

URL: <https://stvp.stanford.edu/clips/what-is-impact-investing>

Candide Group founding partner Morgan Simon explains how impact investors can help individuals and organizations dedicate their resources to building a positive legacy.



## Transcript

- Investing generally is really about legacy, right? 00:00:08,460 It's the idea of what are the values that we show up with every day, how we wanna be seen in our communities, how we wanna be seen for our children and our grandchildren.. And that normally, if you just put your money into the traditional economy or with an advisor, and are not really paying attention to where your money is spending the night, it's usually off doing all sorts of terrible things, right? It can be, you know, locking people in prison and destroying the environment, and basically things that you probably wouldn't be very proud to tell your grandchildren, "Look, I, you know, made this wealth for you by destroying someone else's family." That's not really, I think, the legacy most of us want to leave.. And impact investing to me, is the opportunity to really build a much more positive legacy, to say that I used the wealth, whether I generated it or inherited it.. And I made sure that I created opportunities for others, and that and I created a brighter path, and that I contributed actively more than I extracted from the community...