

SANTA BARBARA

LIFE & STYLE

MAY/JUNE 2016

gold
MINE

Healthy
habits

SWIM *into*
SUMMER

Vol 4. Issue 5 | \$5.99



0 74470 29280 7

Peter Cohen Dress
Zero + Maria Cornejo Coat
Borbonese Shoes
Chan Luu Necklace
Fantasy & Jewels Earrings



WARDROBE BY



1269 Coast Village Road, Montecito
805-663-2425
allorabyallora.com

HAIR & MAKEUP BY



Hair by Sir-rye Cook
Makeup by Vanessa Regalado
1250 Coast Village Road, Montecito
805-969-6700
justblowdries.com

Morton Capital Management Celebrates SANTA BARBARA WOMEN MAKING WAVES

Marlys Boehm

Creating True Change in the World through Social Impact Investing

Photographed by Riley Yahr
Written by Marisa Hutton

The Journey Matters

“Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.” This proverb not only describes Marlys Boehm’s life’s work but it reaches down to the very essence of how she views her role in the world. Marlys started her career in interior design and space planning, though her commitment to social impact continued to play a large role in her life. After countless visits to social impact spaces around the world, she saw over and over again how many people were still struggling with extreme adversity, including harsh poverty and violence. With her background as a business owner, Marlys aimed to find a way to support those in need without following the donor-directed path. She wanted to find a solution that gave people the opportunity to make their own choices, and then help them to create the social change they wanted to see in the world.

Innovation through Purposeful Action

In 2009, Marlys and her husband, Ron, co-founded BOMA Investments, which invests in early-stage social and environmental impact businesses all over the world. BOMA’s, and Marlys’, vision is to create opportunities for motivated social entrepreneurs to address urgent global problems in a sustainable way. Companies who have a proven concept come to BOMA Investments for guidance and the financial aid that will help them bring their concept to the next stage. Marlys views her relationship with BOMA’s entrepreneurs as a true partnership. She is a hands-on investor; committed to providing mentorship and guidance to her investees. She works deeply with these small businesses to understand their concept, including the unique opportunities and challenges that the business might face in trying to reach the people who most need their help. Due to its founders’ passion and commitment to creating true social change in the world, BOMA has grown exponentially from when it started in 2009, and now works with over 40 companies worldwide as both mentor and investor.

Wave of the Future

Entrepreneurs not only creatively address problems, they make the ideas happen and then spread them across society. Social entrepreneurs furthermore play a unique role in creating world change by their long-term focus on creating wide-scale change at the systemic level. Marlys is setting a standard for how to successfully support the work of social entrepreneurs to create positive impact. Creating jobs, and helping achieve a more stable life for those who are currently struggling and creating a positive business model with the ability to continue improving lives in the long term gives Marlys purpose, and has proven to become much more impactful to her, than just writing a check to a good cause. ★