

# IMPACT INVESTING MONTHLY

April 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

April's update includes a highlight on the company Badger Meter, an overview of the very first Earth Day, and links to further resources on these fronts. 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,



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## Highlight on Badger Meter

Badger Meter ([badgermeter.com](http://badgermeter.com)) is a company that provides instruments, software, and services for water flow measurement, quality, and control. Badger Meter was founded in 1905 and made the "world's first frost-proof water meter." Headquartered in Milwaukee, Wisconsin, Badger Meter primarily serves water utilities and municipalities, along with other industrial and commercial customers, in the United States, but 10% of its revenue does come from international sales.



**Badger Meter**

Badger Meter notes that "nearly 95% of our revenues are generated from water-related applications vital to increase efficiency, reduce water loss, enhance resiliency, improve customer satisfaction, and optimize assets throughout the water cycle." Badger Meter's vision is to "deliver comprehensive and scalable water management solutions that *measure and protect the world's most precious resource.*" You can see more about their efforts to care for the environment in their most recent [Sustainability Report](#).

# Video of the Month

*(Click on the video image below to view it)*

Our video of the month comes from the CBS News archives. It is a “[Special Broadcast with Walter Cronkite](#)” that aired on April 22, 1970, (in place of Hawaii Five-O that night) and covered the very first Earth Day, with interviews and reports from events across the US. The [idea for Earth Day](#) came from Wisconsin Senator Gaylord Nelson, who sought to build and rally awareness of environmental issues facing the country, especially regarding water and air pollution. For that first Earth Day, Senator Nelson worked with a young activist named Denis Hayes to organize teach-ins at campuses around the United States, and they picked April 22 because it fell during spring break for many schools.

You can see more on the history of Earth Day here: [History Channel Earth Day Timeline](#). Earth Day became a much more international affair in 1990, and it now includes events in over 190 countries worldwide on April 22. It is organized by [Earthday.org](#) (formerly the Earth Day Network), whose mission is “to broaden, educate and activate the environmental movement worldwide.”



# Resources

## *Four Ways that Recycling is Finally Changing for the better*

Corporate Knights  
Apr 14, 2026  
(7 min read)

## *How to Celebrate Earth Day in Richmond*

Venture Richmond  
Apr 6, 2026  
(a few ideas for next year)

## *Advancing Earth Observation At NASA Since Release of Earthrise Photo*

Sally Younger  
Apr 22, 2026  
(6 min read & view)

## *EPA Webpage on Earth Day*

## 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](http://Thegiin.org); see also [rockefellerfoundation.org/from-the-archives/global-impact-investing-network-giin/](http://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](http://economist.com/news/2009/11/17/triple-bottom-line)

<sup>3</sup> [Blendedvalue.org](http://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](http://UNepfi.org/fileadmin/events/2004/stocks/who_cares_wins_global_compact_2004.pdf)

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