THE ABCs OF ISAs - A GOOD GUIDE

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Contents

By Lori Campbell
Editor of Good With Money

Good Money Girl introduction

This year, money is tight. Make no mistake. We have all had to cut back and make savings wherever possible. For some of us, that may mean dipping into our savings or even stopping pension contributions or cashing in investment pots. The thing about investing is that it really does pay to stay invested. This was illustrated in early February when, after a torrid time, the FTSE reached its highest level since records began.

With that in mind, this year's Good ISA Guide is all about the benefits of investing. Because we know you don't have time for off-putting or confusing jargon, we've tackled the basics, making it as easy as ABC to get investing and stay invested.

This guide provides general information only. It is not financial advice. If you invest in any of the products mentioned in this guide, you do so at your own risk. Your capital is at risk, losses from investments are not covered by the Financial Services Compensation Scheme and past performance is not a guide to future performance. Tax treatment is dependent on individual circumstances and is subject to change.

By Lisa Stanley
Co-founder, Good With Money

Everything you need to know about ISAs

ISAs, JISAs, LISAs, IFISAs, ETFs, FOFs... the list of acronyms seems endless when it comes to investing. And that can be pretty off-putting. Even if you've decided you're ready to dip your toes in the water, it can be hard to know where to start.

Our Good Guide this ISA season covers all the basics you need to know to get started. The table (on the next page) details the different types of ISA available and the varying investment limits applicable to each type.

ISAs (Individual Savings Accounts) are an easy, tax-efficient way to save for the long or even shorter term. Every adult in the UK aged over 18 can pay up to £20,000 into an ISA each year without paying any tax. For children aged under 18, the annual limit for a Junior ISA (JISA) is £9,000. You have until the end of the financial year on April 5 to use that year's allowance - it doesn't roll over, so if you don't use it you'll lose it.

HMRC figures show that a massive £75 billion was paid into 13 million Adult ISAs in 2019 to 2021. The majority of this - £48.7 billion - was paid into Cash ISAs (this is a simple savings account that you don't pay tax on).

Inflation is still high, but with the Bank of England base rate now having caught up a little, Cash ISAs are a safe and - for a change - fairly attractive place for your money this year. If you opt for a Cash ISA, you don't have to stick with the bank where you hold your current account. There are plenty of providers to choose from that are doing good for society and the planet, such as Triodos Bank, Ecology Building Society and Nationwide.

With a Stocks and Shares ISA, you can invest your money in funds that are helping the planet and society with the prospect of a higher profit over the long term than if you had saved in cash. However, it's important for potential investors to remember that the value of your investments can go down as well as up and your capital is at risk. Read on for our articles from well-established sustainable fund managers Liontrust and Triodos, and wealth managers EQ Investors.

There is also the option of an Innovative Finance ISA (IFISA), which enables you to invest directly in pioneering positive impact companies that are tackling the issues you care about most. Find out more in our article from Ethex and Energise Africa.

What are the different types of ISA?

Type	Limit	Risk level	Typical interest/return	Features
Cash ISA	£20,000	Low	Low. Up to 2.85% easy access or up to 4.10% fixed	Allows savers to deposit savings up to the annual limit in accounts covered by the Financial Services Compensation Scheme
Stocks and Shares ISA	£20,000	Low to high depending on type of shares or funds held	Varies, depending on risk level, performance and fees. Equity not debt, and therefore capital growth rather than interest	Can be a mix of stocks and shares. As with a Cash ISA, you can have more than one Stocks and Shares ISA as long as you don't exceed the £20,000 tax-free limit
Junior ISA (JISA)	£9,000			Cash or stocks and shares, or a mix of the two. In the child's name so does not form part of your annual allowance. Only the child can access the pot, when they reach 18
Innovative Finance ISA (IFISA)	£20,000	Medium to high depending on diversification/ interest rate	Varies - around 5-9%. Debt-based, therefore pays interest not capital growth	You can have multiple IFISAs but all new contributions in a single tax year must go in the same IFISA
Lifetime ISA (LISA)	£4,000 (this counts towards your annual £20,000 ISA limit)	Low to high (cash or stocks and shares)	Varies depending on type/risk level, performance and fees. Equity not debt, therefore pays capital growth not interest	Government will top up annual savings of up to £4,000 by 25% (so a maximum £1,000 per tax year). You must be aged 18 to 39 to open a LISA and the government will pay the bonus until you are 50. Savings in the LISA must be used to buy a first home or for retirement. Pension can be accessed from age 60. Part of annual £20,000 limit

The benefits of ISAs

Many ISA providers allow you to make one or more lump sum or regular monthly payments, up to the annual limit for that type of ISA. Making monthly payments can seem less scary than depositing a lump sum once or twice a year and particularly so given the recent rollercoaster ride of global stock markets.

