

# IMPACT INVESTING MONTHLY

## February 2026

*Your monthly update on impact investing*

### Impact Investing at AOWM

Seeking companies that  
turn a profit making a  
sustainable impact on  
society and the  
environment

February's update includes a company highlight on Salesforce, Just Capital's annual survey results, and links to further resources on stakeholder capitalism. As always, if you would like to talk about impact investing in general or your impact portfolio specifically, please do not hesitate to email me.

Grace and Peace,



Nelson Reveley  
Impact Analyst & Advisor  
nelson@aowealth.com

## Highlight on Salesforce

Salesforce ([salesforce.com](https://salesforce.com)) is a software-as-a-service company focused on customer relationship management (CRM) technology. CRM is a “system for managing [a] company’s interactions with current and potential customers” (e.g., sales, marketing, customer service, digital commerce, data analytics, business workflows, etc.).

Founded in 1999 in San Francisco, Salesforce was one of the first companies to offer CRM over the [cloud](#). Salesforce’s five core [values](#) are: Trust, Customer Service, Innovation, Equality, and Sustainability, and Salesforce asserts that “business is the greatest platform for change. We are passionate proponents of [stakeholder capitalism](#), committed to doing well by all our stakeholders—our customers, employees, partners, communities, the planet, and



society as a whole” (see more here: [FY25 Stakeholder Impact Report](#)).

Salesforce ranks 30<sup>th</sup> on [Just Capital](#), which ranks large public companies in the United States based on their investment in all stakeholders. Salesforce is also 31<sup>st</sup> on [Fortune 100 Best Places to Work For](#) list.



