

## **Investment Stewardship**

Traditional values and traditional families are being bombarded with cultural pollution. Investment Stewardship is designed to keep your investment portfolio from unknowingly capitalizing today's cultural deficit. By actively keeping your money out of the hands of those who profit at the expense of our society, you increase their cost of capital, and give them a taste of cultural and moral accountability.

Investment Stewardship is designed to address these crucial issues and offer the investor an opportunity to protect their money from endorsing and capitalizing the very cultural problems they are fighting against.

Today a new vision is needed to keep the money of principled investors out of the hands of what can be termed "cultural polluters." Many agree that the greatest threat our country faces is the deterioration of our culture. What we see today is a culture of broken families where children cry themselves to sleep; a culture without respect for human life; an arena lacking civil discourse; and a culture focusing on many of our past ills while alienating our children from traditional history and values.

Investment Stewardship screens over 7,600 mutual fund portfolios. Using a traffic light with red, yellow and green-light ratings, it identifies which funds invest their shareholders money in companies promoting or profiting from 1) Pornography, 2) Abortion, 3) Anti-family Entertainment, and 4) Companies that actively promote Non-Marriage Lifestyles. You can vote your conscience with your dollars.

You do not have to compromise your investment performance potential, however, by choosing not to compromise your values. While many of America's most popular funds do not meet our screening criteria, or are classified as "Red-light" funds, there are many alternative funds in equivalent asset classes that have comparable or superior historical rates of return. This still leaves an investor free to choose among the best mutual fund managers while having the peace of mind knowing their investments carry cultural accountability.