

# The GREENMONEY Journal

**FREE**  
**PREMIERE**  
**ISSUE**

A Socially Responsible,  
"Ethical" Investing &  
Spending Resource.

**FALL 1992**

## WELCOME!!!!

The GreenMoney Journal is designed to encourage the awareness of socially responsible, ethical investing and consumer resources. Through this publication and our information seminars, we provide ethical information to create interest and assist others in making informed financial decisions. We provide a wide spectrum of information for individual investors, concerned consumers, financial professionals, businesses, foundations and churches.

*This is for anyone who desires to align personal and financial principles.*

The GreenMoney Journal will help you make ethically based investment choices. We give information to help you tailor your own socially responsible investment strategies and then provide lists of investment options to help you put these strategies to work. We will inform you of socially responsible organizations and publications that support these processes.

Become aware of where and how your money is being invested, from your bank account to your company's retirement plans. In each issue, we will research these and other pertinent questions.

The GreenMoney Journal holds a commitment to the world we live in. We print with soy-based ink on 100% post-consumer waste recycled paper.



## About Social Responsibility...

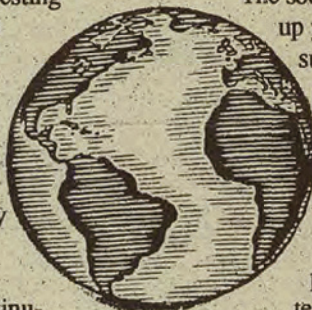
"Socially responsible investing (SRI) is practiced by a broad spectrum of the investing public—small and large institutions, local and state government and individuals of both modest means and wealth," states the Social Investment Forum (SIF), a nationwide organization for social investing professionals. "All share a concern for peace, human rights, the environment, economic development, and workers' issues through portfolios that are socially and financially sound. The socially responsible investing movement has grown continually over the last twenty years and today more than \$650 billion is now invested subject to some degree of social screening criteria. The volume of funds managed professionally with the consideration of social criteria is experiencing dramatic growth."

SIF adds that "backed by thorough

research, social investing offers the range of investment opportunities competitive with traditional options. Socially responsible investments work to affect corporate and public policy and help create change where its needed most"

The social screens can help you set up your own investing criteria on such issues as environment, corporate accountability, gambling, labor and community relations, liquor and tobacco production, military contracts, nuclear power production, use of animals in testing and involvement in South Africa.

Responsible companies are profitable. During the 24 month period ending April 30, 1992, the Domini Social Index 400 had a total return of 38.27% compared with 34.02% for the Standard & Poors 500.



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# The GREENMONEY Journal

WEST 608 GLASS AVE  
SPOKANE, WASHINGTON  
99205  
(509) 328-1741



*The GreenMoney Journal*: A socially responsible, "ethical" investing and spending newsletter published six times a year.

**Publisher:** Cliff Feigenbaum  
**Editor:** Tom Klierer

A special thanks to all the people and organizations who contributed to this newsletter.



## MISSION STATEMENT

*The GreenMoney Journal* encourages and promotes the awareness of socially responsible investing and consumer resources through publications and seminars.

We are committed to providing ethical information, helping others make informed decisions.



*The GreenMoney Journal* is an active member of the Social Investment Forum, Co-op America, the Council on Economic Priorities, and the Washington Tilth.

# Green Publications

These books and magazines will assist you in making informed decisions. Most are available at your local bookstore or directly from the publisher.

## • THE BETTER WORLD INVESTMENT GUIDE.

Published by the Council on Economic Priorities (1991). 800 729-4237.

An absolute must for the social investor, the guide gives a good history of social investing, and demonstrates how to evaluate companies beyond simple screens and glossy annual reports. The guide examines 100 companies ranging from the Fortune 500 to small innovative companies such as Ben & Jerry's Homemade Ice Cream. Each company is analyzed on multiple social criteria. The guide also provides information on socially responsible investments from mutual funds to direct investments, examining the social objective and philosophy of each.

• **GOOD MONEY: A GUIDE TO PROFITABLE SOCIAL INVESTING IN THE 90'S**, by Ritchie Lowry, published by Good Money Publications (1991). 800 535-3551.