For stock market ISAs, figures show that, over the long-term, investors who drip feed money into their ISAs may benefit from returns that are on a par with or higher than those of an investor who deposited a lump sum. This is due to something called pound cost averaging, and also means that those who keep their money invested over the long term may benefit from higher returns.

Pound cost averaging works because it evens out the peaks and troughs of the stock market: when stock prices are low, your money will buy more than when stock prices are high. This works over the long term. As they say, 'you've got to be in it to win it.'

Now we've tackled some of the basics, let's skip onto 'I for Impact'

Where you spend and save your money can make a big difference, but it's where you invest it that can literally change the world. By investing in an impact-based Stocks & Shares ISA you can put your money into responsible funds that are making a positive environmental or social difference.

From moving away from fossil fuels to renewable energy, climate change, biodiversity loss, the plastic problem or gender inequality, there are a wide range of issues on which you really can help.

The best sustainable ISAs go far beyond simply avoiding investing in destructive industries such as fossil fuels, arms and tobacco. They put your money to work with companies and organisations that are striving to solve the world's most pressing problems. This means you're not only investing in your own financial future, but in a more sustainable world for you and future generations to live in too.

Meanwhile, an IFISA enables you to invest directly in small to medium-sized businesses and organisations that are bringing about positive change (and that are NOT connected to the stock market).

The returns are not like the interest you can get on a cash savings account, nor are they like growth from stocks and shares. Instead, the investments within them are direct loans to businesses, projects or individuals. You can find out more in our Good Guide to the IFISA.

And what about 'G for Greenwash'?

Given the sheer number of ISA products available labelled sustainable / ethical / green / ESG, it can be hard to know whether the organisation or fund you have chosen to save or invest with is really having the positive impacts it claims.

This can apply even if you consider yourself fairly investment-savvy, and aren't flummoxed by all the jargon.

As the number of financial products labelled as 'sustainable' has grown alongside wider consumer demand, it has become increasingly difficult to work out which are really delivering on their climate claims. There's still a lot of information and sometimes murky claims to wade through before deciding where to put your ISA money for the best.

Luckily, the UK Financial Conduct Authority (FCA) has also recognised this dilemma, and has begun a consultation process around new, stricter labels for so-called sustainable investment funds. The proposals are designed to answer people's desire to understand the positive environmental impacts of the financial products they choose.

Under the plans, investment managers must use one of only three labels when marketing and selling 'sustainable' investment funds. These are: sustainable focus for funds with true sustainable credentials, sustainable improvers for funds targeting measurable targets of potential sustainability, and sustainable impact for funds that specifically target environmental or social problems in underserved markets.

Restrictions will apply to all products and only labelled funds will be allowed to use designated words and phrases such as responsible, green, impact, sustainable, environmental, social, and governance (ESG), 'Sustainable Development Goals' (SDGs) or 'Paris-aligned'.

How to choose ISAs for Impact

Read our regular articles and Good Lists of top sustainable savings accounts, top sustainable ISAs, top sustainable investment platforms, etc. You could also check out the offerings from our Good Egg range of companies including Triodos, Ecology Building Society, Pensionbee, EQ Investors, Pennine Wealth, Ethical Futures and BlueSphere.

For investment funds specifically, check out our regular Good Investment Review to see which funds get the highest green rating - you can also ask your financial adviser.

If you are self-selecting funds on a platform such as Hargreaves Lansdown or Interactive Investor, you may find it difficult to find out enough information on the underlying investments of the funds you have chosen.

Starting with the fund factsheets is a good idea, but you could also consider asking questions to find out how green your fund really is.

For example:

- Which companies does the fund invest in? Only revealing the Top 10 holdings is not enough - the firm should detail every sector and company the fund invests in, and why it does, or why not.
- What else do they invest in? Does the firm offer one or two 'token' sustainable funds amidst a sea of mainstream (= fossil fuels) funds or do they have proven depth and breadth in the sector?
- How long has the investment firm or fund manager been managing money in sustainable sectors?
- Are they truly experienced or are they just hitching a ride on the bandwagon?
- How engaged are they? Do they regularly vote on corporate issues that matter to you, challenging companies and maintaining a dialogue with them on tricky issues, or is there little evidence of this?

