

From: [DoneGood](#)
To: [Carey Earle](#)
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More and more companies that do good for people and the planet are starting every day. And now the movement has really begun spreading to new industries. That means there are even more ways we can all use our purchasing power to create positive change—whether we need to buy coffee, a mattress, or even adulting things like... **life insurance!**

A couple months ago, we met the founder of a really cool life insurance company, [Bluestone Life](#), that created an innovative way to offer life insurance that generates donations to non-profits and drives impact investments. It's also transparent: Bluestone's team members are employees of the company, not "brokers," and are not incentivized to sell people more insurance than they need.

Bluestone works like this:

- A portion of all revenues are donated to environmental and social non-

profits.

- Funds from premiums are invested with a social impact lens (in things like clean energy or affordable housing).
- When a life insurance claim is paid, a complimentary benefit goes to a non-profit that the customer has chosen. These benefits can fund things like community development projects in underserved communities.

Bluestone is a B Corp “Best for the World” awardee for their positive social and environmental impact, and is a 1% for the Planet member, like DoneGood. And for every life insurance application that comes through this email, Bluestone is providing DoneGood a fee to help fund our work as well.

So if you're interested in learning more about life insurance options, we think [Bluestone](#) is a solid company to check out.

It's great to see the movement growing so much that now even adulting purchases like life insurance can do good for people and the planet too!

[Check out Bluestone Life](#)



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