# Charts of the Month

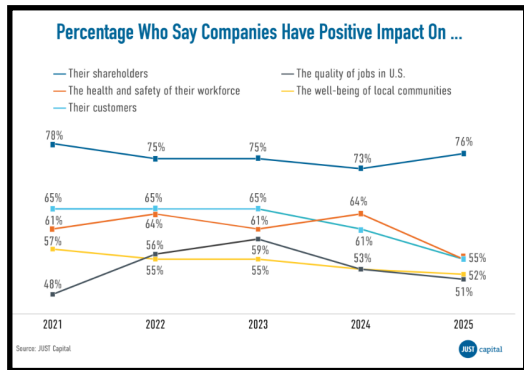
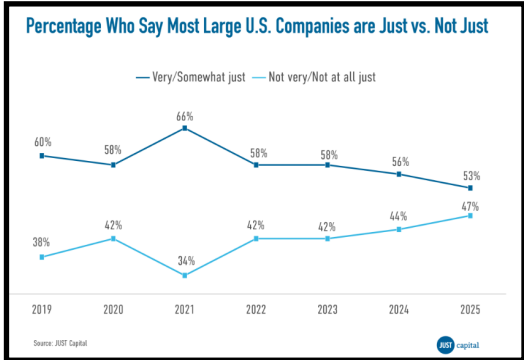
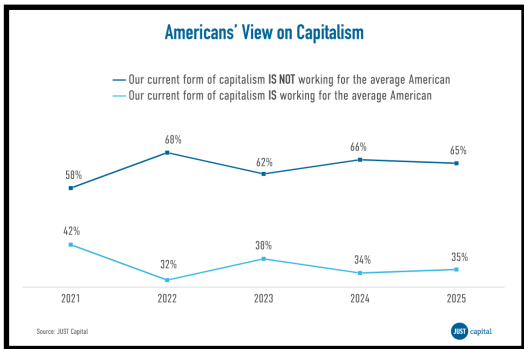
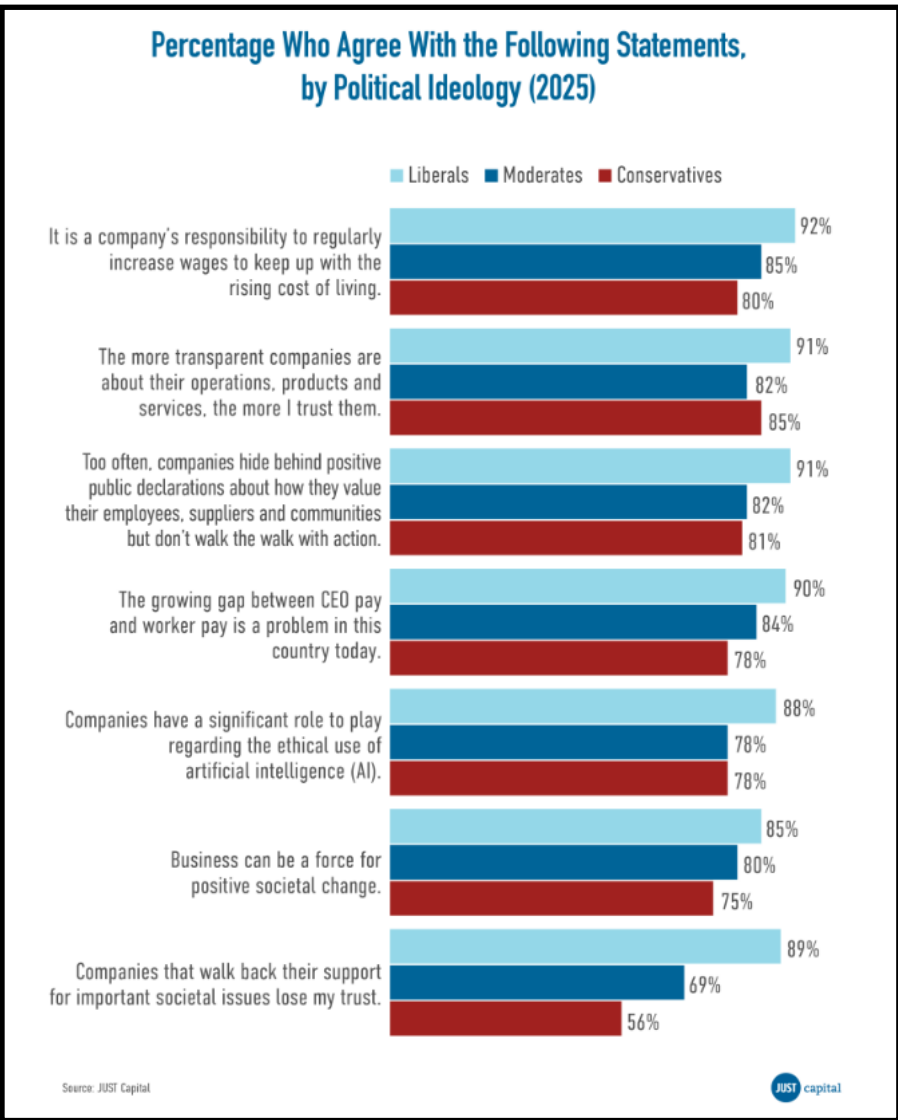
(Click on any chart below to view in more detail)

Our charts this month come from [Just Capital](#), a nonprofit whose mission is “to build a more just economy that works for all Americans by helping companies improve how they serve all their stakeholders—workers, customers, communities, the environment, and shareholders—as defined by the public.” Just Capital annually surveys a representative sample of the US adult population “to assess how well they think companies are doing when it comes to creating value for all their stakeholders and building a more just economy that truly works for all.” Click on the charts below or the following link to see more key findings from the 2025 survey: [What Leaders Need to Know about How Americans Define Responsible Business](#).

Ethical Leadership   Polling

## What Leaders Need To Know About How Americans Define Responsible Business

Jan 15, 2026



# Resources

## *Just Capital: Can Companies Deliver on the Promise of Stakeholder Capitalism?*

Capital for Good podcast

Jan 14, 2024

(27 min listen)

## *We Need a New Capitalism*

New York Times opinion piece

Marc Benioff, Salesforce CEO

Oct 14, 2019

(5 min read)

## *Understanding Stakeholder Capitalism: Serving All Interests*

Investopedia, Deborah D'Souza

September 11, 2025

(5 min read)

## *"How 'business for good' went bad— And what comes next"*

Fast Company, James Surowiecki

June 9, 2025

(30 min listen)

