INVESTMENT CASE STUDY: SHIFT NEIGHBORHOOD FUND

**REAL ESTATE AS A TOOL FOR EQUITY**
Shift Capital, a social impact real estate developer, takes a new approach to urban development—prioritizing people of the local community. Using a ‘collective impact’ approach, Shift Capital partners with a diverse set of key stakeholders to acquire and equitably develop real estate assets that serve the community, all while aligning social metrics to the rigors of their B Corporation Certification and the United Nation Sustainable Development Goals.

**THE CHALLENGE**
Residents of underdeveloped neighborhoods are displaced when speculative developers redevelop and develop new assets with no plan to address legacy challenges such as intergenerational poverty, trauma, and unemployment.

**A SOLUTION**
Shift Capital attracted patient & impact-focused capital for Shift Neighborhood Fund

**THE INVESTMENT**
Investors commit $70MM to 7-year fund
Shift Capital plans to shift the portfolio into a trust to preserve the vision, mission, and opportunity for the neighborhood of Kensington.

**THE INTENDED IMPACT**
Short- and long-term positive impact for a diverse range of stakeholders

- **LOCAL INDIVIDUALS**
  - Increased quality and affordable housing, jobs, income, amenities and services
- **THE NEIGHBORHOOD**
  - Increased community cohesion and economic growth, reduced blight and vacancy
- **CITY OF PHILADELPHIA**
  - Reduced crime and traffic incidents, improved public health conditions, increased tax revenues
- **UNITED STATES**
  - An equitable neighborhood development model for other U.S. cities to adopt
- **UN SDGs**
  - A solution to achieve SDGs for goals such as #11 - Sustainable Cities and Communities

This profile was created as part of a content series for The Greater Philadelphia Impact Capital Pledge, an ImpactPHL initiative that aims to capture and catalyze impact and mission-aligned investments from around our region. Learn more about The Pledge at [impactphl.org/pledge](http://impactphl.org/pledge) and about Shift Capital at [shiftcapital.us](http://shiftcapital.us)