

H. E. Ban Ki-moon  
Secretary General  
United Nations  
New York, NY 10017  
USA

18 November 2015

Dear Mr. Secretary General,

I am the founder and CEO of Small Giants, a private, impact family office that since 2008 has created, invested in, supported and nurtured businesses and entrepreneurs that are shifting us to a more socially and environmentally conscious world.

On behalf of Small Giants and our portfolio of businesses, I am pleased reaffirm our support for the United Nations Global Compact and renew our ongoing commitment to the Ten Principles, in the areas of human rights, labour, environment and anti-corruption.

As a business created to impress a lasting positive impact, particularly in the areas of social equity and environmental sustainability, we believe our values continue to be deeply aligned with those of the Global Compact. Over the past twelve months, we have committed to advancing these shared values in the following ways:

- Grew capacity of the Impact Investment Group, a private investment and advisory firm committed to triple bottom line finance, from \$100M to \$300M in assets under management from August 2014 to present. During this same time period our number of clients grew from 87 to 220.
- Commenced working in the Kingdom of Tonga, exploring a number of social business ideas that will address issues of poverty alleviation, food security and energy independence.
- Continued our strategic investment in B Lab, the non-profit organisation that catalyses business being used as a force for good, and which issues a rigorous certification process to ensure accountability to these principles within the global B Corp community.
- Advanced our leadership in building cutting edge, environmentally friendly housing developments with three new projects in rural Victoria and urban Melbourne, Australia.
- Continued our commitment to philanthropic giving through our staff giving program.

- Commitment of our staff to alleviating global issues through leadership positions in nonprofit boards covering human rights, humanitarian engineering, community service and conscious business.
- Sponsored an Impact Investment summit in Sydney for business representatives across Asia-Pacific, in addition to presentations by staff at public conferences about the importance of impact investment and social business.
- Initiated the Impact Club, an educational impact investment membership group for high net worth and ultra high net worth individuals to encourage members to shift their portfolios from traditional to 100% impact investments.
- Continued ongoing transparency in financial reporting and internal governance and strategy to all co-investors, advisors, business units and staff.

We understand that measurement and accountability are key tools for not only making a meaningful contribution to the world, but assessing how we can improve and strengthen our alignment with the Ten Principles. To do this, we employ the following strategies:

- We measure ourselves and the businesses in our portfolio through the B Corporation accreditation assessment. Each member of our business 'family' is a certified B Corporation, which establishes a standard of practice based on environmental sustainability, treatment of employees, mission, values, and the belief that all business practices should aspire to benefit all and hurt none. We encourage our businesses to stay certified and, wherever possible, increase their impact score. We also encourage potential investments to certify.
- We measure financial success through the increase of capital flow in one of our portfolio businesses, Impact Investment Group. An increase in investors, and in capital, signifies an increase in capital that is shifting us towards assets, initiatives and companies that have positive social and environmental impact.

Warmest regards,



**Danny Almagor**

**Founder & CEO  
Small Giants**