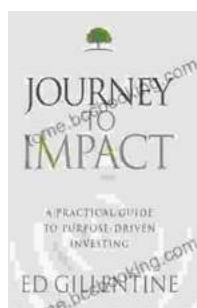


Practical Guide to Purpose Driven Investing



Journey to Impact: A Practical Guide to Purpose-Driven Investing by Ed Gillentine

★★★★☆ 4.7 out of 5

Language : English
File size : 1459 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 110 pages
Lending : Enabled



Invest Your Money for Good

Investing can be a powerful tool to drive social and environmental change. By investing in companies that are committed to sustainability, social justice, and other positive values, you can help create a better world while growing your wealth.

This practical guide shows you how to make purpose driven investing a part of your financial strategy. You'll learn:

- What is purpose driven investing
- How to identify companies that align with your values
- How to build a diversified portfolio that meets your financial goals

- How to track your impact and make sure your investments are making a difference

Whether you're a beginner investor or a seasoned pro, this guide will help you make your money work for you and the planet.

What is Purpose Driven Investing?

Purpose driven investing is a type of investing that seeks to generate both financial returns and positive social or environmental impact. It involves investing in companies that are committed to sustainability, social justice, and other positive values.

Purpose driven investing is not just about feeling good about your investments. It's also about making smart financial decisions. Studies have shown that companies with strong ESG (environmental, social, and governance) practices tend to outperform their peers in the long run.

How to Identify Companies That Align With Your Values

The first step to purpose driven investing is to identify companies that align with your values. There are a number of resources available to help you do this, including:

- **The Sustainable Investment Institute:** The Sustainable Investment Institute provides ratings and research on companies based on their ESG performance.
- **The B Corp movement:** B Corps are businesses that meet high standards of social and environmental performance.

- **Green America:** Green America is a non-profit organization that provides resources on sustainable investing.

How to Build a Diversified Portfolio That Meets Your Financial Goals

Once you've identified some companies that align with your values, it's important to build a diversified portfolio that meets your financial goals. This means investing in a mix of different asset classes, such as stocks, bonds, and real estate.

The specific asset allocation that's right for you will depend on your risk tolerance and time horizon. If you're not sure where to start, you can consult with a financial advisor.

How to Track Your Impact and Make Sure Your Investments Are Making a Difference

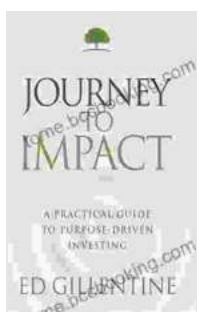
Once you've invested in purpose driven companies, it's important to track your impact and make sure your investments are making a difference.

There are a number of resources available to help you do this, including:

- **The Impact Management Project:** The Impact Management Project provides a framework for measuring and managing the impact of your investments.
- **The Global Impact Investing Network:** The Global Impact Investing Network provides resources and support for impact investors.
- **Your financial advisor:** Your financial advisor can help you track the performance of your investments and measure your impact.

Purpose driven investing is a powerful tool to create a better world while growing your wealth. By investing in companies that are committed to sustainability, social justice, and other positive values, you can make a real difference.

This practical guide has given you the tools you need to get started with purpose driven investing. Now it's up to you to take action and make your money work for you and the planet.



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