

# 1919 SRI/ESG Balanced Strategy



## Strategy Profile: A Socially Responsible Approach To Balanced Investing

### OUR 5 SOCIAL GUIDELINES

- ▶ **Environment:** Minimize the negative impact of business activities on the environment.
- ▶ **Employment Practices:** Have fair and reasonable employment practices.
- ▶ **Human Rights:** Contribute to the general well-being of host communities and respect human rights.
- ▶ **Weapons:** Do not manufacture nuclear weapons, other weapons of mass destruction, or derive more than 5% of revenue from non-nuclear weapon production.
- ▶ **Tobacco:** Do not derive meaningful revenue from tobacco products.

### 45 YEARS STRONG IN SRI

1919 Investment Counsel, LLC is an experienced socially responsible manager with a history that can be traced back to 1975. Our rich heritage of providing separately managed accounts tailored to our clients' specific SRI and ESG mandates, informs our rigorous, research-driven investment approach.

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The 1919 SRI/ESG Balanced Strategy seeks above average returns over time while minimizing risk by investing in a well-diversified portfolio of stocks and bonds of companies that meet our socially responsible criteria. Typically, the strategy seeks an allocation to equity between 60% to 70% of total assets with the remaining allocation to fixed income. However, this allocation can be customized to a client's specific investment mandate.

### SRI CAPABILITIES AND EXPERTISE

At 1919 Investment Counsel our multi-dimensional approach to socially responsible investing has been refined over the past 45 years. Our research-driven, fundamentally-based investment approach is conducted by a team of 12 investment professionals which includes 3 social impact analysts who utilize a rigorous research process from both an SRI values-based perspective and an Environmental, Social and Corporate Governance (ESG) lens.

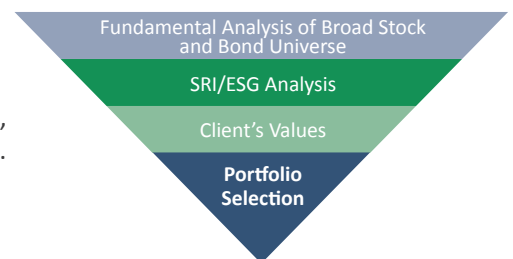
### ABOUT OUR SRI/ESG PROCESS

We evaluate each company in the equity and fixed income portions of the portfolio through both SRI and ESG lenses to provide a more comprehensive perspective on the opportunities available.

Our comprehensive SRI/ESG process includes:

- **Negative Screening:** Eliminating companies whose products and/or activities do not meet our SRI/ESG guidelines regarding the environment, employment practices, human rights, weapons and tobacco. We also factor in a client's values as appropriate.
- **Positive Impact Research:** Employing our proprietary positive-impact analysis to identify companies that are contributing in terms of our socially responsible investing screens and mandate.
- **Corporate Engagement:** Proactively communicating with the management of our portfolio companies to encourage positive social change.

### Our Multi-Dimensional Investment Approach



Companies in our portfolio are then monitored to ensure they meet both our socially responsible and fundamental criteria on an ongoing basis. ■

### Disclosure

All investments involve risk, including risk of loss and there is no guarantee investment objectives will be met.