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# HOW TO CHALLENGE THE

# INVEST IN WHAT YOU BELIEVE IN

**If you've ever purchased an item because you knew a portion of the proceeds would go to a cause you care about, then you already know you can make a difference via your money decisions.**

Increasingly, investors are choosing to use their portfolios in a similar way, investing in companies whose practices or goals align with their own values. Sustainable investing has been around for decades, but it's surged in recent years. U.S. investments in sustainable, responsible, and impact investing surged nearly 40% from 2016 to 2018 to nearly \$12 trillion, according to a recent study.

The trend is driven not only by an increasing public consciousness around corporate responsibility, but also by the realization that it may be possible to invest sustainably while still participating in potential market growth. Another recent study found that sustainable investing has provided similar risk and return to certain broad markets. That means that you can pursue your personal finance goals like investing for retirement or your children's education and support causes that you believe in at the same time.

**Interested in using your portfolio to make a difference? Here's how to get started:**

## **Go with funds**

One of the easiest ways to build a diversified, sustainable investing portfolio could be



with a mix of index-based exposures, such as exchange-traded funds (ETFs). With sustainable ETFs, investors are able to gain exposure to a range of companies that are selected based on sustainable criteria in a cost-efficient vehicle. Investors can build a core portfolio by purchasing just a few ETFs with broad market exposure to U.S. equities, overseas equities, and bonds.

You may already have access to sustainable ETFs via your retirement plan at work. If not, let your human resources department know that you'd be interested in such options. You can also make your own sustainable investments with a brokerage account.

## **Choose your strategy**

There are many ways to approach a sustainable investing portfolio, and there are many investment opportunities. You can, for example, choose to focus on Thematic ETFs, which focus on companies' performance within a specific environmental, social or governance issue. An example is an ETF that invests in companies with a lower carbon footprint than the broader market.

## **Stick with it**

The market has been volatile in recent years, and that appears set to continue. ETFs can be a great growth strategy for investors who hold them over the long term, which may allow investors to focus less on the day-to-day ups and downs of the market (or your ETF investments). Just as it will likely take years to create meaningful change on carbon emissions or gender diversity, it also takes time for the power of saving and compounding to grow your portfolio.

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**Carefully consider the Funds' investment objectives, risk factors, and charges and expenses before investing. This and other information can be found in the Funds' prospectuses or, if available, the summary prospectuses which may be obtained by visiting [www.iShares.com](http://www.iShares.com) or [www.blackrock.com](http://www.blackrock.com). Read the prospectus carefully before investing.**



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