

THE INVISIBLE HEART

LOGLINE

108 Worldwide. 24 Countries. 1 Promise. A new global market to solve our social problems.

SHORT SYNOPSIS

What happens when capitalism and charity intersect? From Wall Street to life on the street, *The Invisible Heart* tracks the birth of one of the fastest growing social innovations in modern history: social impact bonds. An unorthodox marriage between government services and private-sector investments, this burgeoning financial model promises to solve society's most complex problems, from crime to homelessness—but is it delivering? Set in Canada, the U.S. and the U.K, this compelling documentary follows the unlikely people banding together to battle social inequality.

SYNOPSIS

Filmed over three years - in Canada, the United States, and the United Kingdom - *The Invisible Heart* explores one of the fastest growing social innovations in modern history. An unorthodox marriage between capitalism and charity, Social Impact Bonds have made strange bedfellows: social workers and Wall Street bankers, the homeless and venture capitalists, conservative and liberal politicians.

From the halls of power to the struggling underclass, *The Invisible Heart* follows an unusual cast of characters as they attempt to tackle everything from crime to homelessness to academic failure.

Sir Ronald Cohen is Chair of the G8 Social Impact Investment Taskforce and charged with igniting the international Social Impact Bond (SIB) revolution. SIBs are an investment product designed to raise private capital to pay for social services. A venture capitalist turned impact investor, Sir Ronald believes finance is poised to become a powerful democratizing force.

In Canada, the Ontario government is designing its first SIB. Through the eyes of Mainstay Housing's Executive Director, Brigitte Witkowski, we follow the design of a SIB aimed at housing the chronically homeless. As Mainstay works with financial advisors and program evaluators; social workers grapple with the consequences of monetizing services for people like John, whose mental illness and addiction has kept him on the streets for 15 years.

At Melody Elementary School in Chicago, we follow 4-year-old Reginald in the city's first pre-kindergarten SIB funded by Goldman Sachs and billionaire JB Pritzker. 2,600 preschool students are part of a program designed to reduce the city's special education costs. If the children test well, investors will make a profit. In year two of the Chicago SIB, a similar early education SIB in Utah comes under suspicion for claiming a 99.9% success rate.

The Invisible Heart reveals the challenges associated with introducing a profit incentive to the delivery of social services. How important will profit potential be in designing a program? Who will decide the payment trigger and rate of return? How will we know whether the programs we fund are truly improving lives?

With the backing of renowned philanthropies like the Rockefeller Foundation and buy-in from the world's biggest investment bank, Goldman Sachs, SIBs are now operating in 24 countries.

Despite the challenges surrounding SIBs, they are the fastest growing social innovation in modern history. In Chicago and Toronto, and through the international efforts of Sir Cohen, *The Invisible Heart* documents the most profound shift in charity, philanthropy and finance of the 21st Century.