

# Biblically Responsible Investing

Discovery Book

INVESTING FOR THE GLORY OF GOD



# Meet the Smiths



The Smiths volunteer at a pro-life pregnancy center.



The Smiths own Johnson & Johnson in their IRA

 **-100**  
inspire impact

**JNJ**  
Johnson & Johnson

-  **MANUFACTURES ABORTION DRUGS**
-  **SUPPORTS EMPLOYEE ABORTION TRAVEL**

*For additional violations, please visit [inspireinsight.com/JNJ](https://inspireinsight.com/JNJ).*

What's in your portfolio?

[inspireinsight.com](https://inspireinsight.com)



\*Data from inspireinsight.com as of April 1, 2024

# The Problem Is More **Widespread** Than People Realize

Investors typically only look at the financial aspect of an investment prior to investing. Most investors never even consider the moral behavior of the companies they are investing in.

Below is an analysis of the practices reflected in one of the most widely known indexes, the S&P 500.



\*Data sourced from inspireinsight.com as of April 1, 2024\*

**Many investors are surprised to learn they are profiting from and supporting these unbiblical activities within their investment portfolios.**

# How Does Biblically Responsible Investing **Solve This Problem?**

Biblically Responsible Investing means taking a biblical perspective on every aspect of an investment, not just the financial aspect.

There are three principles we believe every biblically responsible investor should strive to incorporate in investment decisions.



## Invest In The Good

The first step in biblically responsible investing is to actively seek out investments in companies doing good things in the world. Companies that operate according to biblical values, such as “love your neighbor as yourself”, are blessings to their customers, their employees and the world. By investing in companies like these, you are playing a powerful role in supporting important values such as ethical business practices, biblical family values, sanctity of life, and care for the poor.



## Avoid The Bad

As a steward of God’s resources, it is also vitally important to actively avoid investments in companies which are acting at cross-currents to biblical values. Many investors are shocked to discover that they are profiting from and supporting such activities as abortion, pornography, exploitation and other egregious practices through their investment portfolios. Avoiding investments in these areas sends a strong message to the corporate world for positive change.



## Engage For Change

One of the most effective methods for inspiring transformation through BRI is with shareholder engagement efforts. As investors, you have a right to make your voice heard in the corporate boardroom, and as Christian investors collectively raise their voice with grace and truth, corporate America listens and responds. Add your voice to the biblically responsible investing movement and help inspire transformation for God’s glory throughout the world!

# What does a **biblically responsible** company look like?

## Featured Company

# CATERPILLAR

## Ticker

CAT

## About

A leading construction equipment, engines, turbines, and locomotives manufacturer.

## Inspire Impact Score

**65**  
inspire impact

## Positive Points

- ✓ Caterpillar's Worldwide Code of Conduct defines its high ethical standards and gives employees detailed guidance on the behaviors and actions that uphold the company's dedication to Integrity, Excellence, Teamwork, Commitment and Sustainability. Forbes has named Caterpillar to several lists including America's Best Large Employers and World's Most Valuable Brands.
- ✓ The Caterpillar Foundation focuses on building thriving communities around the world through workforce readiness, sustainable natural infrastructure, and access to basic services. The foundation funds projects in 20 countries including the EquipYouth program, providing manufacturing and IT training for young people in Latin America, and Water for People, supplying sanitation and hygiene systems for more than 1 million people in West Bengal.
- ✓ Caterpillar was named to Barron's 100 Most Sustainable U.S. Companies list for its innovative remanufacturing program which takes components that would otherwise be scrapped and turns them into like-new condition.

\*Inspire Impact Score provided by inspireinsight.com as of 04/01/2024

## Violations

- Abortion
- Exploitation
- Pornography
- LGBT Activism
- Cannabis
- Alcohol
- Tobacco
- Gambling



# Backed by Research



80% of the studies suggested a positive relationship between good sustainability practices and stock performance.

In 2014, Oxford University reviewed 190 academic studies on the relationship between sustainability and firm performance finding:

88% indicated firms' performance was improved by strong environmental, social and governance practices.



