

@minivestco

MINIVEST

International development investing and philanthropy should be easy.



Would you believe me if I told you there is no famine, no water crisis?

The issue is not that we are running out of water as a people, or that we are running out of food. Of course we should pursue sustainable, repeatable, and scalable strategies for ensuring we meet the needs of a growing world population - but the root problem is the perception of scarcity. We live in a world of tremendous income disparity between the impoverished and struggling in developing countries and the middle class of developed countries.

The key to helping solve this need is the meeting of the two.

MINIVEST is one of many global organizations working to solve the issue through the reallocation of resources. Even on a minor scale - this problem can be lessened and combatted - through the strength of numbers. However, MINIVEST is one of few solving this problem through microphilanthropy - or philanthropic support and effort scaled down in terms of per person monetary commitment but scaled up in terms of number of philanthropists. Think of it like a mutual fund - but for charitable endeavors. Much like the crowdfunding platforms that have helped entrepreneurs and small business owners realize their dreams - MINIVEST is helping NGOs and nonprofits globally make BIG change out of small capital.

Let's go back to the concept of perceived scarcity. Scarcity is the lack of prevalence of a particular resource, so much so that there is not enough to meet demand. We live in a time and place where some people walk miles upon miles to access drinking water, and others walk 5 feet to get into a hot tub to sit in an abundance of water for recreation. It isn't a matter of true scarcity - but a lack of infrastructure to bring resources to where the demand lies. People living in developing countries must prioritize where they live based on closeness to community, produce, cattle, etc. and as water is often the most portable - they decide to put it lowest on the list of proximal necessities. These communities often employ young women and girls to do the menial task of fetching water from collection sites often miles from their residences.

If we can help rewrite the dialogue around the distribution of global resources - we can take our Tuesday morning coffee money and skip the double espresso and put it towards funding international development projects to help ensure girls go to school instead of toiling to fetch clean drinking water. If we encourage our friends to do the same - we're solving problems on an ever increasing scale. It's all about the network effect - and understanding your luxury items can be scrimped on from time to time to bring actionable change to someone's life.