

Our Intention

We facilitate the transition from a Money First to a Care First World in which money serves the well-being of people and our planet and is not used at their expense.

We see this magazine as a vehicle for building a Care First World together, creating a culture of the heart. We share Care First stories of people and organisations already practising this. Our founders, Louis and Sandra Bohtlingk started "World Finance Initiative" as a Scottish Charitable Company in 1996. We have developed a vision for a Care First World. This is a world where:

- Care for the well-being of people and the planet comes first.
- Money is used to make well-being possible.
- Everyone can provide for their basic human needs and develop themselves.
- We care for the Earth, which provides us with so much materially.
- We receive and share the gifts of the Earth with each other.

Our work focusses itself on our money, survival and work issues — what money is and how it works in our world. We explore our tensions, fears and conditionings in relation to money and transform these to build a relationship with money that serves us. Shifting from feeling victimised by the world of money and empowering ourselves to becoming a creator of the life we want.

We have inspired thousands of people worldwide through workshops, meetings and books to take the leap towards a better life for themselves, each other and our beautiful Earth. This often takes courage and clarity of heart and mind. We assist people with the struggle and pain that can be involved in making the shift from Money First to Care First in our lives.

We intend to spread, integrate and apply the message of Care First in an even stronger manner. It is our hope that everyone, including governments, companies (those in powerful decision making functions) make decisions based on Care First principles.

Steve Schueth is one of the initial founders of Socially Responsible Investing in the USA. He writes:

"The concept of Care First underpins virtually every strategy that the Sustainable, Responsible, Impact investment industry offers for socially conscious investors. Care First is broadly applicable and deeply meaningful, while at the same time very simple. The application of the concept of Care First along the spectrum of life decisions is perhaps the most powerful force for good available to mankind."

We know that many people worldwide are in agreement towards what kind of world we would like to create. Seeing love as our foundation, heart intelligence as the way forward, and a culture of the heart as the goal.