



## Form CRS Customer Relationship Summary

### **Introduction**

Newday Funds Inc., d/b/a Newday Impact, is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available in order to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about brokerage-dealers, investment advisers, and investing.

### **Relationship and Services**

*What investment services and advice can you provide me?*

Our firm offers the following investment advisory services to retail investors, family offices and institutional investors.

- Newday Impact Investment Management Services, a full service discretionary portfolio management.

**For additional information** including minimum investment amounts, please see [www.newdayimpact.com](http://www.newdayimpact.com) or <https://www.adviserinfo.sec.gov/IAPD/default.aspx> for our Form ADV Part 2A Newday Impact Investment Management Services Brochure (Item 4 and 7 of Part 2A or Items 4.A and 5 of Part 2A Appendix 1)

**Conversation starters.** Ask your financial professional:

*-Given my financial situation, should I choose and investment advisory service? Why or why not?*

*-How will you choose investments to recommend to me?*

*-What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?*

### **Fee, Costs, Conflicts and Compensation**

#### ***What fees will I pay?***

Newday Impact charges an investment management fee for services provided. The investment management services program clients may also be assessed additional charges for execution of trades. Our fees are disclosed in our Form ADV Part 1A, item 5.E and more fully disclosed in our Form ADV Part 2A, Item 4.B. Retirement accounts are assessed account closing fee and an annual maintenance fee by the custodian. Newday Impact does not earn any revenue from these fees.

Additional information: You will pay fees and cost whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

For more detailed information about our fees and costs please review our Form ADV Part 2A brochure (specifically Item 4.B., C. and D.) which can be found on our website or the SEC website: <https://newdayimpact.com> or <https://adviserinfo.sec.gov/firm/summary/174758>

**Conversation starters.** Ask your financial professional:

*Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

**What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?**

*“When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. We manage accounts for multiple clients and we allocate our time based on each client’s needs. Our firm earns more as we expand our client base and grow our assets under management, and we seek to balance our staffing with the individual needs of each client.*

**Conversation starters.** Ask your financial professional:

*How might your conflicts of interest affect me, and how will you address them?*

**Do you or your financial professionals have legal or disciplinary history?**

No, you can visit <https://www.investor.gov/crs> for a free and simple search tool to research our financial professionals.

**Conversation starters.** Ask your financial professional:

*As a financial professional, do you have any disciplinary history? For what type of conduct?*

**Additional information about our services** can be found on our website at

<https://www.newdayimpact.com> If you have any questions about the contents of this brochure or would like to request a copy of this relationship summary, please contact David Hsu, Chief Compliance Officer at [dave@newdayinvesting.com](mailto:dave@newdayinvesting.com)

**Conversation starters.** Ask your financial professional:

*Who is my primary contact person? Is he or she a representative of an investment-adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*