

# IMPACT CAPITAL STRATEGIES

“Bull markets are born on pessimism, grow on skepticism, mature on optimism, and die on euphoria.”  
~ Sir John Templeton

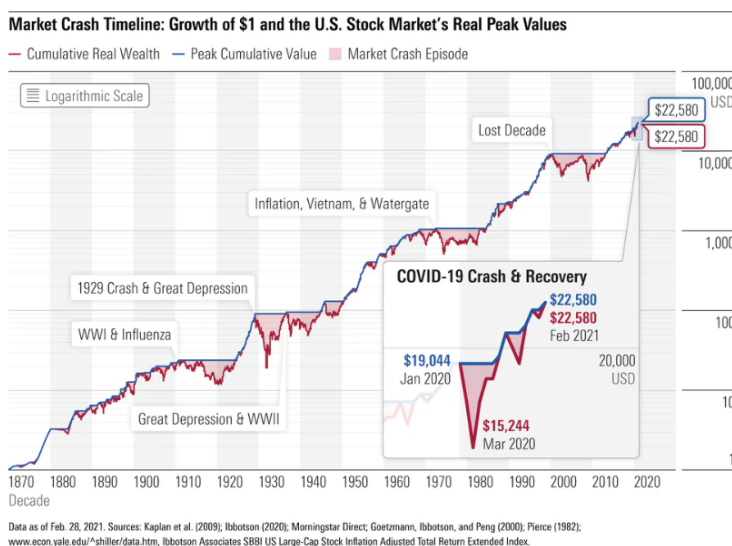
## What can market volatility teach us about the fundamentals?

Market volatility, painful as it can be, can provide a lesson about why it's important to stick to the fundamentals, such as having an asset allocation strategy and reviewing your plan. With that in mind, here are suggestions for turbulent times that may help you turn today's worries into tomorrow's good habits. When market volatility occurs, investors have the opportunity to get back to the fundamentals. This is especially true for asset allocation.

At its most basic level, asset allocation is how you diversify your investments across different asset classes (such as stocks, bonds, and cash alternatives). This varies based on a number of factors, primarily:

- What you want your investments to help you achieve (objectives)
- How comfortable you are with market volatility (risk tolerance)
- How long it will be before you will need to access your investments (time horizon)

The asset allocation model that best suits any given investor depends on where they land in regard to these three factors. It's important to remember that asset allocation offers investors a trade-off. During good times, a diversified portfolio's return will lag the best-performing asset class. On the other hand, during down periods, it will do better than the worst-performing asset class. It's up to each investor to decide what's more important — seeking higher returns in the good times by holding more stock or potentially reducing losses in market declines by holding less. If concerns about your investments when there's volatility causes you stress, it may be time to see whether you need to scale back the amount you have allocated to stocks.



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## Giving Tuesday

Charitable Giving is a way of expressing our compassion, generosity, and gratitude for the causes and people we care about. One of the most popular and impactful days for charitable giving is Giving Tuesday, a global movement encouraging people to donate to charitable organizations and causes.

Giving Tuesday takes place on the first Tuesday following Thanksgiving, Black Friday, and Cyber Monday, redirecting the focus to acts of kindness and social good and has become an important day for nonprofits to raise funds and awareness for their causes. This presents the chance for both individuals and organizations to come together in supporting their communities and create a positive impact on the world.

In our current geopolitical climate, it is important to remember to be caring, gentle, and kind towards one another. This year, Giving Tuesday will occur on November 28th, and is a great opportunity to show compassion and generosity towards those in need. Joining this global movement can help make a significant impact on the world and support the communities in need.

**GIVING  
TUESDAY**

## Non-Profit Spotlight

We are proud to support Miriam's Kitchen, a non-profit organization in Washington, D.C., that aims to end chronic and veteran homelessness. They serve more than 75,000 meals a year, safely serving over 300 meals a day during COVID-19 and providing permanent supporting housing for 176 formerly homeless individuals. Please show your support to Miriam's Kitchen, who are tirelessly working on the front lines to create a brighter future. Miriam's Kitchen, beyond financial donations, is in need of winter coats for its clients. Both ICS offices in Maryland and DC will also serve as a drop off location for coat donations.



Steve Badt (former Executive Chef at Miriam's Kitchen) with the incredible current Executive Chef, Cheryl Bell, at a recent Miriam's Kitchen Gala celebrating 40 years of great service.

## What We Learned: Shareholder Activism Seminar



# AS YOU SOW®

We were thrilled to host a zoom seminar in November on sustainable investing with As You Sow, a nonprofit that promotes environmental and social responsibility through shareholder advocacy. In the seminar, As You Sow highlighted their work, engaging with over 200 companies on critical issues such as climate change, plastic reduction, and diversity. They also offer valuable tools like their investor values website which uses scorecards to rank mutual funds based on their environmental and social impacts. As You Sow continuously emphasized the power of being an informed shareholder, showing how shareholder activism can lead to increased share value, longer employee retention, and better brand reputation. While shareholder success has successfully made a positive impact in the environment, there is still a long way to go, and that it starts with us. Please check out As You Sow to learn more about shareholder activism and how you can make a difference: [www.asyousow.org](http://www.asyousow.org).

## Staff Highlight

### Our Fall Intern, Richelle Charisse

Richelle Charisse is a senior at The George Washington University majoring in Business. She is involved at a mentorship program in a national organization called Women and Youth Supporting Each Other (WYSE) where they work with two local DCPS Middle Schools to provide the resources and support necessary to navigate important life decisions and empowering confidence through interactive sessions. In her free time, Richelle enjoys playing badminton, reading, and traveling!



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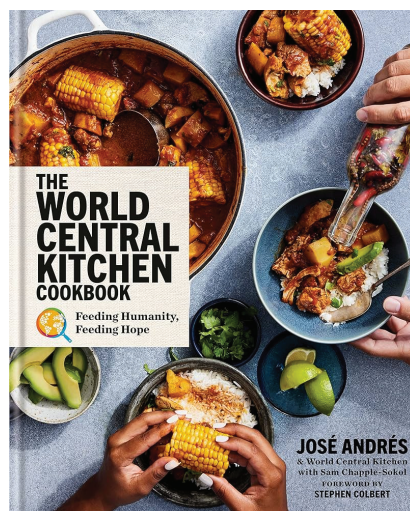
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*Please don't hesitate to contact us if  
you have any questions.*

## Book of the Moment

### The World Central Kitchen Cookbook

This book is filled with recipes and narratives from local cooks, chefs, and celebrity friends of World Central Kitchen (WCK), a nonprofit organization founded by Jose Andrés that provides food to communities affected by natural disasters and humanitarian crises.



## Sparkling Cranberry Holiday Mocktail

### Ingredients:

- 4 cups Cranberry Juice
- 2 cups Apple Cider
- 4 cups Sparkling Water
- Fresh Cranberries and Lime Slices
- Sugar

### Steps:

Step 1: Add the cranberry juice and apple cider to a large pitcher and stir well until combined.

Step 2: Rim glasses with sugar by moistening the rim of the glass with water and then dipping the rim of the glass in sugar (place some sugar on a plate).

Step 3: Fill each glass ½ full with the juice mixture and add fresh cranberries and lime slices to each glass.

Step 4: Top it up with sparkling water. Serve and enjoy!

