



the
activator
program



The Activator Series is a systematic, deep-dive overview of the portfolio approach to impact investing. The goal of the series is to give those who are new to impact investing or investing in general the tools needed to deploy their capital toward impact aligned with their values.

The Activator Series is a curriculum consisting of three courses:

Impact 101: Fundamentals: This course provides an educational experience that lays the foundation for impact investing including the vocabulary, frameworks and investor styles one needs to know to navigate the ecosystem, plus how to pick an approach, form a team, choose themes and lenses and how to incorporate evidence

Available
in 2021

Impact 201: Impact Portfolio Construction: This course begins with an Introduction to Impact Portfolio Construction which provides an overview of both the traditional asset class allocation approach and more "impact first" approaches to impact investing and then we deep dive into investment selection in every asset class.

Available
in 2021

Impact 301: Intermediate: This course develops a deeper approach to impact including measurement and management tools, crafting your theory of change, 100% approaches, and reimagining capitalism.

Available
in 2022



- Monthly Activator Webinars
- Educational Materials
- Actionable Exercise
- Resources
- Virtual Live and on-demand learning

- Cohort Kickoff Session
- Monthly Webinars
- Monthly Cohort Session
- Educational Materials
- Resources and Learning Guides
- Actionable Exercise/Assignments
- Community & Peer Support
- Cohort Buddy
- Closing Cohort Session

Deepen

Deepen your learning by joining a cohort. Cohorts consist of 10-14 people and offer members the opportunity to learn in a small group of like-minded peers with accountability and support.

*Enrollment for 2021 Cohorts are open through December 15, 2020. The Activator Series and Cohorts are included in your Tonic membership benefits



Build

- **Education:** Working through the Activator Series from beginning to end gives you a complete baseline of the subject matter
- **Community:** Join a cohort and build a community of peer support and accountability
- **Deploying Capital:** Gain confidence to accelerate your impact investing journey

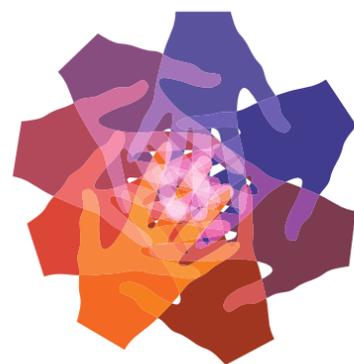
Participate

Participate in the the Activator Series by attending our monthly webinars and accessing the replays and resources on our learning platform, Connect.

OR

Participate in an Activator Cohort in 2021 for one of the following:

- Impact 101: Fundamentals
- Impact 201: Impact Portfolio Construction



Connect

- Connect to the larger Tonic community of impact investors
- Connect with and leverage the Tonic team
- Share best practices, challenges and opportunities in a confidential setting
- Gain a comprehensive and actionable understanding of impact investing
- Enable tangible progress towards deployment of capital
- Understand what investor style and approach aligns with your goals

Visit tonic.com/activatorseries to learn more