



First  
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Social Investment Forum



## NEWS ADVISORY

# SRI in the Rockies to Honor SIF Members Meeting the “1% or More in Community Campaign” Challenge

*Community investment has long history of safely financing economically  
distressed communities and lower-income borrowers*

**COLORADO SPRINGS, CO—October 10, 2008—** Investors who earmark at least one percent of their capital for community investment will be honored at the 2008 SRI in the Rockies Conference, the premier annual conference for the sustainable and responsible investment (SRI) industry in North America.

“Community investing, a core SRI strategy, has successfully served the same populations currently reeling from bad loans made by predatory lenders,” said Lisa Woll, chief executive officer of the Social Investment Forum (SIF). “Continuing to expand the pool of funds available for community investing is more important now than ever before.”

SRI in the Rockies is a collaboration between the [Social Investment Forum](#) and [First Affirmative Financial Network](#). More than 700 participants are expected to gather in Whistler, British Columbia, Canada, October 26–28, 2008 for the 19th annual [SRI in the Rockies Conference](#).

Community investors direct capital to communities underserved by traditional financial services, providing access to credit, equity, capital and basic banking products that economically distressed communities and lower-income borrowers otherwise would not have.

Community investing is the fastest growing component of SRI. Investment in the field has increased from \$5.4 billion in 1999 to more than \$25 billion in 2007. The goal of the “1% or More in Community Campaign” is for SIF members to help push community investment in the United States to \$30 billion by 2010.

“The ‘1% or More for Community Campaign’ has the potential to impact wide-scale investor action across the investment community, positively impacting the economically disadvantaged communities of the hurricane-torn gulf coast, other low-income communities across the United States, and in developing countries around the world,” said William Bynum, executive director, Enterprise Corporation of the Delta.

SIF and Co-op America co-founded the “1% or More in Community Campaign” in 2001 to advance community investing among Social Investment Forum members by encouraging them to shift one percent or more of their investment dollars into community investing, thus making financing available to economically distressed communities and lower income families.

SIF members who have met the campaign challenge will be honored during a breakfast at SRI in the Rockies on October 27th. More information about the Social Investment Forum along with a current list of

SIF members who have achieved the “1% or More in Community Investing Campaign” goal is available at [www.communityinvest.org](http://www.communityinvest.org).

#### **ABOUT THE SOCIAL INVESTMENT FORUM (SIF)**

SIF is the U.S. membership association dedicated to advancing the concept, practice, and growth of [socially and environmentally responsible investing](#). SIF members integrate economic, environmental, social, and governance factors into their investment decisions. SIF membership includes more than 500 social investment practitioners and institutions, including financial professionals, analysts, portfolio managers, banks, mutual funds, researchers, foundations, community development organizations, and public educators. More information about the Forum, including the *2007 Report on Socially Responsible Investing Trends in the United States*, is available at [www.socialinvest.org](http://www.socialinvest.org).

#### **ABOUT FIRST AFFIRMATIVE**

First Affirmative Financial Network, LLC ([www.FirstAffirmative.com](http://www.FirstAffirmative.com)) is an independent fee-only Registered Investment Advisor (SEC File #801-5687). The company, which manages about \$700 million in client portfolios, offers consulting and asset management services through a nationwide network of investment professionals who specialize in serving socially conscious investors. First Affirmative produces the annual SRI in the Rockies Conference ([www.SRIintheRockies.com](http://www.SRIintheRockies.com)), the premier conference for the sustainable and responsible investment industry in North America.

#### **REGISTRATION AND SPONSORSHIPS**

To register to attend the conference, go to [www.sriintherockies.com/register.jsp](http://www.sriintherockies.com/register.jsp). For assistance with registration and sponsorships, please contact Krystala Kalil at 303-442-4463 / [krystala@SRIintheRockies.com](mailto:krystala@SRIintheRockies.com).

#### **MEDIA QUESTIONS**

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