Never before has it been more on trend to do good with your dollars. Coined at a Rockefeller Foundation event in 2007, the term “impact investing” is defined as investing in ventures that both make money and have a positive social or environmental impact. It’s a strategy that’s been embraced by many, including billionaires, pop stars and athletes. As of April, there were more than 1,340 organizations managing $502 billion in impact investing assets worldwide, according to the Global Impact Investing Network. That’s more than double last year’s total. Forbes has put together The Impact 50 to highlight some of the most notable impact investors. Twenty-nine are members of The Forbes 400. Some are on other Forbes lists. Still others have paved their own paths.

**Bill Ackman**
His Pershing Square Foundation has committed more than $40 million to mission-driven social enterprises like InClassToday, which aims to reduce school absences.

**Marc Benioff**
The CEO of Salesforce, which launched an impact fund in February, personally invested in recycling and waste reduction firm Rubicon Global.

**Steve Ballmer**
Ballmer has put more than $60 million into outfits like Social Solutions, which makes software for nonprofits and government agencies.

**David Bonderman**
The TPG chairman cofounded the firm’s impact investing Rise Fund, which is closing its second fund this year with $3 billion in new capital.

**Scott Cook**
The Intuit cofounder says social change is hard, but impact investing is the way ahead. “We’ll probably do it for a decade, 20 years,” Cook said of his impact portfolio. Cook’s investing focuses on bringing technology into education and helping close the achievement gap, especially around pre-K for low-income youth. He’s invested $8.8 million into edtech funds like Reach, Owl and Rethink Education and $26.4 million into nine startups, including literacy software LightSail and data-driven higher education engagement platform Civitas.

**Jim Breyer**
The venture capitalist has invested $25 million in startups with purpose, including Apollo Agriculture, to help farmers in Kenya maximize profits, and Paige.AI, which applies AI to pathology.

**Howard W. Buffett**
The Oracle of Omaha’s grandson teaches sustainable investing, wrote a book on how to measure its returns and is an investor in Forbes Under 30 alum Justin Kamine’s KDC Ag.
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Impact Area</th>
<th>Brief Description</th>
</tr>
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<tbody>
<tr>
<td>Evan Williams</td>
<td>Obvious Ventures, co-founder Twitter</td>
<td>Education, Healthcare, Urban Renewal, Poverty/Inequality</td>
<td>Co-founded Obvious Ventures, invests in “world positive” companies, e.g., sustainable diamond manufacturer Diamond Foundry, plant protein company Beyond Meat.</td>
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<tr>
<td>John Doerr</td>
<td>Obvious Ventures</td>
<td>Healthcare, Urban Renewal</td>
<td>Early backer of clean-tech companies, invested in G2VP, a $350 million cleantech fund.</td>
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<td>Reid Hoffman</td>
<td>LinkedIn cofounder</td>
<td>Healthcare, Urban Renewal</td>
<td>Co-founder of TOUR Engine, clean-tech company.</td>
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<tr>
<td>Sean “Diddy” Combs</td>
<td>Andreessen Horowitz’s Cultural Leadership Fund</td>
<td>Urban Renewal, Poverty/Inequality</td>
<td>Invests in arts and culture projects.</td>
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<td>Jim Coulter</td>
<td>The Rise Fund</td>
<td>Urban Renewal, Healthcare</td>
<td>Repurposed a factory campus in Wisconsin as a modern working space with a startup incubator.</td>
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<td>Michael Dell</td>
<td>His and his wife’s foundation has invested in tech platforms in India</td>
<td>Technology</td>
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<td>Bill &amp; Melinda Gates</td>
<td>Couple’s foundation has put about $2 billion into for-profit businesses</td>
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<td>Daniel Gilbert</td>
<td>Quicken Loans co-founder</td>
<td>Urban Renewal, Financial Inclusion</td>
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<td>Arlan Hamilton</td>
<td>Backstage Capital funds</td>
<td>Healthcare, Urban Renewal</td>
<td>Leads minority and female founders, like criminal justice software startup Promise.</td>
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<td>Irwin Jacobs</td>
<td>Qualcomm founder</td>
<td>Urban Renewal, Healthcare</td>
<td>Invests in social impact startups, such as water purification company CycloPure.</td>
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<td>Paul Tudor Jones</td>
<td>Hedge fund manager</td>
<td>Urban Renewal, Healthcare</td>
<td>Co-founded research nonprofit JUST Capital, ranks Russell 1000 companies on impact.</td>
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<td>Cheryl Dorsey</td>
<td>Echoing Green fellowship</td>
<td>Urban Renewal, Healthcare</td>
<td>Leaded $2.6 million in investments in 56 social good organizations in 2018.</td>
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<td>Dagmar Dolby</td>
<td>Dolby Ventures, impact investment in bio-medical startups</td>
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<td>Liesel Pritzker</td>
<td>Hyatt Hotels heirness is an avid impact investor</td>
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<td>Al Gore</td>
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Laurene Powell Jobs
As founder of the philanthropic, investment and advocacy entity Emerson Collective, Powell Jobs partners with entrepreneurs, policymakers and advocates to promote social change. She’s backed English learner-focused software startup Ellevation, public sector budgeting software OpenGov, and environmental sensor network Aclima. She also sits on the board of social and environmental impact fund The Rise Fund.

