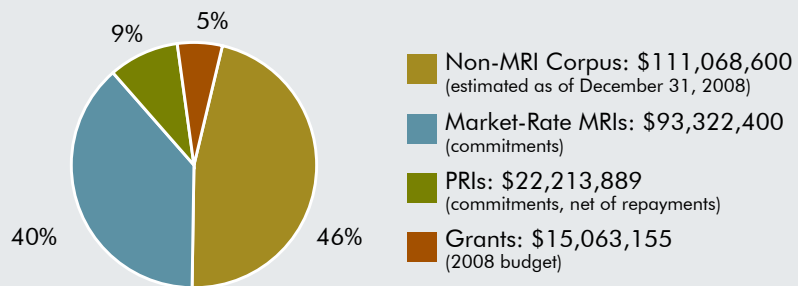


MISSION RELATED INVESTING

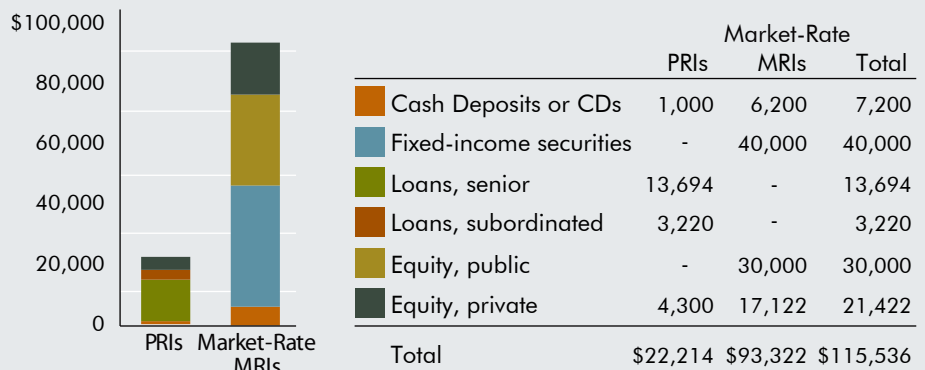
The goal of mission-related investing at the F.B. Heron Foundation is to put the assets of the Foundation to work to increase wealth-creation opportunities for low-income people and communities in the United States. We particularly seek opportunities that leverage our resources with those of other investors.

- ▶ The use of 49% of the Foundation's assets for mission (54% including grants) places it in the top tier of private foundations and other institutional investors.
- ▶ The Foundation's total return for the one-, three-, five- and seven- years ending December 31, 2008 placed it in the second quartile of the BNY Mellon Mid-Large Foundation Total Fund Universe.
- ▶ In 2006, the Foundation was selected as the Small Nonprofit of the Year" by "Foundation & Endowment Money Management Newsletter," an Institutional Investor publication, for its pioneering work in mission investing.
- ▶ The Foundation makes mission-related investments (MRIs) across a range of asset classes (deposits, fixed income securities, senior and subordinated loans, preferred and common stock, private equity) and targeted rates of return (below market and market-rate). Approximately 81% of the Foundation's mission-related investments are market-rate.
- ▶ Performance benchmarks have been established for each asset class in the Foundation's mission-related portfolio. For example, the benchmark for deposits is the Merrill Lynch 91-day Treasury Bill Index. The benchmark for fixed-income securities is the Barclays Capital US Aggregate Bond Index (formerly Lehman Brothers US Aggregate Bond Index). The benchmark for public equity is the S&P 500 Index. The benchmark for private equity is the Russell 3000 Index plus 3%. For program-related investments (PRIs), the benchmark is the long-term inflation rate plus 1%. The Foundation seeks to exceed the performance benchmarks for each asset class.

OVERALL ASSET DEPLOYMENT



MISSION-RELATED INVESTMENTS ASSET ALLOCATION (\$ in thousands)



GROWTH IN MISSION-RELATED INVESTMENT PORTFOLIO, 1998-2008 (\$ in millions)

