

# *How Can You Be an Effective Advocate for Your Heartfelt Cause?*



## ETHICAL INVESTING



## TO IMPACT SOCIAL CHANGE (RS 190EI)

Whether your passion is protecting the environment, fighting poverty, gun availability, or promoting global health care, “Ethical Impact Investing” can promote positive change. This course balances theory with actual case studies to show how profit incentives may be combined with social consciousness for a win-win outcome. Students will come away informed, inspired, and well-equipped to pursue a lifetime of championing social causes.

**COURSE GOALS:** By the end of this course you will be able to:

- Understand investment basics and how they can be combined in a diversified portfolio
- Learn how financial innovation impacts social change
- Learn how to evaluate both the profit and potential effectiveness of social impact projects
- Develop advocacy skills to effectively convey your passion, inspire, persuade and motivate

**TIME:** Class meets every Thursday, 9-11:50 am in Fall 2020 Quarter

**PREQUESITES:** Upper division status; students from all majors are welcome. *Credit applies toward ethics coursework requirements.*

**INSTRUCTOR:** Mitchell Kauffman is a nationally recognized Wealth Manager and Certified Financial Planner who has built his independent practice over the past 35 years. As a Gaucho alumni and Santa Barbara resident, he is an active philanthropist who offers his business consultant expertise to a variety of non-profits.

Contact Professor Kauffman directly with questions: [mitchk@ucsb.edu](mailto:mitchk@ucsb.edu)