

Create a World Where Every Child is Safe, Healthy, and Free

First Affirmative Financial Network believes that as investors we must take responsibility for the impact our money has in the world. We help investors make money and have a positive impact with their money – earning competitive returns while enhancing the common good.

We do what we do to make life better for everyone, as defined by looking through the eyes of a child. We envision a future where every child is safe, healthy, and free.

First Affirmative begins with a cornerstone principle of the Hippocratic Oath: “First, do no harm.” Screening out companies that make products or support markets that are violent, dangerous, or unhealthy, seems to us to be an obvious choice.

We believe that making investments to improve the human condition can create a “virtuous cycle” of inter-related benefits and lead to investment success over time.

The concept of sustainability has matured to a mindset of stewardship of the common good. True sustainability requires systems thinking to anticipate unintended consequences.

We seek to create value for both shareowners and society as a whole by investing in the most responsible companies with attractive profit potential. Companies whose activities provide or support:

- Clean, Sustainable Energy
- Fresh, Clean Water

- Adequate Supplies of Healthy Food
- A Livable Climate
- Waste Minimization
- An End to Impoverishment
- Justice, Fairness, Equal Opportunity
- Peace, Security
- Healthy, Vibrant Quality of Life

These nine areas are critical components of an inextricably linked system. The absence of one reduces the potential for all others. The presence of all enables the development of a sustainable society.

Industry-leading companies are embracing sustainability as a competitive advantage by unifying the profit, ecological, and social spheres into a single integrated value creation space that, we believe, increases their stock’s potential for long-term investment gains.

Responsible investors recognize that how we direct investment capital can have a positive or negative impact on our communities and the lives of people around the globe.

A double bottom line analysis (quantitative + qualitative analysis) provides the basis for designing investment portfolios aligned with personal values, social priorities, and institutional mission, while delivering the returns needed to achieve an investor’s financial goals. It is a rigorous process that considers the impacts on all stakeholders.