Subjects in this book include: goals of social investing, social screens, differences between ethical, social and alternative investing and performance records

of social investing vs. mainstream investing. It also includes a list of international social investing options and a directory of information and investment providers.



## • HOW TO GROW A BUSINESS

, by Paul Hawken, Published by Fireside (1987).

Hawken, of Smith and Hawken, gives an unconditional description of the hidden qualities that allow a small business

to compete, thrive and prosper in the marketplace. Employee benefits, banks, trade skills and a chapter on handling money ethically are included. Mr. Hawken also has written articles for *Inc.* magazine. The most recent were in April and July 1992 issues.

## • IN BUSINESS

 magazine.

A monthly journal for environmental entrepreneurship. Each issue brings to the marketplace in increasing volume a tremendous variety of products and services. They all add up to healthy opportunities for a healthier world. Available on the newsstand or by subscription at (215) 967-4135.

# Socially Responsible Organizations



Each of these organizations are valuable resources contributing quality information to the SRI field.

• **COUNCIL ON ECONOMIC PRIORITIES (CEP)**: 30 Irving Place, New York, NY 10003, 800 729-4237

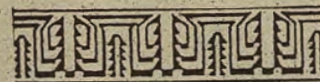
A socially positive non-profit, public interest research organization. They analyze society's most pressing concerns; national security issues, complex environmental concerns, and many dimensions of corporate accountability. CEP publishes monthly research reports as well as several books. For the socially responsible investor "*The Better World Investment Guide*" and for the informed consumer "*Shopping for a Better World*." Both books are reviewed in this issue of *The GreenMoney Journal*.

• **CO-OP AMERICA**: 2100 M St. NW, Suite 403, Washington, DC 20063, 800 424-2667

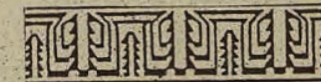
A member controlled and worker managed non-profit organization promoting a sustainable economy. This organization educates consumers and businesses on how to align buying and investing habits with values such as peace, cooperation and environmental protection. They publish a quarterly magazine and a socially responsible financial planning handbook. The handbook covers a variety of issues: banking, insurance and retirement as well as ethical investing resources. Good for the beginning investor.

• **SOCIAL INVESTMENT FORUM (SIF)**: 430 First Ave North, Suite 204, Minneapolis, MN 55401, (612) 333-8338.

A national professional association developing the concept and encouraging the practice of socially responsible investing. Members include advisors, bankers, analysts and investors. Established to promote financially sound investment practices, provide a directory, sponsor conferences and seminars and to encourage high ethical standards. They promote a forum for discussion and sponsor dialogue on the development of socially responsible investing.



# Socially Responsible Investment Strategies



## 1. Channel capital towards socially responsible purposes by investing in companies and institutions whose products, services and practices contribute to a healthy, just and peaceful society:

Using this strategy, concerned consumers build their portfolios with the securities of businesses which use safe manufacturing processes, produce safe quality products at reasonable prices, and create humane workplaces with equal access, opportunity and compensation. Concerned consumers also keep their money with banks, loan funds and financial instruments that lend money for socially responsible progressive purposes, such as job creation or student loans.

## 2. Divert capital away from destructive uses by refusing to invest in businesses or institutions which violate socially responsible investment criteria:

Institutions which pollute, use unfair labor practices, conduct business in South Africa or other oppressive regimes, produce nuclear weapons or nuclear power, or otherwise compromise the socially concerned investors' criteria are eliminated from the investors plan or portfolio.

## 3. Make small investments in companies which violate socially responsible criteria in order to influence the direction of the business:

Using this strategy, investors use shareholder actions to get other stockholders to join with them. As owners, they pressure the company's officers to change destructive practices - such as ending General Electric's Nuclear Weapons production.

Source: Co-op America

# Green Consumer Resources

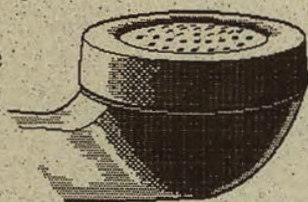
F A L L 1 9 9 2

As consumers we take part in the economic system everyday. We can make financial choices that reflect our personal desire to become more socially responsible. Each issue will highlight at least two different "green" consumer resources.

