



Welcome to BULLWEALTH's Series of FOUNDATIONS Articles

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We at BULLWEALTH have written the forthcoming articles for individuals working and volunteering in the not-for-profit sectors. Our goal is to help foster an environment of better investment advisory and consulting solutions for the crucial dollars that are entrusted to them. A dollar lost or a dollar left on the table through poor investment advice is a dollar that cannot be used towards the mission and vision your organizations were created to support.

All not-for-profits have wonderful people supporting them and serving on their Boards and Investment Committees. They are well-intentioned and pursue their work with integrity and passion. However, when it comes to investing, our observation has been that many of these volunteers are operating in what we call the “DK squared” space. Through no fault of their own, they “*Don’t Know what they Don’t Know.*” They simply don’t have all the information required to make informed investment decisions. More significantly however, investment committee meetings are typically held once a quarter, which is not enough time to successfully monitor and make informed investment decisions, especially today with the market volatility we are experiencing and interest rates at historical lows.

This is true even when Boards and Investment Committees have members with significant financial expertise and industry experience. The tools and expertise required to **build** a portfolio of **non-correlated** asset classes with top class investment managers and then continually **measure and monitor** the portfolio would create a significant resourcing challenge for most organizations. This is especially true in a post-2008 environment where traditional approaches to investing have proved to be glaringly insufficient.

We fear harder questions will be asked of Board and Investment Committee members during the next great period of market turbulence: “What did you do differently this time?” “Did you fulfill your fiduciary obligations?” BULLWEALTH’s goal is to help organizations create a consistent and disciplined process that transcends the ever-changing make-up of Boards and Investment Committees. In doing so, everyone wins: the volunteers, the organization and, most importantly, the cause itself.

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