



The **FINANCIAL AWARENESS** Foundation

Improving Financial Awareness & Financial Literacy™



Helping you
achieve and maintain
**financial
stability,
security,
and freedom**

The Financial Awareness Foundation serves as a nonpolitical “financial awareness advocate” for We The People—the general public, financial service and nonprofit professionals and their organizations, educational institutions, employers and municipalities.

Our mission is to significantly help solve a major social problem dealing with the lack of financial awareness along with the financial illiteracy epidemic. We believe in teaching financial literacy and sharing the essential principles of smart money—the foundation to personal finance knowledge—are very important. This gives people the tools of empowerment to address everyday financial decisions in a more informed manner and have the best possibilities to reach and maintain their personal financial freedom, security, while passing on their values, knowledge and assets to future generations to make their lives and this world a better place.

We believe having better personal finance knowledge changes your world and the world around you... FOREVER!

A Very Big Social Challenge that Requires Attention Now

As you may know most people are never taught the essential principles of smart money management and are provided with very little personal money knowledge at home or school. This leaves them vulnerable to become victims in many of their everyday money decisions, which jeopardizes almost every aspect of their lives, including their health and well-being, financial security and any hopes of financial independence or even an adequate retirement.

Just in the US, we currently have more than 10,000 people reaching age 65 daily; many will run out of money before they die. Many families are burdened with large amounts of student loans and other forms of growing debt. This lack of financial understanding has created further problems as more than ½ of our adult population don't have nor understand why they need an up-to-date financial, estate and gift plans to protect themselves and their families. We have a serious problem. This lack of financial awareness, along with the financial illiteracy epidemic places a **HUGE** growing amount of pressure on families and friends, employers, nonprofits; as well as the ultimate safety net the government. This is not just a local epidemic - it's an international one. And these societal problems/challenges are not limited to the US . . . they are worldwide.

The Solution

There is a real solution to this lack of financial awareness and financial literacy epidemic that revolves around educating and motivating the public, professionals, and nonprofits to take appropriate actions and **we could use your assistance.**

The Foundation is in a unique position to significantly help improve the public's and financial service and nonprofits professional's financial awareness and financial literacy by serving as a nonpolitical "financial awareness advocate."

To help address the lack of financial awareness and the financial illiteracy epidemic we began taking an active leadership role to recognize organizations and their management, and individuals that are championing improving financial awareness and financial literacy. We are then uniting them with other associations, organizations, nonprofits, educational institutions, municipalities, employers, and news media to actively focus their vast community resources into **The Improving Financial Awareness & Financial Literacy Movement** with its semi-annual concentrated personal finance content media blitz around the strategic campaign venues

- **Financial Literacy Month (April)**
- **Estate Planning & Gift Planning Awareness Month (October)** (We worked with Congressman Thompson's Office during 2007-2008 to help create an Estate Planning Awareness proclamation that was co-authored by 50 bi-partisan Congresswomen & Congressmen.)

The plan is to touch everyone at least twice a year through these strategic campaign venues, with educational and motivating content, reminders and tools for making wise informed lifelong financial decisions and to **get and keep your financial house in order** by having current financial, estate and gift plans.



How Everyone Benefits

The **strategy** is to touch everyone at least twice a year through a growing concentrated personal finance content media blitz built around the strategic campaign venues of:

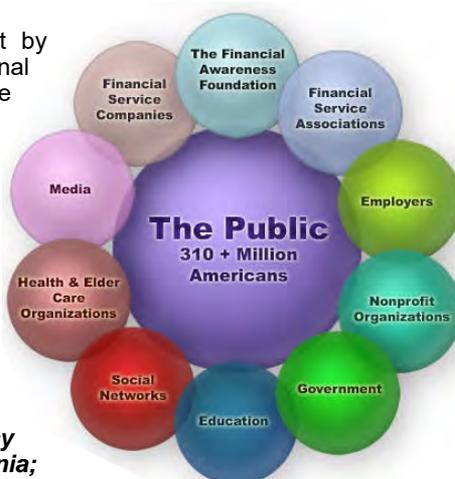
- ◆ **April—Financial Literacy Month**
- ◆ **October—Estate & Gift Planning Awareness Month**

Below is a link to our latest edition of **The Improving Financial Awareness & Financial Literacy Report and Magazine**. Last year was the 10th year of The Movement and the production of this report that provides a sampling of the community participation, including supporting proclamations from 21 US State Governors, leading financial service, planned giving, and nonprofit associations and their professionals, and academia and news media efforts along with a comprehensive collection of reports including how financially literate each state and country is, and so much more.

<http://www.thefinancialawarenessfoundation.org/pdf/TFAF-FallCampaignReport&Magazine.pdf>

The Foundation also supports this effort by delivering and developing exceptional educational content and programs for We The People - the general public and for financial service and nonprofit professionals, and educational institutions that support the public's financial, estate and gift planning and charitable planning needs.

Global financial literacy initiatives are increasing and we are contacted regularly for assistance and ideas from around the world. In 2018 we began assisting in the creation of ***The Improving Financial Awareness & Financial Literacy Movement in Kenya, Uganda and Tanzania; this will touch ~ 150 million people***; this is modeled after our work in the US.



The East Africa Movement

www.thefinancialawarenessfoundation.org/pdf/TFAF-Africa-TIFA-FLM.pdf

How to Change the World with Better Financial Awareness & Financial Literacy

www.urbanet.info/how-to-change-the-world-with-better-financial-awareness/

We wonder what the global societal and economic impact on the world's markets will be if we can significantly increase the quality of life and buying power of WE THE PEOPLE around the world through *The International Improving Financial Awareness & Financial Literacy Movement*.

We believe this will go a long way towards solving many of the world's current social challenges while benefiting 'The Entire Community' by having happier and financially successful constituents, creating jobs and helping to build a robust economy, while reducing poverty, crime, and the strain on social welfare services.

Be Part of the Solution

The Financial Awareness Foundation is taking an active leadership role to recognize thought leading organizations and their professionals that are championing improving financial awareness and financial literacy worldwide. We are then uniting them with other associations, organizations, nonprofits, educational institutions, municipalities and employers to actively focus their vast community resources into a growing concentrated personal finance content media blitz every six months through the strategic campaign venues of:

- Financial Literacy Month (April)
- Estate & Gift Planning Awareness Month (October)



For additional information about us, The Improving Financial Awareness & Financial Literacy Movement, Campaigns, Programs and efforts, or to discuss volunteer activities, sponsorships, planned gifts, contributions and grants to The Financial Awareness Foundation, please contact us directly.

Help us do even more by making a tax deductible contribution today!

DONATE NOW

Become a  Supporter Today

Thank you for your consideration and we look forward to hearing from you.

Valentino Sabuco, Executive Director

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THE FINANCIAL AWARENESS FOUNDATION

501(c)(3) Nonprofit Dedicated to

Improving Financial Awareness & Financial Literacy

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