Hopefully this gives you a good introduction on the benefits of using ISAs to make an impact with your money. Our partner articles below offer specific insights on their expert areas and we hope you enjoy reading them!

Lisa Ashford
CEO, Ethex and Energise Africa

A: An alternative ISA

A is for alternative, a word that has a few different meanings. An alternative can mean a secondary option, another possibility or a choice. It can also mean a departure from the norm, something unconventional or even challenging.

We consider the Innovative Finance ISA as an alternative investment in both of these meanings of the word. And at Ethex and Energise Africa, we're on a mission to help more people understand the benefits of investing in an Innovative Finance ISA (IFISA) as part of a balanced and varied investment portfolio.

The alternative option

While many people are familiar with the concept of Cash ISAs and Stocks and Shares ISAs, it's not a widely known fact that UK investors actually have five options when it comes to tax-efficient Individual Savings Accounts (although the Junior ISA is for under 18s only).

The lesser-known ISA options for UK investors are Lifetime ISAs and Innovative Finance ISAs. Lifetime ISAs could appeal to 18-40-year-olds looking at buying their first home in the near future, but what about the IFISA? Well, it's an excellent alternative option for people who want to use all or part of their £20,000 tax-free allowance to fund businesses or organisations directly and maintain control over where their funds are invested.

The challenger option

The IFISA isn't precisely an unconventional investment option, but they are an alternative to the traditional fund-based investments that people usually associate with stocks and shares ISAs. And this is where the strength of the IFISA lies for diversifying your investment portfolio, especially for investors who are looking to make their finances a bit greener.

In recent months, more investors are becoming aware of the concept of the 'greenwashing' of financial products or the fact that the big banks are still investing customers' money into unethical or ethically dubious industries and companies. But for many, it's a tricky area to navigate and it's difficult to tell if a fund or product is as green or ethical as it's made out to be.

A greener option

When you put your money into an IFISA, such as those offered by Ethex and Energise Africa, you are making a direct investment into an organisation or project, so it's easy for you to see where your money is going. And as we perform rigorous checks on every organisation we list on the platforms, you can have peace of mind that your investment is actively helping to create a positive impact on people and the planet, all while targeting a tax-free return.

Whether you're interested in helping support community-owned clean energy generation, funding solar panels for UK schools, building stronger, more resilient communities or supporting sustainable businesses to achieve the SDGs in emerging economies, your ISA money can be more than just an investment, it can be supporting your values and working towards a better future.

Gawcott Solar

Your money, your choice

As with all the investment opportunities offered on Ethex and Energise Africa, those that are eligible to be held within an IFISA are designed to give investors power over where their money is going. We ensure potential investors get access to as much information about the organisations they're investing in as possible. It's important that we make the impact and potential risks of investments clear, so there is no doubt about what our investors are funding.

Despite numerous calls by shareholders and customers to clean up their act and stop investing in fossil fuels, the world's largest banks are still falling far short of what they need to do to support a fair and green future for all. A recent report published by activist group ShareAction found that Europe's largest banks are not doing enough to address the twin crises of climate change and biodiversity loss.

So, investors who are looking for a more ethical home for their money can look at diversifying their investment portfolio to include some direct investments into organisations or businesses that are actively taking action to create a positive impact.

Solar for Schools

A balanced and diversified portfolio

While we find a lot of investors invest in the opportunities we offer purely because they strongly support the actions of the organisations or projects they are funding, investing directly via an IFISA can form a part of a truly diverse and balanced portfolio of investments. By nature, these types of investment can be seen as riskier as you are putting your money into one organisation, but the impact that they offer is strong in relation to other 'green' fund options and if you are looking to spread your impact and risk it's a great way to add climate or social impact to your portfolio.

As we approach the tax year end and investors look at ways to make use of their 2022/23 tax-free allowance, we're encouraging them to look at an IFISA as a way to directly support organisations that are making a positive difference to the world, if you're looking for inspiration, check out the Ethex and Energise Africa websites to see what current IFISA investment opportunities are available. We're preparing a few new IFISA projects to launch on Ethex in the lead up to the end of the tax year, so keep checking or sign up for our investment alerts.

Tax status is individual and subject to changes in legislation. ISA eligibility does not guarantee returns or protect you from losses. Don't invest unless you're prepared to lose all the money you invest. Take two minutes to learn more on Energise Africa and Ethex.

