

A Coalition Will Bring Together \$1 Billion of Impact Investing to the Creative Economy

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Submitted by [Carmen Graciela Díaz](#) on June 24, 2020



Upstart Co-Lab, a project of Rockefeller Philanthropy Advisors, launched a new coalition that represents \$1 billion of impact investing capacity supporting the creative economy, according to the announcement.

The inaugural members of the coalition include ten cultural institutions, foundations, and private individual members: Bonfils-Stanton Foundation, BRIC, Creative Capital, Jessie Ball duPont Fund, Souls Grown Deep, Martha J. Fleischman, Neil Hamamoto, and Lorrie Meyercord, plus two anonymous members. Each of them, explains the press release, made a three-year commitment to impact investing in the creative economy.

“Our members push us by asking the practical questions all investors ask, anchored in a deep understanding of the power art, design, culture, heritage, and creativity have to drive positive environmental and social change. They are our evangelists and ambassadors as Upstart Co-Lab works to build both supply and demand for impact capital throughout the creative economy,” said Laura Callanan, founding partner of Upstart Co-Lab.

[Read the announcement here.](#)

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