“ Sustainable Investing Research Suggests No Performance Penalty. ”

– MORNINGSTAR, NOVEMBER 10, 2016



## Performance Impact Study

A study by Shane Enete, Ph.D., CFA at Biola University’s Inspire Research Institute For Biblically Responsible Investing, has shown that applying certain biblical investment screening methodology to portfolio security selection can actually generate outperformance in a portfolio when compared to broader, non-screened benchmarks. This finding adds new data to the debate of what effect biblically responsible investing (BRI) screening has on the performance of a portfolio. While screening a portfolio does not guarantee favorable returns, this study clearly shows that using biblical responsible investing does have the potential to provide outperformance when compared to a non-screened benchmark.

### Biola Study Results

“The results of the study found that the [biblical investing] methodology of security selection resulted in an annualized outperformance compared to the non-screened benchmark.”

Sources

- “Sustainable Investing Research Suggests No Performance Penalty” - Morningstar, November 2016
- “Corporate sustainability and profitability are interrelated” - Oxford University, 2014
- “Faith-based Investment and Sustainability” - Biola University 2016

## HOW TO CHECK YOUR INVESTMENT PORTFOLIO WITH



01

Visit [inspireinsight.com](https://inspireinsight.com)

02

Search for stocks, mutual funds, and ETFs

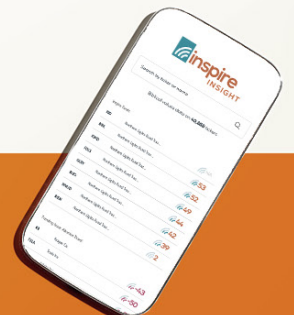
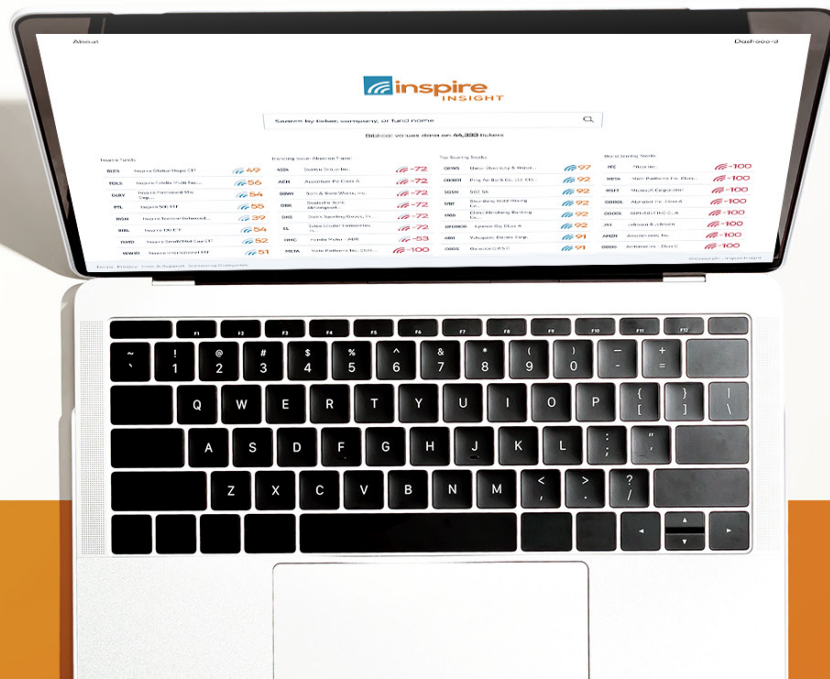
03

Check the Inspire Impact Score

- Investments with **POSITIVE** Impact Scores are clean, biblically responsible investments.
- Investments with **NEGATIVE** Impact Scores are not biblically responsible investments.
- Review the individual issues to find out what violations are causing negative scores.

04

Talk with your financial advisor



# Biblical Investing Making **Headlines**



## **Bloomberg**

“Perhaps it can even outperform the broader index or ESG [Environment, Social, Governance] portfolios. If so, it will attract lots of capital”  
-Bloomberg.com

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## **THE WALL STREET JOURNAL**

“As more clients care what companies are doing, investing based on Christian values gains traction.”  
-The Wall Street Journal

“Biblically responsible investing (BRI) is a space with enormous potential.”  
-The Wall Street Journal

“Christians control \$6.7 trillion of assets in the U.S., not counting their primary residence, and they are increasingly looking for an investment approach that supports their point of view.”  
-The Wall Street Journal