



Turning concerns into impact: The climate-conscious donor's journey



In the fall of 2023, Mark and Sally were having breakfast at their kitchen table in Austin, Texas and listening to the news of yet another catastrophic weather event. They were both deeply concerned about the urgent issue of climate change and felt that they needed to align their philanthropic efforts with impactful investments within their existing donor-advised fund (DAF).

But they realized that was easier said than done. Their current DAF, managed by a commercial provider, didn't offer the option of impact investments targeted at climate change.

Undaunted by this challenge, Mark and Sally proactively sought a solution and found it in Ren in its partnership with CapShift. By moving their

DAF to Ren, they gained the ability to seamlessly incorporate custom impact investments — sourced by CapShift — into their philanthropic strategy. This strategic move empowered them to closely align their contributions with their values and act on their climate change concerns.



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