



GROUND UP INVESTING

VALUES THAT MATTER MORE

Generate perpetual returns — and meaningful, lasting — change in lives, markets and communities when you contribute to Lutheran World Relief’s impact-investing fund.

Some investment returns are greater than others.

What if your gift could transform lives, markets and communities in some of the poorest and most remote places in the world?

And what if that investment could yield year-over-year value gains that are **reinvested time and again into breaking the cycle of poverty** for more and more families?

IT CAN.

Lutheran World Relief’s new impact-investing fund

is making strategic equity placements that drive local economies throughout the world, taking our faith-based values and on-the-ground expertise in agribusiness and climate wherever smallholder farmers seek to transition from subsistence to self-sufficiency.

Our fund is called **Ground Up Investing LLC**. Why? Because that’s what Lutheran World Relief — and you — are doing: Helping to **grow local markets from the ground up**, along with farmers’ technical acumen, household income and prospects for the future.





Jake Lyell for LWR

With your charter gift to the Ground Up Investing fund, you'll help us **develop markets that are principled and fair, efficient and functional and advance communities from poverty to plenty**, all while knowing you're applying proven market approaches to some of the world's thorniest development challenges.

Help us reach our fund target of \$1.5 million, the amount we need to achieve scale and to leverage capital to grow faster and farther.

By the year 2020, Lutheran World Relief intends to break the cycle of extreme poverty for a million more people, and respond to more of the world's worst humanitarian crises.

Ground Up Investing is a signature initiative to help us reach that goal — and go far beyond it in the years that follow.

Ground Up Investing is new. Lutheran World Relief is not.

For nearly 75 years, we've been building bridges from the U.S. to the developing world, channeling the generosity of those called by faith to share their support. We help people living in extreme poverty adapt to challenges that threaten their livelihoods and well-being. We work with families and communities to build self-sufficiency and to create new community-owned approaches to problem solving that will last long after our projects end.

Specifically, Lutheran World Relief has demonstrated our expertise working with poor, rural communities to improve farmers' crop quality, yield, and processing. Through these projects, we work not only with individual farmers but also with farmers' cooperatives and associations to build better agricultural businesses. **Agribusiness is essential to reducing poverty and building strong local economies in the countries where Lutheran World Relief works.**

We've seen vast improvements in farming practices and production through our current, grant-based model of project funding. But the reality is this: we can help a farmer improve her production and yield, but if the economy around her is weak, her future progress is threatened.

Lutheran World Relief has identified fundamental gaps in local rural economies that impede the ability of families to thrive. These gaps include agricultural, financial and marketing expertise, as well as financing for equipment, seeds and other operational supplies.



Morgen Arnold for LWR



INVESTMENT OPPORTUNITY:

Ground Up Investing LLC made its first investment in fall 2017, establishing the wholly owned Mountain Harvest, a buyer and trader of premium coffee grown on Mt. Elgon in Uganda.

By November, Mountain Harvest was buying organic, Fair Trade and Rainforest-certified coffee beans from a local cooperative composed of 3,000 small-plot farmers who had struggled in years past to access buyers in the Fair Trade and specialty coffee markets.

With the formation of Mountain Harvest, not only do the farmers now have a stable buyer offering fair prices, but they also enjoy a bonus after their product has been exported tied to the amount of kilos they sold.

With time, incomes on Mt. Elgon are expected to have risen to the point that farmers can better provide for their families, invest in their crops and land, and begin to escape the cycle of poverty.

While Mountain Harvest plans to buy even more coffee grown on Mt. Elgon next year, continuing to lift the local economy to new heights, it is also exploring expansion to other underserved coffee-growing regions in Uganda.

To do so efficiently, Mountain Harvest needs to amass more working capital and finance construction of washing stations suitable for the premium-coffee market. The retained earnings it is booking in its first year of operation aren't enough.

A growing company — and thousands more farmers throughout Uganda — need your help. Enable Lutheran World Relief to invest more in Mountain Harvest and give Ugandan coffee farmers the fair shake they deserve while also growing functional local economies based on proper principles of commerce.

Invest in values that matter more.



High-Impact Gift

With your gift in support of Ground Up Investing, Lutheran World Relief will invest in opportunities that fill those gaps. Our investments are equity positions in which we actively manage the enterprise with local partners. We may also leverage capital with debt instruments that help affordably tide over farmers and co-ops until they obtain the best prices for their crops.

We're starting Ground Up Investing in communities and agricultural sectors throughout in Latin America, Asia/Middle East and Africa **where we already have significant knowledge**, understanding and experience. Crops include coffee and cocoa, and may include other lucrative cash crops, such as bananas, spices, sesame, grapes or rice.

These investments will allow Lutheran World Relief to:

- Develop agricultural, finance and marketing expertise throughout the local economies of these communities.
- Provide access to financial capital through investments in enterprises that are needed to support local agribusiness as well as helping the local community gain access to external markets.
- Remain in communities longer to ensure that agribusinesses and farmers are well prepared to face future challenges.

Compounding Interest in Your Expertise

Along with your gift to Ground Up Investing, **we're asking you to join a select group of donors** whose expertise we rely on to inform our strategy development and investment decisions.

As a Ground Up Investing contributor, you'll be regularly informed of Ground Up Investing's financial progress as well as its substantial, long-term dividends in transforming the lives of farmers living in poverty around the world. Expect high-impact reports that chronicle high-impact work.

Generate Unmatched Returns

Ground Up Investing is a special kind of growth fund: It builds farmers' fortunes literally from the soil below their feet heavenward. Based on real-world, proven market approaches, the fund's investments produce perpetual dividends, cultivating rural economies seeded with integrity and values, pollinating the hopes of families into flourishing realities.



**GROUND UP
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**MANY SECURITIES OFFER FINANCIAL OPPORTUNITY.
INVEST IN VALUES THAT MATTER MORE.**

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