Simon Hildrey
Chief Marketing Officer, Liontrust

B: Belief – investing with conviction

Investing through an ISA can be about much more than just making a good financial return.

Investors today increasingly want their money to contribute to a better world; one that supports the environment and human welfare. This means investing according to your personal beliefs and convictions, or ‘sustainable investing’.

A sustainable world is one in which benefits can be actioned today without sacrificing our future environment, social well-being and health. Achieving this means tackling some really serious challenges such as climate change, poverty, inequality, discrimination and hunger.

Principles as well as profits

It requires you to look at the companies in which you might invest through a lens focused on more than just profits.

This means looking at what impacts a company has on the environment and society, including its goods and services and its everyday operations. How does it treat its employees and other key stakeholders? What about its suppliers and customers?

You will need to ensure your investments meet your own sustainability goals. Individuals will have differing views on what sustainable investing should be and what their priorities are.

It is important to remember that improving the world is not contradictory to making excellent returns: Liontrust’s Sustainable Investment team believes the companies that will thrive are those that improve people’s quality of life, increase the efficiency with which we use scarce resources and enhance the safety of human activities.

How does sustainable investing work?

On the most basic level, sustainable investment can involve negatively screening out companies if they are deemed to be involved in unethical practices. However, investors are increasingly demanding that the companies in which they invest make a positive environmental, social or governance (ESG) impact.

There is a variety of criteria to measure such positive outcomes, including the 17 Sustainable Development Goals (SDGs) established by the United Nations in 2015. The SDGs are a call to action to end poverty, protect the planet and ensure that all people have peace and prosperity by 2030.

Advantages of sustainable investing

The many billions that investors put into sustainable investing funds every year are used to achieve crucial positive outcomes for the environment and society. For example, if you want to help preserve the environment by promoting renewable energy development or wish to support healthcare in developing countries, then you can invest in companies that operate in these areas.

Investing sustainably can also reduce risk. Regulators are coming down ever harder on corporate malpractice. Investing with companies that have a responsible approach to ESG can significantly reduce the regulatory risk of fines and legal penalties, as well as the reputational risk caused by negative media coverage.

How to invest in a sustainable investment fund

First, you must be clear about what your own financial and sustainability goals are. You may wish to select funds to build a portfolio yourself or seek the advice of professional financial advisers.

As more funds launch into the sustainable investing market with an array of names and approaches, it is important to assess the key features and match these with your own goals. A key hazard is 'greenwashing': where groups are talking up their green credentials in this space without the expertise or track record to back it up.

Here are five ways to tell whether funds, and the teams behind them, are capable of meeting your sustainable expectations:

1 Transparency

Genuinely sustainable fund managers should be transparent about how they invest, and open to being challenged on it. They should include clear and simple information explaining how they run money: what companies they look for under the sustainable approach and what they avoid. This should not be generic greenwash, with little more than meaningless 'brochure' comments like "sustainability is in our DNA". Anyone can write a report on climate change, for example, but how are funds positioned given the huge challenges that combatting this will entail?

2

Experience and resource

As in any walk of life, experience and depth of a team are important when it comes to sustainable investing. We have a 17-strong Sustainable Investment team and more than 21 years of experience running sustainable funds.

3

Knowledge and training

Sustainable investing is a specialist area and subjects like climate change are fast moving, so you will need to be confident that your fund managers have the required knowledge to run money in this way. This can be anything from members of a team having specialist qualifications to a general focus on training to ensure people understand the latest sustainability trends.

