

APPENDIX B

Advisory Council Overview

The following is an excerpt from the overview document used to describe the Family Office Advisory Council described in the book.

ONE WORLD Mission and Goals

ONE WORLD Investments, Inc. (“ONE WORLD”) is the umbrella organization of multiple social impact entities, including the family office activities and assets of (name) and immediate family. ONE WORLD was created as a distinct entity with a distinct mission to “enable organizations to scale social impact and improve the lives of individuals globally.”

The problem ONE WORLD is addressing is that the world desperately needs the private sector to address systemic problems, yet the vast majority of companies lack sufficient resources to scale social impact in the form of investment, human, and intellectual capital.

By 2030, ONE WORLD will:

- Provide training to 10,000 professionals
- Support 1,000 businesses
- Activate \$1 billion in impact investments

Advisory Council's Purpose and Activities

ONE WORLD's mission requires a structure, ecosystem of partners, expertise and capabilities that extend beyond a typical social enterprise, foundation or family office, and as such has an Advisory Council. The purpose of the Advisory Council is to:

- Help shape ONE WORLD's vision
- Provide input into strategy, structure & partners
- Review performance & impact

Topics of conversation include:

- Mission, strategy, and metrics: How will 1W leverage its assets to achieve its mission?
- Ecosystem evaluation: Does 1W Inc. have the right partners in the right roles?
- Reporting: What is the impact financially and socially?
- Evangelizing: How to inspire the larger FO community toward impact?

Primary activities for council members include participation in:

- Annual review (half day, once per year, in-person as appropriate)
- Quarterly reviews (90 minutes, three per year, remote participation)
- Ad-hoc discussions (telephone, Zoom, or email; not to exceed 1–2 hours per month)

Current Advisors (list all)

- (Name): family office expert consultant, family office principal, attorney, corporate trustee
- Future Advisors: a statement on how the Council is trying to grow (e.g., identify additional advisors with Asian or Direct Investing expertise)

Compensation, Term, or Other

- Annual fee plus all out-of-pocket expenses
- Members serve at a minimum for one year; extended as desired
- NDA requested for confidentiality of sensitive material and specifics on ecosystem partner performance