

# The Guide: what cultural institutions need to know about investing for values and mission

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A guide from [Upstart Co-Lab](#), produced in collaboration with [Rockefeller Philanthropy Advisors](#), offers a primer for leaders of museums and other cultural institutions on how they can harness their endowment assets to maximize social and environmental impact. *[The Guide: what cultural institutions need to know about investing for values and mission](#)* (28 pages, PDF) answers basic questions about impact investing and the range of options it presents, shares evidence of competitive performance and out-performance through SRI (socially-responsible investment) and ESG (Environmental, Social, and Corporate Governance) strategies across asset classes, and outlines how impact investing can help organizations put their diversity, equity, and inclusion commitments into action through values-aligned and mission-related investing. The report also highlights insights from cultural institutions that have shifted part or all of their endowments to socially responsible strategies, including the [Andy Warhol Foundation for the Visual Arts](#), the [Souls Grown Deep Foundation](#), and the [Massachusetts Museum of Contemporary Art \(MASS MoCA\)](#).

(Photo credit: Massachusetts Museum of Contemporary Art)

Organizations [Rockefeller Philanthropy Advisors](#); [Upstart Co-Lab](#)

Locations [National](#)

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