4

Activism

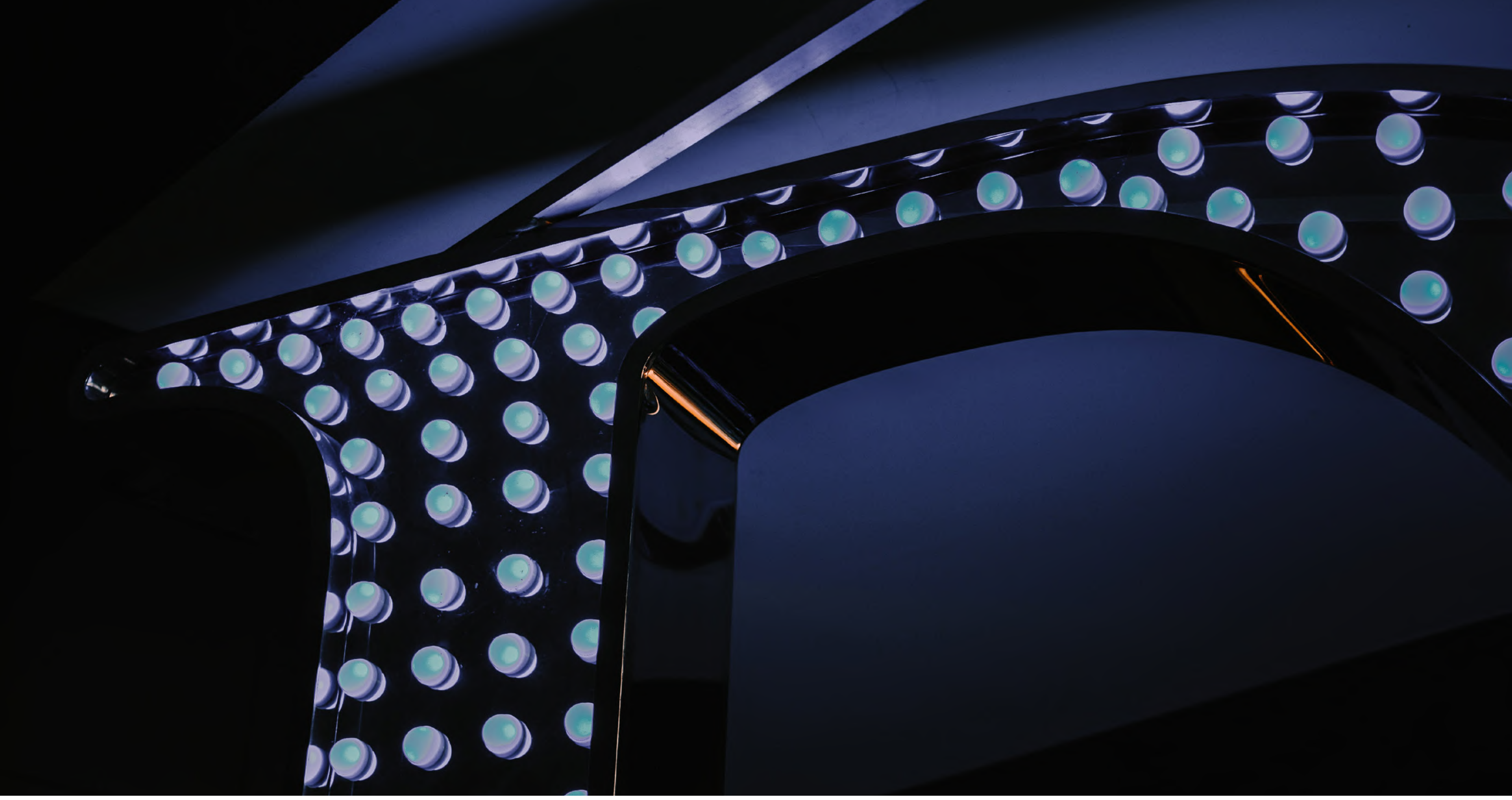
Engagement is a key part of what we call sustainable investing. Managers should be able to highlight a track record of holding companies to account and encouraging them to improve. They should be able to talk in detail about their engagement priorities – whether diversity, tax transparency or plastic pollution – rather than making sweeping statements. It is worth looking at managers' AGM voting records: do they vote with company management or actually challenge the businesses in which they invest to improve?

5

Evidence

Are fund managers able to show how their views are reflected in their decisions: is it simply ESG data and reporting for the sake of it or making a genuine difference to investment?

Risk warning: Past performance is not a guide to future performance. The value of an investment and the income generated from it can fall as well as rise and is not guaranteed. You may get back less than you originally invested.



Dale Scorer

Senior Financial Planner at EQ Investors

D: Don't forget the plan! Using ISAs in financial planning

ISAs are a simple way to protect your savings and investments from tax. Everyone can save up to £20,000 each year into an ISA; this can be cash, stocks & shares, the Lifetime ISA, the Innovative Finance ISA or a mixture of them all.

If you are saving and/or investing on a regular basis, it usually makes sense to use your ISA allowance. But where does an ISA fit into your long-term financial plan? Here are nine points to consider.

1 Pay off debt first

Before saving or investing into an ISA, it's important to deal with any high interest debt and build up a decent cash savings buffer. The interest rate on your credit card is likely to be significantly higher than anything you would earn from cash savings or investments.

