StoryLens Podcast
One-Sheet Snapshot

Episode 3:

Investing with Purpose

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In this episode, Aimee Minnich of Impact Foundation shares her story and explains how impact investing aligns capital with calling. Families can achieve both financial return and measurable change by approaching investments with purpose.



Featuring:
John Christensen
Cameron Bond

Guest:
Aimee Minnich

A Journey of Calling

- Aimee's path took her from philosophy to law to generosity, each step revealing both her restlessness and her calling.
- She discovered a career built only on money and power would never satisfy her desire to create lasting impact.

Real Stories of Change

- In Uganda, boda boda taxi drivers are able to lease-to-own motorcycles while also receiving financial literacy and discipleship support.
- In the U.S., companies like Garden City help preserve the values of family-owned businesses.

Defining Impact Investing

- Impact investing is not a separate asset class but a philosophy; intentionally placing capital for measurable good alongside financial return.
- Every investment leaves an impact.

Guardrails and Accountability

- Investments are measured against clear charitable purposes and financial prudence.
- Aimee emphasizes that investing with purpose requires both sound governance and human connection.

The Power of Business

- Business is the engine that delivers life-changing innovations.
- Unlike charity alone, business has the capacity to employ, distribute, and transform entire communities over the long term.

Legacy with Purpose

- Families can bring their mission, vision, and values into the very heart of their investment strategy.
- When capital and generosity come together, the result is a legacy that reflects what matters most.

Notable Quotes

"Every investment has an impact. We can be intentional about what that impact is."
-Aimee Minnich

"The glory of God is man fully alive. When we give of ourselves, we become more fully who we were meant to be."
-Aimee Minnich

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