

## **ProActive Sustainable Bonds™ Testimonial**

"At ProActive Sustainable Bonds™ we have always believed that true impact must be both measurable and verifiable. Working with Impact Evaluation Lab on the Impact Authenticity Scoring process has been one of the most valuable steps we have taken in strengthening that commitment.

This exercise in impact accountability caused us to go deeper in our intention and thought process. It pushed us to fully engage in the what, the why, and the outcomes of our work. It was not just an external assessment, it was also an internal journey that gave us clarity on how we measure, communicate, and live out our impact.

**We are already applying what we learned in our investment decisions**, in our reporting, and in the way we talk with investors. The process gave us a stronger framework for growth, and it showed us the long-term path for impact measurement that we are committed to following.

We have learned so much from this experience and are looking forward to a years-long engagement with Impact Evaluation Lab. The IAS Score is more than a report. It is a roadmap that builds accountability and drives meaningful, sustainable change in how we operate.

We were so encouraged by the results that we even referred other agencies engaged in impact lending to Impact Evaluation Lab, so they can strengthen how they vet borrowers who claim to be impact organizations. We have also engaged Impact Evaluation Lab to serve as our third-party verifier for our OPIM Signatory process, further strengthening our commitment to transparency and accountability.

We would encourage other funds and mission-driven organizations to consider this process. It has sharpened our strategy, strengthened transparency with our investors, and confirmed that our impact is authentic, lasting, and real."\*

— **Dr. Canaan Van Williams (Dr. Van)**

Managing Founder | ProActive Sustainable Bonds™