Building up a cash reserve for unexpected expenses protects you and your family. Ideally, you will have three to six months' salary held in an easy-access account.

2 Set clear goals

To use your ISA allowance wisely, you first need to define your goals. Your age, income, appetite for risk and attitudes towards impact on the planet and society should all be taken into consideration. Once you have a savings buffer, using your ISA for investments is usually the best option.

More than ever, we are seeing investors who want to align their ISA investments with their personal values. Spend some time thinking about the type of investments you may wish to avoid, the impact you may wish to have, the type of companies you would like to support and find investments that align with this. Part of our job as financial planners is enabling clients to use their wealth to really make a difference, not just for themselves and their families, but also for people and planet.

3

Develop a healthy investing habit early (or now!)

Get investing as early as you can, so your money has longer to grow. Whatever age or stage you're at, just get started now! The power of compounding (where you earn interest on interest) means that £1 saved today should be worth much more in the long term.

4

Use your ISA allowance

If you don't use your ISA allowance each year, you'll lose it. Invest at the beginning of each tax year (6 April) to get the maximum benefit. You can continue to add to your ISA each year, using your new ISA allowance.

If you already own shares or other investments standing at a profit then you can use your annual capital gains allowance to sell these, and then buy the same investments back through your ISA to protect any future gains from tax.

5

Aged 18-39? Consider a Lifetime ISA

If you're aged between 18 and 39 and saving for your first home, you can benefit from saving into a Lifetime ISA (LISA). The government will top up your savings (up to £4,000 a year) by a generous 25 per cent - so for every £4,000 you save, you will get a £1,000 bonus.

The money you put into a LISA will count towards your annual £20,000 ISA allowance.

6

Don't sideline your pension

Making a pension contribution is the most tax efficient way you can save for the future. For every £1 you pay into a pension, the government contributes at least an extra 25p. Once your money is invested, it can grow free of capital gains and income tax.

Maximising your pension contributions now could make a huge difference to your income in retirement. Bear this in mind when calculating how much of your income you want to allocate to an ISA.

7

Take a risk (that you're comfortable with)

Market fluctuations are an essential part of investing.

Although profits are never guaranteed, when you invest for a long period (say over 10 years), any short-term dips in the market are usually ironed out over time.

What we DO know is that keeping money in cash is a sure-fire way to lose money - inflation (currently standing at over 10 per cent) will erode the value of your savings.

Always consider what your personal time-frame is. If you have decades of investing ahead of you, a very cautious portfolio could result in significantly lower returns. The opposite is also true. If you are approaching retirement, you won't want to be taking a lot of risk with your investments.

8

Consider alternative investments - the Innovative IFISA

If you have some additional money to invest and are comfortable with higher risk investments (with the potential for higher returns), you could look at the Innovative Finance ISA or IFISA.

IFISA eligible lenders use investor money to make loans in the form of bonds, typically to start-ups, which pay an annual rate of return.

The risk levels within IFISA investments vary, so it is important to check the opportunity you are interested in carefully.

9

Get some help

Managing money takes time, experience and specialist tools. You don't have to do it yourself. For help with ISAs and your overall financial plan, consider using a wealth manager.

EQ Investors can create and manage your portfolio of investments for you as part of a financial plan that's tailored to your circumstances and goals. Your initial consultation is free of charge.

Abi Sater
CEO, The Big Exchange

F: Future – 7 "good" reasons to invest in a sustainable Stocks & Shares ISA

Here's what 3.5 million people in the UK know that you don't... [1]

Alas, we would love to say that ALL 3.5 million people in the UK who opened a Stocks and Shares ISA last year were investing sustainably, but that figure is really around one in eight based on data covering all investments (at The Big Exchange we're working hard on increasing that!).[2]

So, taking those stats – we could assume just under half a million people in the UK are currently investing sustainably through their ISA for themselves and future generations (there could be greater or fewer!) What do they possibly know that you don't, you ask?

Well, we want to let you know that it's not rocket science! It's an understanding that your ISA has power – power to have the possibility of financial growth as well as positive change for our planet at the same time.

So, here are our top seven reasons why investing sustainably through your ISA on The Big Exchange is accessible, empowering, and really could be for you.

1 ISAs have universal tax benefits

An ISA is a great way for you to hold onto more of what you might make because any earnings or profits are TAX FREE! You don't pay any Capital Gains Tax or Income Tax on your eligible contributions (up to £20,000 across your different ISA products). This could help make your tax situation much more straightforward.

