

IAED USA Webinar: Wealth Building Tools for Everyone - Principles behind Roots

Roger Wetherall
December 11, 2025

Tues Dec 16, 2 – 3 PM (EST)

Wealth Building Tools for Everyone: The Principles behind 'Roots'

Join us to explore how Roots creates a wealth-building model where investors and renters grow together—not separately.



Dear

Investors in [Roots](#) gain strong, consistent returns supported by residents who care for their homes like owners, while renters build wealth from day one through the [Wealth Building Rewards](#) program with zero out-of-pocket costs. This aligned ecosystem means investors benefit from better property performance and stability and targeted returns of 12-15%, and renters benefit from a real pathway to financial growth and upward mobility. If you're interested in a model where everyone wins and wealth is built side-by-side, this session will show you exactly how it works. We'll also show employers how they can provide this opportunity to their employees to boost retention and engagement.

Register to join the webinar

[If registration is full, you can join the Live Feed on our Website](#)

You can download a flyer for the event [here](#)

Presenters

Jori Mendel

**Partner and Chief Growth and
Community Development Officer
at Roots Investment Community**

Jori holds an MBA from the Graziadio School of Business at Pepperdine University and is an alumnus of the University of Colorado, Boulder, where she earned her BA in journalism. Jori also serves on the Board of In The City Camps, the Advisory Committee of the Jewish Fertility Foundation and as a board member of a prominent local Family Foundation.



Prior to joining Roots, she was Chief Foundation Officer of the Atlanta Jewish Foundation, where she oversaw the organization's growth to a record of \$500M of charitable assets under management. Jori also designed and executed the strategic initiatives of the Jewish Federation of Greater Atlanta as Vice President of Innovation. She spent nearly a decade leading a variety of entrepreneurial initiatives for AT&T's Los Angeles and Atlanta offices. Most notably, Jori spearheaded the sales strategy and execution of AT&T's Smart Cities startup to

much success as Director of Sales. In this role, she worked closely with mayors, city councils, and Fortune 25 companies to implement technology that changed the way people live, work, and play. Jori enjoyed similar success in a variety of roles at Patagonia, Scripps Health, and Meredith Corporation.



Roger Wetherall

Moderator

US Coordinator,
International Association for Peace and
Economic Development

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We look forward to your participation and engagement in this event.

Thank you

Roger Wetherall
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International Association for Peace and Economic Development - USA

We affirm our belief that business leaders have the opportunity and responsibility to work in collaboration with other sectors of society to make the world a better place, addressing its most significant challenges, and promoting world peace, long-term mutual prosperity and truly sustainable development.
