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HUMANITARIAN CAPITAL



In today's economic terms, "humanitarian" no longer applies solely to not-for-profit enterprises which provide services for the needy in some far off land. No – today the definition has been widened to include anything that improves the health and welfare of the individual, the community, the state, the country, and in some cases, even globally.

Today's notion of humanitarian encompasses creating sustainable jobs, affordable housing, temporary housing, recyclable materials, cures, new biomedical devices, upgrading legacy technologies, applying new science to old problems, the relocation of assets, building infrastructure, the creation of opportunity, education, distribution systems, conservation, new financial systems and so much more. In short, it's about *us*, the you and me that together makes *we*. At C4, if a project can improve the quality of life within our global village, it will likely be regarded as humanitarian and thus eligible for consideration.

This begs the question, "*What isn't humanitarian?*" At C4, anything that takes advantage of someone because of his or her race, religion, creed, color, education, sex or sexual orientation would not receive consideration and is certainly NOT humanitarian. This includes the employment of underage children. Any project or company that supports military or government applications that could potentially allow one country to take advantage (militarily) over another would NOT be something we would consider.

As it should be with most people today, we're keenly concerned about our environment. Any project that negatively impacts our fragile ecosystems in any way would not be considered humanitarian and therefore not fitting for our funding model.

At C4, our C4 Associates, Alliance Partners and the C4 Management Team are dedicated to the success of your humanitarian enterprise. All we ask is, "How can we be helpful?"