



Rgb: Investing in the World: How to Develop a Balanced Portfolio of Causes (Paperback)

By Todd Kelsey

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Develop a balanced portfolio of causes, using the RGB color coding system! RGB is an acronym for red, green and blue. It s a simple way to color code causes, where red = health, green = environment, and blue = community. The RGB approach recognizes how the issues the world faces are interconnected, between health and the environment and our communities. One of the big questions with investing in the world is impact - how much impact are we really having? The book explores individual impact and community impact, highlighting the potential for holistic investing to fill gaps and shortfalls in funding, as people adopt balanced portfolios. Readers are introduced to several existing and emerging tools for creating a balanced portfolio of causes, including discussion of traditional giving, and emerging impact investing, which leverages for-profit markets to raise capital for social impact. Several learning experiences are suggested for readers to try, taking concrete steps to explore and grow their involvement and impact. Finally, a vision for a non-profit stock exchange is presented, and readers are...



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