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Check out Justin! LOL

Forwarded message From: Justin Garrett Moore <jgm35@columbia.edu> Date: Wed, Aug 12, 2009 at 5:51 PM Subject: smiling black men are in, lol

My picture is right below Nelson Mandala's, lol. I thought it was cool/funny...

Anyway... still another encouragement to microlend, even a little bit can make a difference... this South African fund sounds interesting...

-j

Forwarded message From: MicroPlace <questions@microplace.com> Date: Wed, Aug 12, 2009 at 5:32 PM Subject: Praised by Mandela, Shared Interest Launches on MicroPlace To: jgm35@columbia.edu



Praised by Mandela, Shared Interest Launches on MicroPlace



Building a Just Society in South Africa



The movement to end apartheid was constructed by ordinary people like Nelson Mandela. Shared Interest launched an investment on MicroPlace in celebration of Mandela's 91st birthday...

"Invest to Right the Wrongs of Apartheid" on MicroPlace

Investing is more than dollars and sense says MicroPlace investor Justin Moore

By Justin G. Moore A little over one year ago I started looking for new ways to diversify my investments. As the declining economy led to interest rate cuts on my regular savings and money market accounts...



The Impact of Your Gifts

Mother's Day Promotion

Loans Enabled: 644 Lives Touched: 3,220



Father's Day Promotion

Loans Enabled: 234 Lives Touched: 1,170



Inspired by the idea of helping other people while helping myself with a return on my investments, I looked into whether or not microlending was something I could do and found MicroPlace.com. In total I have invested over \$2,500 in various funds averaging a return of about 3%; that is more than my bank currently offers for a money market account at 1.5%.

In April CBS Evening News did a story on the microlending trend gaining traction, with the help of services like MicroPlace, here in the United States. In their investigation, they were able to track money I invested to one of the funds' recipients in a village near Lima, Peru, where a woman named Paulina used a microloan to help operate her business making artisanal ceramic pieces. The help financing her business allowed her to employ others and send her son to college – all with what many middle-income Americans would consider a small sum. According to MicroPlace, the money I have invested has helped at least four people like Paulina run their businesses and improve the lives of their families and communities. It is wonderful to know that my small recurring investments of twenty or fifty dollars here and there can have such a big impact. As microfinance continues to gain traction as a viable method of empowering people and supporting both financial and social responsibility, communities all over the world and hopefully here in the United States will be able to benefit from even the smallest of investments.

Watch MicroPlace featured on the CBS Evening News with Katie Couric!



(<http://tinyurl.com/smallinvestments>)

### The Cast of the CBS Story



"It always amazes me what faith in a person's abilities unleashes. A microloan is a symbol of that faith and has the potential to enable people like Paulina to fulfill their aspirations and transform their lives."

- Ashwini Narayanan, GM, MicroPlace



"I want to help the people of my country, especially women to be independent."

- Mariala, Edyficar Treasurer



"I don't know what I could have done without the loan. I put my son through school. I can't believe my benefactor is so young!"

- Paulina, successful entrepreneur



"I am part of Paulina's family. I am so proud of her success and what she has been able to achieve. I am glad to have been involved with her business."

- Manuel, loan officer, Edyficar

### More ways to make a difference



Shop for products verified as ethically sourced, Fair Trade, and eco-friendly. [Shop Now »](#)



Shop or donate to benefit nonprofits. [Shop Now »](#)



### Graduation Promotion

Loans Enabled: 210  
 Lives Touched: 1,050

Gift:



### TOTAL IMPACT

Loans Enabled: 1,088  
 Lives Touched: 5,440\*  
 Regions Helped:  
Africa: 940  
Latin America: 1,840  
North America: 885  
Eurasia: 340  
South Asia: 655  
Southeast Asia: 780

\*Based on average family size of 4.5 people

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you help someone work  
her way out of poverty

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"The single biggest problem in communication is the illusion that it has taken place." – George Bernard Shaw

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