



daily GOOD

Nov 30, 1999

One of the deep secrets of life is that all that is really worth the doing is what we do for others. --Lewis Carroll

The Blue Sweater

If you don't know where you're going, any road will take you there, the Cheshire Cat tells Alice when she asks for directions in Wonderland. But what if Alice had known exactly where she wanted to end up, and just didn't know which road would get her there? That is the challenge that entrepreneurs with a social mission face every day. In her autobiography, *The Blue Sweater*, Acumen Fund founder and CEO Jacqueline Novogratz engagingly captures one such mission in need of the right road. In her case, she hopes to use the power of markets to achieve social transformation, primarily through providing economic opportunity to the poor and marginalized. Through the course of the book she proves herself one of the increasing number of "ordinary" people who accomplish the extraordinary. This article from the Stanford Social Innovation Review shares more.

Be The Change:

Read the beginning of *The Blue Sweater* here.