



Episode 24: Impact Investing and Mission Alignment

In this episode of *Mission and Markets*, host [Heather Shanahan](#) is joined by CAPTRUST Advisor [James Ross](#) and Spectrum Impact Founder and CEO [Rehana Nathoo](#) to explore the growing role of impact and place-based investing for nonprofits. They discuss how endowments and foundations can align more of their assets with their mission while balancing financial returns, governance responsibilities, and long-term sustainability. The conversation also examines common challenges organizations face, from education and board engagement to portfolio design and implementation, and offers practical guidance for getting started.

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