Reading (and watching) List Regarding Profit for Good Companies

1. **TEDx Talk re Profit for Good Companies**

   Brad West's speech at TEDx Taft Avenue where he discusses what Profit for Good businesses are, how they could be a powerful tool to solve world problems, and why philanthropists should leverage their funds for charities through the love decency of consumers and other economic actors through this business model.

   https://www.youtube.com/watch?v=GL6gcZAdiHI

2. **Making Trillions for Effective Charities through the Consumer Economy**

   Brad West's forum post presents the idea of Profit for Good Companies, conditions for their success, and why enabling everyday people to direct the profit from their purchases to charities is a high value endeavor. Excellent starting point.

   https://forum.effectivealtruism.org/posts/WMiGwDoqEyswaE6hN/making-trillions-for-effective-charities-through-the

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   Under Profit for Good Blog

   https://profit4good.org/blog/

   Blog posts by Brad regarding Profit for Good.

3. **What is Profit for Good?**

   Post with thorough definition of Profit for Good as I use the term.

   https://profit4good.org/what-is-profit-for-good/

4. **From Charity Choice to Competitive Advantage: The Power of Profit for Good**

   Post arguing for the competitive advantage of Profit for Good businesses arising from two premises: a non-zero preference by economic actors for charities over random investors and the absence of disadvantages to a business's operations to having charities as shareholders.

   https://profit4good.org/from-charity-choice-to-competitive-advantage-the-power-of-profit-for-good/

5. **Above Market Philanthropy: Why Profit for Good Can Surpass Normal Returns**
   Brad explores the counterintuitive math behind PFG's philanthropic multiplier effect. The post demonstrates how PFG companies can generate above-market charitable returns because consumers value companies benefiting charity more highly than those enriching investors. This higher valuation enables leveraged growth strategies that multiply philanthropic impact far beyond what traditional donations achieve.

https://profit4good.org/above-market-philanthropy-why-profit-for-good-can-surpass-normal-returns/

6. **Introducing Commissions for a Cause: A Strategic Step Forward**

   https://profit4good.org/introducing-commissions-for-a-cause-a-strategic-step-forward/

   Commissions for a Cause (CFAC) is a new program that channels 40% of life insurance commissions to charity at no extra cost to customers. The article also outlines earlier ideas for PFGI—like a mass-marketing campaign and an incubator program—which may still be pursued in the future. By launching CFAC, PFGI aims to build real-world credibility for the Profit for Good model and inspire further philanthropic investment.

7. **Capitalism's $10 Trillion Routing Error—And How to Fix It**

   Brad's latest strategic analysis identifying why PFG remains <0.1% of the economy despite proven success. Introduces the two-engine framework for scaling PFG: the Evidence Engine (deploying $10-20M to test across sectors) and Trust & Awareness Engine (certification and marketing infrastructure). Maps the path from current state to mainstream adoption, showing how synchronized development of supply and demand can transform capitalism's routing error into humanity's largest philanthropic resource.

   https://profit4good.org/capitalisms-10-trillion-routing-error-how-to-fix-it/

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8. **Profit For Good FAQs (oriented toward EAs)**

   FAQ by Consumer Power Initiative Director of Research Blake Hannagan that addresses some of the questions and concerns regarding the business viability of Profit for Good Companies. Addresses some frequent concerns brought up regarding the competitiveness of Profit for Good Companies.

   https://docs.google.com/document/d/1NhvRo8IBYe0qQbSyxsXHQOGaDqIgzx8O_8Sw1U9kGX8/edit?usp=share_link

9. **Why Guided Consumption can Work**

   Synthesis of existing research by BOAS Founder Vincent van der Holst which evaluates some of the existing research and papers. This synthesis shows competitive advantages for PFGs in various areas such as corporate governance, customer preference, and employee recruitment and retention.

   https://forum.effectivealtruism.org/posts/mq97ho2PMBbphDJzK/why-guided-consumption-can-work

10. **Criticism/Redteaming and Responses**

    https://docs.google.com/document/d/1IhpffQpgqjh5RFYjJ8K9FQgJEsouE6Oq?rtpof=true&usp=drive_fs

11. **Guided Consumption Theory: A Virtuous Dance between Altruistic Agents, Economic Discriminators, and Opportunistic Helpers**

This EA Forum post evaluates the Profit for Good model from the perspective of the relevant motivations of the agents involved. This post also discusses formulations of the value added to a company by being a PFG and what factors affect said value.

https://forum.effectivealtruism.org/posts/8hoDr4prXoDwjJhuo/guided-consumption-theory-a-virtuous-dance-between

12. **Guided Consumption: Funding Charities by Leveraging Consumer Sentiment in the Broader Economy**

    An earlier, long (45 pages) EA forum post which more broadly discusses the economic principles and the conditions that would allow for consumers to choose to benefit charities rather than traditional shareholders. An excellent deep dive into the ideas behind the Profit for Good model (there called "Guided Consumption") if you want to spend some more time engaging with Brad West's thoughts on the topic.

    https://forum.effectivealtruism.org/posts/4j7CsFvG2ADsj33FD/guided-consumption-funding-charities-by-leveraging-consumer

13. **USA Today Article on Profit for Good**

    https://www.usatoday.com/story/special/contributor-content/2025/02/12/profit-for-good-initiative-has-proven-that-a-simple-shift-can-transform-philanthropy-and-consumers-p/78464781007/

    Link if can't access through that

    https://docs.google.com/document/d/1hxuDDlJQMIcHPcS3fG0C8zi29e8G-jkq-IcyHHfpY_g/edit?tab=t.0