

PROFIT FOR GOOD AMBASSADOR

Profit for Good is a movement launched by The School for Moral Ambition and co-founded with philosopher Peter Singer, to redirect profit to where it does the most good, and to make that the new corporate norm. Today, global corporate profits are estimated at around \$10 trillion, while charitable donations total only about \$71 billion, less than 1%. If that became 10%, then in a single year we could help eradicate malaria and HIV, and lift millions out of poverty.

We're building the organization to make this happen. The first milestone we're working towards is our launch conference in June 2027. There, we want to give the stage to the leaders of five companies who publicly commit to donating 10% of their profits, and who share their journey of getting there.

Our current aim is to find those business leaders who want to share this journey with us, our founding partners, and our first members. We're looking for European businesses that are privately owned, profitable, aspirational, and led by people who are fun to work with.

THE OPPORTUNITY

This is an opportunity for senior business people who have built a lot of social capital over their career and want to use it to create a better world. You will help Julia (Co-founder) and Dirk (Growth) by opening doors and building trusted relationships with those business leaders.

You'll be part of a small group of senior business leaders who also commit to our mission. Together, we will make Profit for Good's first year a success worth celebrating.

On November 6 and 7, we have a unique opportunity: an offsite with Peter Singer, Rituals founder Raymond Cloosterman, and AFAS Software CEO Bas van der Veldt. Ideally, we'll have found our leaders by then, so we can bring all of them together. That's why we'll sprint in the first two months.

YOUR ROLE

- Initiating meetings with business owners from your network
- Giving feedback on our current approach to improve our messaging and offering
- Making connections between relevant experts and Profit for Good
- Thinking along with a young organization on strategic dilemmas
- If comfortable: sharing publicly about Profit for Good's mission and progress

We understand that you've built your network with care, and that you need to build trust in us

before making any commitments. We won't ask you to take any action until you feel comfortable.

WHAT WE'RE LOOKING FOR

We're looking for generous networkers who are up for a challenge. Ideally, you bring the following:

- You can invest around 2-3 days in September and October
- Close connections with business owners in the Benelux and DACH regions, and a willingness to introduce us to them
- Interest in philanthropy and impact
- Entrepreneurial experience

THE COMMITMENT

- Time: ± 0.5 -1 day a month, after more intense start-up months
- Term: 1 year, option to prolong
- Remuneration: this is a voluntary, unpaid role

WHAT WE BRING

- An opportunity to leverage your network for impact
- A small but deeply motivated team to work with
- Access to our bi-monthly international alliance meetings
- If in Amsterdam: an office to meet at The School for Moral Ambition

THE PROCESS

1. Express your interest via [this short form](#). Ideally before August 10.
2. Meeting with Dirk. Week of August 10
3. Kick-off meeting with small group of selected ambassadors.