

Till Investors Announces Tools to Help People Make Their First Sustainable Investment

ESG investing – an approach that includes environmental, social, and governance data in the investing process – has become a hugely popular idea. And yet, many everyday investors don’t understand it or how to use it. To fill this gap, Till Investors, an independent educational initiative, is creating a suite of no- and low-cost tools to help guide people who want to align their investments with their values.

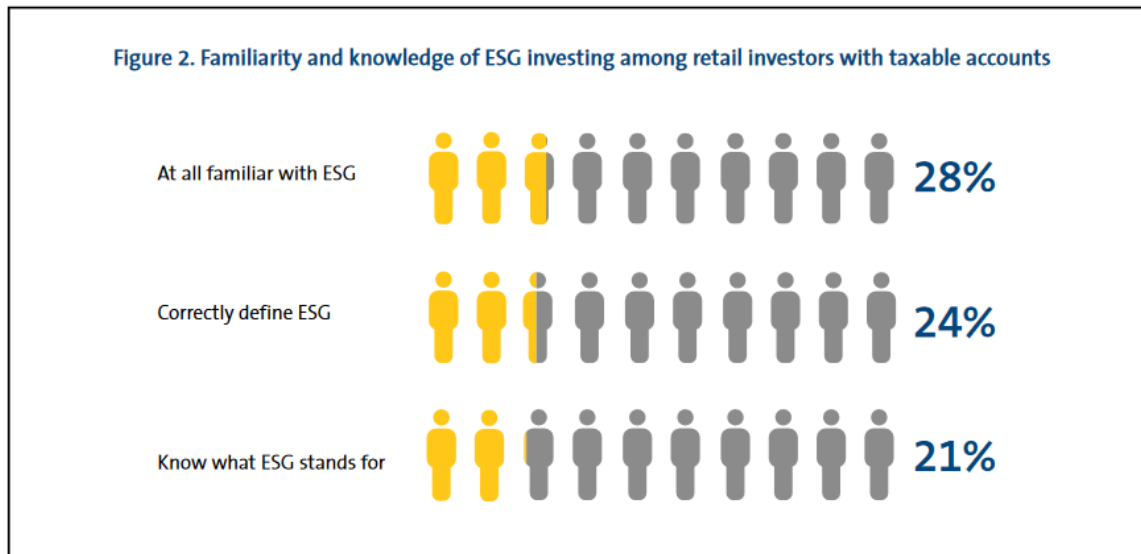
“People are excited when they learn they can use their investment dollars to support goals like transitioning to low-carbon energy or enhancing corporate diversity,” says co-founder Ben Vivari, who is also CEO of Purcell Communications, a financial communications firm that has produced financial education and information since 2005. “But getting started can be tricky.”

FINRA Report Details a Growing Interest – and an Understanding Gap

A 2022 [report](#) from the FINRA Investor Education Foundation and NORC, a University of Chicago research organization, reconfirmed the growing interest in ESG investing options. Their research found that, of the investors in their survey:

- 57% agree that investing can make positive change in the world
- 77% believe that socially responsible funds would align with their personal values
- 63% believe that companies have at least some responsibility to consider environmental and social concerns

And yet: only 28% report being “at all familiar” with how ESG investing works, and only 9% have ESG investments.





Till Tools

Till Investors is beginning to fill this gap with new resources on its website, www.tillinvestors.com. As an educational effort, Till does not sell or recommend specific investments, but it offers a suite of free and low-cost tools and information.

- Till's [ESG Fund Manager Profiles](#) describe ESG fund options (that is, funds that incorporate environmental, social, and governance data into their analysis) using examples and common-sense questions that make sense to every investor.
- Till's "What Is Your Fighting Style?" quiz is a fun way to gauge your interest in sustainable investing – and gives you a starting point for finding a fund that is suitable for you.
- The [ESG 101](#) Section at Till's website answers the most common questions investors have about what ESG is and why it matters, as well as a step-by-step journey toward making your first sustainable investment.

Going Beyond Values

"ESG investing is a great way to put your money behind companies you can believe in," says Kylelane Purcell, Till's co-founder and owner of Purcell Communications. "But as financial educators, we also see sustainable financial benefits that long-term investors should be able to take advantage of."

There is [ample evidence](#) that examining non-financial data can lead to good returns and better risk controls. For this reason, Till believes that ESG investing is destined to last, despite a recent political backlash. Large institutions and ultra-wealthy individuals already invest in this way; with a little help, everyday investors can do it as well.

Till Investors

Till is an independent educational initiative cofounded by Ben Vivari and Kylelane Purcell. Ben and Kyle have been translating "finance-speak" for a long time, and they know a lot about what investors want – and why they sometimes find investing frustrating. Importantly, they do not sell any particular fund or investment vehicle. Rather, they are helping investors find funds that they like, how to see their investments in a new light, and how to put money to work in more ways than one.

They will also be publishing a book this Fall, called *Sustainable Investing: An ESG Starter Kit for Everyday Investors*.