## What is Impact Investing?

The term **"Impact Investing"** focuses on investments made *"with the intention to generate positive, measurable social and environmental impact alongside a financial return."*<sup>1</sup> Many people talk about this intersection of social, environmental, and financial values as a focus on the **triple bottom line** of **people, planet, and profit.**<sup>2</sup> Others also highlight the ways that environmental, social, and financial values are really **"blended values,"**<sup>3</sup> given that the operations, products, and services of any business always have effects (whether positive or negative) on society, the environment, and the financial bottom line. A common definition of **"sustainability"** along these lines is *"meet[ing] the needs of the present without compromising the ability of future generations to meet their own needs."*<sup>4</sup>

**"ESG"** is a term that stands for "Environmental, Social, and Governance" factors that can affect a company's long term financial health as well as well-being for broader society and the environment. The term ESG was coined in a 2004 United Nations report entitled, "Who Cares Wins: Connecting Financial Markets to a Changing World," and this report highlights the ways *"successful investment depends on a vibrant economy, which depends on a healthy civil society, which is ultimately dependent on a sustainable planet."*<sup>5</sup>

ESG analysis usually focuses primarily on how a changing world (socially and environmentally) might affect a company's financial return. Impact analysis usually focuses on how a company's operations and products affect society and the environment. The two types of analysis are distinct but complementary and can be used to help you blend your values with your investments.

### Sources

<sup>1</sup> [Thegiin.org](https://thegiin.org); see also [rockefellerfoundation.org/from-the-archives/global-impact-investing-network-giin/](https://rockefellerfoundation.org/from-the-archives/global-impact-investing-network-giin/)

<sup>2</sup> "Triple bottom line," *The Economist*, Nov 17, 2009. [economist.com/news/2009/11/17/triple-bottom-line](https://economist.com/news/2009/11/17/triple-bottom-line)

<sup>3</sup> [Blendedvalue.org](https://blendedvalue.org)

<sup>4</sup> *Our Common Future*, UN World Commission on Development and Environment, 1987, p. 24

<sup>5</sup> [UNepfi.org/fileadmin/events/2004/stocks/who\\_cares\\_wins\\_global\\_compact\\_2004.pdf](https://unepfi.org/fileadmin/events/2004/stocks/who_cares_wins_global_compact_2004.pdf)

## **IMPORTANT DISCLOSURES**

Alpha Omega Wealth Management, LLC (“Alpha Omega”) is a registered investment advisor headquartered in Richmond, VA. Alpha Omega and its representatives are in compliance with the current filing requirements imposed upon registered investment advisors by those states in which Alpha Omega maintains clients. Alpha Omega may only transact business in those states in which it is registered, or qualifies for an exemption or exclusion from registration requirements. A copy of Alpha Omega’s current written disclosure statement is available upon request.

Please remember that past performance may not be indicative of future results. Different types of investments involve varying degrees of risk, and there can be no assurance that the future performance of any specific investment, investment strategy, or product (including the investments and/or investment strategies recommended or undertaken by Alpha Omega Wealth Management, LLC-“Alpha Omega”), or any non-investment related content, made reference to directly or indirectly in this document will be profitable, equal any corresponding indicated historical performance level(s), be suitable for your portfolio or individual situation, or prove successful. Due to various factors, including changing market conditions and/or applicable laws, the content may no longer be reflective of current opinions or positions. Moreover, you should not assume that any discussion or information contained in this document serves as the receipt of, or as a substitute for, personalized investment advice from Alpha Omega.

## **SOCIALLY RESPONSIBLE INVESTING LIMITATIONS**

Socially Responsible Investing involves the incorporation of Environmental, Social and Governance considerations into the investment due diligence process (“ESG”). There are potential limitations associated with allocating a portion of an investment portfolio in ESG securities (i.e., securities that have a mandate to avoid, when possible, investments in such products as alcohol, tobacco, firearms, oil drilling, gambling, etc.). The number of these securities may be limited when compared to those that do not maintain such a mandate. ESG securities could underperform broad market indices. Investors must accept these limitations, including potential for underperformance. Correspondingly, the number of ESG mutual funds and exchange-traded funds are few when compared to those that do not maintain such a mandate. As with any type of investment (including any investment and/or investment strategies recommended and/or undertaken by Alpha Omega), there can be no assurance that investment in ESG securities or funds will be profitable, or prove successful.