Paul Hawken, in the April 1992 *Inc.* magazine article "The Ecology of Commerce" had this to say: "Business is the only mechanism on the planet today powerful enough to produce the change necessary to reverse global environmental and social degradation. Doing that will depend in large part on the willingness of customers to change what they buy, how they buy and from whom they buy their products and services."

• **SHOPPING FOR A BETTER WORLD**, published by the Council on Economic Priorities (1992, updated yearly) is a useful guide to socially responsible spending. It uses ten different social screens for each company and product, and lists a complete address and top-executive for each company.

• **WORKING ASSETS LONG DISTANCE** offers a socially responsible option for your telephone service. The goal of Working Assets Long Distance is to make your individual voice heard. So the first Monday of every month is Free Speech Day - when you can call (at no cost) two key political or business leaders on pending issues that are outlined in each month's phone bill. The long distance service donates 1% of all phone charges to non-profit action groups and organizations working for peace, human rights, economic justice and the environment. Call 800 788-8588 for information on Working Assets Long Distance.



Next issue: Socially responsible credit cards and travel services.



QUESTIONS,  
COMMENTS,  
REQUESTS?

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# GREEN EVENTS CALENDAR

## SEPTEMBER 1992

- 20 Ben & Jerry's "One World, One Heart" Festival, San Francisco, CA. Golden Gate State Park. Music, social action, and lots of ice cream. For more info call 800 BJ FESTS
- 23 Peace and Justice Action League and The Greenmoney Journal present the second "Socially Responsible 'Ethical' Investing and Spending Resources Seminar," Spokane, WA. For more info call (509) 328-1741 or PJALS at (509) 838-7870.

## OCTOBER 1992

- 5 Social Investment Forum, Fall 1992 National Quarterly Meeting, Seattle, WA: "ECO-nomics: Exploring Environmental Investing." For more info call: Kathleen Kendzioriski at (206) 292-8483 or SIF at (612) 333-8338.
- 15-18 First Affirmative Financial Network 1992 Annual Conference. Florissant, CO (The Nature Place) "SRI in the Rockies." For more info call Scott Flora (FAFN), at 800 422-7284.

## DECEMBER 1992

- 4&5 Social Investment Forum, Winter 1992 National Quarterly meeting, San Francisco CA. For more info call: SIF at (612) 333-8338.

## The GreenMoney Journal FUTURE ISSUES

- Socially Responsible Banks and Insurance
- More Green Publications and Consumer Resources
- Socially Responsible Funds: 1992 Mutual Funds Performance Results
- Mutual Fund and Information Organization Close-ups
- Co-op America's National Green Business Directory
- Valdez Principles on Corporate Responsibility
- First Affirmative Financial Network
- Recycled Products: Environmentally Resourceful

# Performance Update

## Socially Responsible Funds with Five-year Performance Records

Phone Numbers	Fund Company	One Year Total Return as of 12/31/91	Five Year Total Return as of 12/31/91
<b>MUTUAL FUNDS:</b>			
800 368-2748	CALVERT-Social Managed Growth	17.81	65.38
800 782-6620	DREYFUS-Third Century Fund	38.12	118.91
(516) 466-0808	NEW ALTERNATIVES Fund	25.49	75.34
800 999-3505	PARNASSUS Fund	52.48	62.08
800 767-1729	PAX WORLD Fund	20.79	90.63
<b>MONEY MARKET FUNDS:</b>			
800 368-2748	CALVERT SIF- M.M. Portfolio	5.64	40.40
800 223-7010	WORKING ASSETS - Money fund	5.46	38.76

Call the funds and request their latest prospectus and annual report to learn about the fund's philosophy and to obtain a portfolio of companies they invest in. Certain funds are loaded with a sales charge.

*Many new SR funds are being created during 1992;  
we will have a complete listing of them in future issues.*

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A SOCIALLY RESPONSIBLE, "ETHICAL" INVESTING & SPENDING RESOURCES NEWSLETTER.

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