Please remember that tax treatment depends on an individual's circumstances and may be subject to change.

2

You can aim to beat inflation

Prices are rising fast and even though interest rates are going up in cash accounts, they still lag far behind inflation. This means any savings in cash are effectively losing value. If you want to give your money a fighting chance of beating inflation in the long run then investing could help you achieve that.

3

It's not scary when you know what to expect

We're not guaranteeing that you'll make any money, and you should always plan to invest for the long term – at least five years. Over that time your money may go up and down in value but the longer you leave it invested, the more chance your money has to try and grow.

That being said, your money is not locked away on The Big Exchange and in normal market conditions you can get access to it and have your investments sold to cash and back in your bank account within a week [3]. What's more – we care: we begin with the basics on The Big Exchange and try to make sure everyone has a good understanding before investing.

4

Companies can profit from building solutions

The good thing about investing is that you can do good. If you want to try to make a difference, you can aim to grow your money by investing in funds which back companies delivering solutions to some of the world's biggest challenges.

We need companies to deliver solutions through their products and services to areas where we need it most. If that's renewable energy, we can back innovative energy providers, if you care about biodiversity there are companies leading the way in making alternative materials to wood and plastic, for example. There are ways for companies to make money and do good.

5

It keeps you thinking about future generations

Investing is for the long term – it's about making sure your money is helping you work towards your future goals: retirement, to leave to your children, a special occasion. Whatever it may be, you have a choice. To try and reach those goals by benefitting from funds destroying our world, OR by investing sustainably and aiming to make money from those companies thinking about people, planet, and future generations.

6

It's not more expensive

For investors with under £250,000, investing in the same funds on The Big Exchange as you might do on Hargreaves Lansdown is nearly half the cost! That's more left in your investments!

To invest £10,000 in Triodos Pioneer Impact on TBE you'll pay Triodos £110 per year for managing the fund and pay The Big Exchange £25 per year for our service. And there are no extra fees. On HL, you'd be paying Triodos the same and then pay £45 per year to HL – that's nearly double! [4]

7

You can join a new wave of investors

Investing has mostly been seen as something for wealthy people - mainly men. We want to break that stereotype. Half of our customers are women and 40 per cent are first time investors.[5] The Big Exchange is showing that putting social and environmental objectives and purpose alongside financial motivations is encouraging more people to get involved and breaking down barriers to entry.

Visit The Big Exchange for more.

[1] According to HMRC statistics from June 2022, over 3.5m* people in the UK subscribed to a Stocks & Shares ISA.

