



community news | october 2019

## Integrating impact and business

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Last season we explored how creative and flexible finance supports communities. This fall we're digging into impactful business practices.

They're not nearly as flashy as committing to end homelessness or providing off-grid electricity to an entire continent. **But often it's the day-to-day policies that make or break impact.**

Carrie & I regularly meet with entrepreneurs eager to formalize their impact strategy. We hear over and over again how companies want to donate a portion of their profits. To which I say lovingly, *"Honey, that's great, but you're not going to be profitable for a while. Let's talk about what you can do now with your workforce, your culture, and your supply chain. Let's make your whole business be a force for good."*

Happily, operational changes can coincide with longer-term impact strategies, as is the case with our newest borrower the [Skinny Gene Project](#). [Meet them below] Foundations can also achieve far more impact with a few changes to internal policies. David wrote in ImpactAlpha about [how philanthropy can unlock more capital for impact](#).

More fun and seasonally-appropriate, he also expounds on [how to identify and ward off impact vampires](#)--those creatures that may give a bit of lip service and pocket change to making the world a better place, but continue to do harmful business much of the time. **Vampires are known to hypnotize their targets**, and we see this happening as impact investing picks up steam. Not all things labeled impact are what they seem! [Here's our guide to staying strong](#).

Happy Halloween & Dia de los Muertos!

Lauren Grattan

Co-Founder & Director of Community Engagement

## Meet the Skinny Gene Project



Our newest Advance portfolio company, the [Skinny Gene Project](#) enhances and extends lives through their work preventing type 2 diabetes, a disease disproportionately affecting communities of color.

They're one of only a handful of organizations in the entire country to be fully-recognized by the CDC as a Diabetes Prevention Program (DPP) provider. To achieve that status, **their programs must prevent or delay type 2 diabetes by at least 58%**. Skinny Gene's work is making strides in closing critical health disparities with culturally-sensitive programs.

Our investment allows them to integrate more impact in their business operations and position them to scale their impact in at-risk communities. Among other uses, this capital will help bring some dedicated team members on full-time and provide benefits. With happy, healthy staff running full speed, the Skinny Gene Project can better execute on new contracts they've secured.

If you know another organization like Skinny Gene dedicated to their community & needing capital, we'd love to meet them.

Let's chat!

### San Diego SOCAP Recap

Our team has been all over for conference season. We're getting together with friends to share themes and takeaways from our industry's largest convening, Social Capital Markets.

Friday 11/8, ~9:00-10:30 AM  
Old Town San Diego, exact location TBD

[Drop me a note if you're interested!](#)

## What we're reading

- ✨ [Philanthropy can do more to catalyze private capital for public good](#) [ImpactAlpha]
- [May the \(life\) force be with you: Star Wars & equitable health outcomes](#) [Next City]
- [Does being a 'superwoman' protect African American women's health?](#) [UC Berkeley]
- [When a steady paycheck is good medicine](#) [New York Times]
- [Inequality is slowing cities to a crawl](#) [The Atlantic]
- [Impact: The Musical](#) [YouTube]
- [More VCs are becoming impact investors](#) [Australian Financial Review]
- [Another day, another squalor: US cities working to curb the rise of dollar stores](#) [The Hustle]
- [As flooding worsens, buyouts move at a snail's pace](#) [CityLab]
- [How we're helping small businesses succeed](#) [Google]
- [Feeling the heat: overheard at the Global Impact Investing Network investor forum](#) [ImpactAlpha]
- [Generosity and impact aren't enough. Let's judge philanthropy by how it shifts power](#) [Inside Philanthropy]
- [Bit by bit, socially-conscious investors are influencing 401\(k\)s](#) [New York Times]

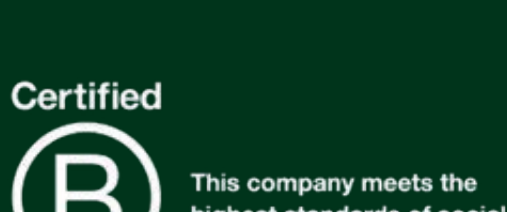
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We like to keep our friends informed of what's happening to increase the flow of capital from socially-minded investors to impactful nonprofits, social enterprises, and small businesses in San Diego. You're getting this email because you spoke with someone from our team recently or opted in at our website.

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