact investors, and financial institutions to create innovative financing solutions to improve the lives of people in need. Our projects tackle complex social challenges, such as achievement gaps, health disparities, and prison recidivism. As a Pay for Success intermediary, Social Finance leads project development, mobilizes capital, and manages for results as services are delivered.



OUR PAY FOR SUCCESS SERVICES

Advisory Services

Social Investment

Active Performance Management

Explore Potential

Develop Projects

Mobilize Capital

Manage for Results

We partner with governments and foundations to assess promising programs that could benefit from PFS financing.

We develop PFS projects that improve social outcomes and generate financial returns.

We mobilize capital to support PFS projects and put capital to work in service of society.

We ensure our projects stay on track and drive positive results for communities in need.

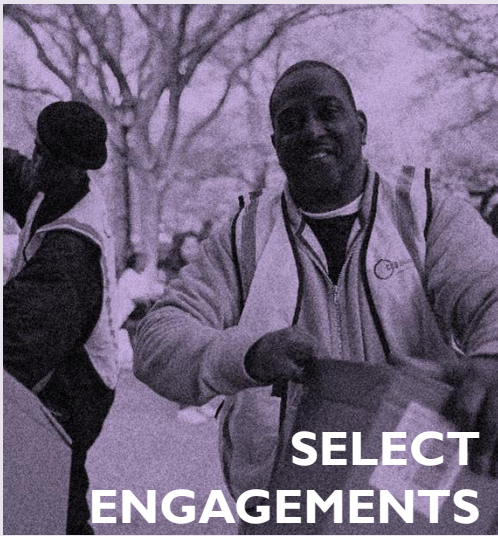


Field Building and Market Education

Through research, advocacy, and publications, we support the development of the Pay for Success market and the broader impact investment movement.



Photo credits: Nurse-Family Partnership, Center for Employment Opportunities



Increasing Employment & Improving Public Safety in New York State
Social Finance and Bank of America Merrill Lynch raised \$13.5 million from over 40 institutional clients to expand the work of the Center for Employment Opportunities (CEO), which will assist 2,000 previously incarcerated individuals in accessing job training and employment.

National Partnership with Nurse-Family Partnership
Social Finance has partnered with NFP, a leading provider of maternal and child health services, to expand their national footprint using Pay for Success financing. We are collaborating in South Carolina, Michigan, and New York State.

Roadmap for Pay for Success in Philadelphia
The City of Philadelphia selected Social Finance to evaluate the feasibility of using Pay for Success to reduce recidivism and out-of-home placements for system-involved youth in Philadelphia.

OTHER ACCOMPLISHMENTS

Building the PFS market

- Catalyzed interest and activity nationwide
- Launched only PFS project to date syndicated to individual investors

Establishing legal precedent

- Secured a clarification of the PFS regulatory context from the Securities and Exchange Commission, establishing a precedent that can benefit other nonprofits in the field

Developed data-driven PFS messaging

- Oversaw a national PFS communications initiative resulting in data-driven messaging intended broaden awareness of PFS and understanding of its benefits



OUR LEADERSHIP



Tracy Palandjian
CEO and Co-Founder

For more than a decade, Tracy has dedicated herself to building a more impactful nonprofit sector by re-imagining the role of the capital markets in enabling social progress. Before co-founding Social Finance, Tracy was a Managing Director at the Parthenon Group, where she led the Nonprofit Practice. Her work experience also includes Wellington Management Co. and McKinsey & Co.



Lara Metcalf
Managing Director

Lara leads Social Finance's Social Investment team and financial operations. Prior to joining Social Finance, Lara was the Chief Financial and Administrative Officer at the Harvard Kennedy School of Government. Her extensive private sector experience includes 18 years on Wall Street at Credit Suisse, Goldman Sachs, and Morgan Stanley.



Navjeet K. Bal
Vice President & General Counsel

Navjeet leads the development of innovative financings to address social needs. She brings over twenty-five years of experience as a public finance attorney and a public official to Social Finance. Navjeet served as Commissioner of Revenue in Governor Deval Patrick's administration. As bond counsel to Massachusetts, she led negotiations for the Commonwealth in its Pay for Success initiative for juvenile justice.



Jeff Shumway
Vice President of Advisory

Jeff works to increase the firm's capacity to help service providers pursue Pay for Success with an emphasis on measuring performance and achieving results. Before joining Social Finance, Jeff spent nearly a decade with the Bridgespan Group. His work experience also includes the Monitor Group and the Urban Institute's Metropolitan Housing & Communities Policy Center.



Photo credits: Center for Employment Opportunities, Jewish Vocational Services