Justin Kamine
The 30-year-old, who appeared on Forbes’ Under 30 list in 2018, cofounded KDC Ag to create and invest in profitable infrastructure to reduce food waste in the U.S. Warren Buffett’s grandson Howard is an investor.

Mitch Kapor
The Lotus Notes founder and his wife, Freada, have invested, through their Kapor Capital, $60 million in 102 companies using tech to close opportunity gaps for low-income and minority communities.

Jim McKelvey
The Square cofounder is committed to remaking St. Louis, in part by funding its startups such as cancer vaccine company Immunophotonics.

Derrick Morgan
The former Tennessee Titans linebacker set up an Opportunity Zone fund in 2019 to invest in marginalized communities. He also has personal investments in such companies as CleanFiber, which makes insulation from recycled materials.

Dustin Moskovitz
Through his Good Ventures, the Asana and Facebook cofounder has invested in healthcare companies like Sherlock Biosciences, which is working to easily detect human viruses.

Jacqueline Novogratz
Her nonprofit fund Acumen has invested $110 million to build more than 102 social enterprises in countries like Uganda, Kenya and Pakistan.

Vinod Khosla
The impact arm of his Khosla Ventures invests in startups like Driptech, which makes affordable drip irrigation for small-plot farmers, and solar investment platform SunFunder.

Pierre Omidyar
His Omidyar Group has put more than $700 million into startups that combat issues like gender and income inequality, such as Indian digital savings platform Kaleidofin.

Sean Parker
The original Facebook president has played a key role in championing Opportunity Zones, a government initiative to invest in low-income areas.

Nancy Pfund
Her venture capital firm DBL Partners has invested in cleantech startups like ZOLA Electric and sustainable composting startup EcoScraps.
Ray Dalio

With his family, the founder of the world’s biggest hedge fund, Bridgewater Associates, has put $98 million into impact investments. Dalio is particularly focused on trying “to find ways of doing it in support of the oceans,” like funding documentaries.

Jim Sorenson

The son of a late billionaire, Sorenson donated $13 million to create the Sorenson Impact Center at the University of Utah. His Impact Foundation also backs entrepreneurs trying to solve social issues.

Kat Taylor

Taylor, who’s married to billionaire Democratic presidential candidate Tom Steyer, cofounded Radi- 

Christy Walton

Walton launched investment fund Cuna del Mar in 2010 to back companies working to develop a sustainable supply of seafood, like red snapper farmer Earth Ocean Farms.

Alice & Jim Walton

The siblings are spear- 

Serena Williams

Her Serena Ventures invests in groups that embrace di- 

Mark Zuckerberg

The Facebook cofound- 

J.B. Pritzker

Through his and his wife’s foundation, he has pioneered the use of social impact bonds to fund early childhood education for low-income students in Utah and Chicago.

George Roberts

His employment-focused REDF venture philanthropy aims to deploy $5 million in new debt financing by 2020. Its first loan last year was to a Philadelphia laundry business that hires the homeless and the formerly incarcerated.

David Robinson

The 1995 NBA MVP’s Admiral Capital funnels 10% of profits from its real estate and private equity investments into community projects and San Antonio charter school Carver Academy.

Eric & Wendy Schmidt

Their foundation put $50 million in sustainable firms, including environmental sensor network Aclima.

Jeff Skoll

His Capricorn Investment Group oversees $5 billion in assets, most of which are tied to renewable resources and clean technology.

Will & Jada Smith

Their investments include Quidnet Energy, a storage system developer to enable a carbon-free power grid, and Just Water, which makes cartons from plants.

Mark Cuban

The serial entrepreneur invests in mission-driven companies, especially those led by women or veterans. Examples of such investments include Mahmee, a maternal healthcare technology company that counts Serena Williams as an investor, and Combat Flip Flops, which manufactures clothing and shoes in conflict areas and uses profits to fund the education of Afghan girls and other charitable causes. In June, Cuban invested $1 million in Hala Systems, which uses AI to prevent violence and keep civilians safe before, during and after conflict in places like Syria. “It’s incredible what they have created and how many lives they have saved,” he says.

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