



# SLOWMONEY

## Impact

Slow Money, a nonprofit founded in 2009, has had considerable early impact pursuing its mission:

**To catalyze the flow of capital to local food systems, connecting investors to the places where they live and promoting new principles of fiduciary responsibility that “bring money back down to earth.”**

Through our national gatherings, regional events and local activities, more than \$21 million has been invested in 180 small food enterprises around the United States. Seventeen local Slow Money Alliance chapters and six investment clubs have formed. Almost 24,000 people have signed the Slow Money Principles. Slow Money events have attracted thousands of people from 36 states and 9 countries.

The first international Slow Money investment—a \$20,000 loan to a solar dairy in Switzerland—has been made. Slow Money France is in the early stages of organizing, and inquiries about chapter formation have been received from Canada, the U.K., Japan and Australia.

Highlights of activities across the United States include:

- IN MAINE, members of the Slow Money network have provided \$3.5 million to 55 small food enterprises and also launched the No Small Potatoes Investment Club, which has made 11 microloans totaling \$50,000.
- IN THE PACIFIC NORTHWEST, Slow Money members and event attendees have invested almost \$4 million, including a substantial investment in a new farm incubator and two other ventures.



- IN NORTH CAROLINA, 35 loans ranging from \$500 to \$25,000, and totaling \$535,000, have been made to small food enterprises, from beekeepers to small farmers, from a food coop to an organic cotton clothing maker.



A \$2,500 LOAN ENABLED AARON CAMPBELL TO BUILD A STORAGE UNIT FOR WINTER VEGETABLES.

- IN COLORADO, Localization Partners has been seeded with a ten year, \$1.5 million loan at 0% interest, and an additional \$1.2 million has been invested in Grant Family Farms, the region’s largest diversified organic farm.

- IN NEW YORK, 10 Slow Money members invested \$250,000 in restaurateur George Weld to open Parish Hall restaurant, which sources locally and organically.



GEORGE WELD PRESENTING AT THE SLOW MONEY 3RD NATIONAL GATHERING

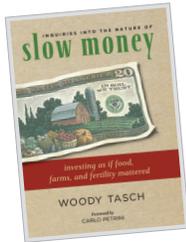
- IN CALIFORNIA, 17 Slow Money members are putting \$3 million to work in Slow Opportunities for Investing Locally (SOIL).
- IN 2012, Slow Money is launching the Soil Trust, a non-profit fund that will allow small donors to put their money to work alongside Slow Money investors. Organic beverage maker Mamma Chia has committed 1% of its revenue to the Soil Trust.

*“Combine poisonous factory-farm tomatoes with disgraced investment banker Bernard Madoff. Throw in a stock market disaster. You get a public spooked by the dangers of industrial food production and investors wary of risky business. This may be the recipe for a Slow Money revolution.”*

– CANADIAN BROADCASTING CORPORATION

## Movement

Inspired by the vision of nurture capital presented in *Inquiries into the Nature of Slow Money: Investing As If Food, Farms, and Fertility Mattered*, by Woody Tasch, Slow Money is catalyzing a new conversation about finance, culture and the soil.



*“Once in a while, a book comes along that has the potential to change things. This is one such book. It is going to unleash a major movement in this country.”*

– STEVE COSTA, POINT REYES BOOKS

*“Indispensable reading, to be placed on the same shelf as Wendell Berry and E.F. Schumacher.”*

– GREGORY WHITEHEAD, TREASURER, WHITEHEAD FOUNDATION

“Imagine the impact of a million people investing 1% of their assets in small food enterprises,” says Slow Money founder Tasch. “A few years ago, the idea that there is such a thing as money that is too fast or securities that are too complex might have seemed far-fetched.

Today, people are hungry for real alternatives to faster and faster, bigger and bigger, more and more global. Investing in local food systems is a way to begin fixing our economy and our culture from the ground up.”

Entrepreneur.com calls Slow Money “one of the top five trends in finance.” Tom Miller, former head of Program Related Investing at the Ford Foundation and an early funder of Grameen Bank, states, “Slow Money is one of the most remarkable initiatives I’ve seen in decades.”



SLOW MONEY 2ND NATIONAL GATHERING

*“There was a moment when I looked around the tent at Shelburne Farms to see the wonderful old codgers who have been farming in Vermont for generations, sitting with young environmentalists and food entrepreneurs and New York investment types, all nodding in agreement. Wow. Talk about being the change we seek. It was a profoundly hopeful moment.”*

– BRIAN BYRNES, PRESIDENT AND CEO,  
THE SANTA FE COMMUNITY FOUNDATION



**WOODY TASCH** is chairman and founder of Slow Money. As Treasurer of the Jessie Smith Noyes Foundation, founding Chairman of the Community Development Venture Capital Alliance, and Chairman and CEO of Investors' Circle, Woody Tasch has provided leadership at the nexus of venture capital, social investment and philanthropy for decades. In 2011, Utne named Tasch “one of 25 visionaries who are changing your world.”

## “We must bring money back down to earth.”

Slow Money Principle #1