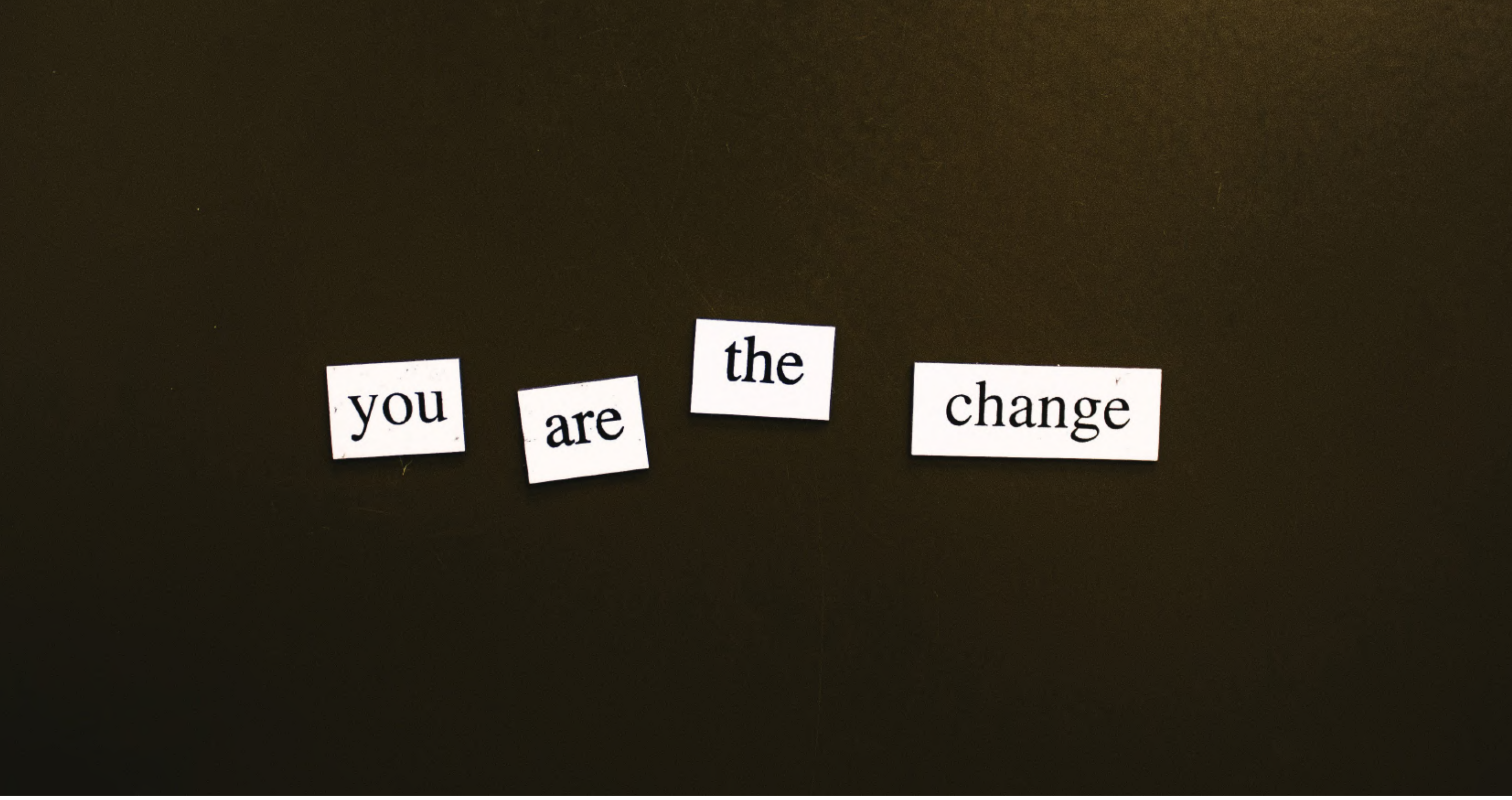
[2] https://www.privatebankerinternational.com/news/earth-day-2022-uk-investing-sustainable/

[3] Normal market conditions refer to when funds are open and trading daily. In some rare market conditions, funds can close to protect investors and restrict liquidity.

[4] https://www.hl.co.uk/funds/fund-charges

[5] The Big Exchange Customer Data December 2022

Footnote for all pages in this article: This is information provided by The Big Exchange and it should not be seen as investment advice. Please remember that when investing, making money is not guaranteed and your capital is at risk. The value of your fund can go down as well as up. Tax treatment depends on an individual's circumstances and may be subject to change.



Ellen Harrison
Senior Marketing Manager, Triodos Bank

I: What is an impact investment fund?

You might have heard of sustainable or ESG investing, which often means avoiding things which are bad for people and the planet, like fossil fuels.

Impact investing goes one step further.

It's about investing in organisations that are driving forward the transition to a better world. This means maximising measurable positive impact first, whilst also minimising negative impact - for example in improving access to education or lowering carbon emissions.

Where can you get ISAs with Impact?

Today, investment managers offering sustainable and impact services seem to be popping up everywhere. But for thirty years, Triodos has been pioneering the movement to make a tangible social, environmental and cultural impact with investments. We've been doing it since the early 90s, before it even had a proper name.

For more than three decades, we've worked with industry experts to help define what impact investing really means. And our vision is crystal clear. We use investors' money as a force for good. Take our award-winning Triodos Pioneer Impact Fund, for example. This fund aims to generate positive impact by investing in companies that provide the most innovative sustainable solutions.

But our investment analysts don't just take the companies' word for it. We conduct extensive research, using objective third party data, and even visiting sites in person. Once invested, we do everything we can to ensure that your money is used in a way that tangibly helps the planet. This means that transparency, measurability, and accountability sit at the heart of our investment philosophy. If we feel that any of the holdings fall short, we will engage with them personally. Using shareholder rights, we represent your sustainable interests and drive companies to make better decisions.

About Good With Money

Good With Money is a money website with a difference: it is all about how your money can do more good for people and planet, as well as line your pocket.

It created the **Good Egg mark**, a licence for financial services companies which make a positive impact.

Sign up to the weekly newsletter for the latest reviews and deals **here**.

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