

# Successful Investing for Your Foundation

*At First Fiduciary, we understand that foundations face unique opportunities and challenges. You need a steady flow of income in both good times and bad times. And as stewards of community resources, you place a premium on protecting your investments in falling markets.*

*Now more than ever, you need an investment strategy that is sharply focused on your foundation and its goals.*

## Foundations Know What to Expect from First Fiduciary

### A time-tested investment philosophy and process

- We invest in large, well-established companies selling at significant discounts relative to their intrinsic values.
- We look for companies that are rich in assets with solid dividend yields — a time-tested strategy in place since the founding of the firm in 1975.

### Superior risk-adjusted returns

- First Fiduciary's unique, durable investment process is instrumental in delivering superior risk-adjusted performance.
- We provide disciplined asset management solutions designed to achieve the best balance between risk and opportunity.

### Transparency in account management

- Reports to foundations are customized, comprehensive and timely.
- We provide detailed reporting to foundations, addressing performance and listing all positions including cost, market value and yield.
- In addition, clients receive our market commentary and an explanation of investment decisions made during the quarter.

### Exceptional client service

- Relationships are managed by portfolio managers who are decision-makers, not by separate staff.
- Clients know the First Fiduciary investment team is always available to discuss their portfolios and address their questions and needs.



## The First Fiduciary Advantage

First Fiduciary's investment approach is especially well suited for foundations.

- Our long-term perspective enables us to look beyond short-run market swings, which keeps turnover low and minimizes downside risk.
- First Fiduciary's emphasis on dividends is a key element in managing volatility and generating an income stream, providing real value and consistency to your foundation's portfolio.
- Our use of high-quality fixed income investments in a balanced portfolio can further help provide both stability and revenue.

**Our goal: To provide our foundation clients with superior long-term growth of their assets while meeting their need for current income.**

## A Balanced and Responsive Approach

We believe a balanced approach combining our large-cap value equity management with high-quality fixed income can serve foundations well:

### Diversified equity investments

First Fiduciary accounts are well diversified among sectors. In addition, we achieve further diversification because of the types of companies in which we invest. The industry-leading companies in our portfolios frequently invest in a variety of businesses, including emerging technologies in varied stages of development. These firms often have a global reach, giving us broad international exposure.

### Fixed income complements equity strategy

The goals of our fixed income portfolio management are to provide diversification, maximize total return and generate a stable flow of current income. Adding high-quality fixed income plays a major role in decreasing volatility in your foundation's overall portfolio.

### Flexibility

Should your foundation wish to broaden diversification beyond large-cap value and high-quality fixed income, our investment team has significant expertise in developing and implementing custom-designed asset allocation strategies to meet your requirements.



First Fiduciary Investment Counsel is one of America's preeminent investment management firms. For 35 years, we have successfully pursued one goal: to provide our clients with peace of mind while generating superior long-term growth of their assets.

Investment management is our sole business — we are not brokers, nor are we affiliated with any financial institution or broker-dealer.

For more information, call Bill Henry, Chief Operating Officer (216.643.9100) or email him (bill@firstfiduciary.com) to discuss the First Fiduciary Advantage. First Fiduciary is an employee-owned Registered Investment Advisor.