

# The Improving Financial Awareness & Financial Literacy Movement – Worldwide



**The Movement** began in the USA over a decade ago, celebrating a semi-annual personal finance content media blitz built around two strategic campaign venues, **April as Financial Literacy Month** and **October as Estate & Gift Planning Awareness Month**. Global financial literacy initiatives are increasing; we are contacted regularly for assistance, content, and ideas from around the world. In 2018 we began **The Improving Financial Awareness & Financial Literacy Movement** in several East African Countries that will touch ~ 150 million people; modeled after our work in the US. In 2020 **The Movement** expanded into Ghana-West Africa, Brazil, and India. We now have **The Movement** developing in over 4 continents within 10 countries. We also have initiated

development activities for *The International Improving Financial Awareness and Financial Literacy Research Centers* in over a dozen Universities, domestically and internationally to take leadership roles.

## The Movement Worldwide

	<b>The Movement Worldwide</b>	<b>8 billion people</b>	<a href="#">Download</a>
	<a href="https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-WW-ExecSum.pdf">https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-WW-ExecSum.pdf</a>		

## The Movement in Africa

	<b>The Movement in Africa</b>	<b>1.5 billion people</b>	<a href="#">Download</a>
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	<b>The Movement in Ghana</b>	<b>30 million people</b>	<a href="#">Download</a> <a href="#">Download</a>
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	<b>The Movement in Kenya</b>	<b>50 million people</b>	<a href="#">Download</a>
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	<b>The Movement in Nigeria</b>	<b>210 million people</b>	<a href="#">Download</a>
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	<b>The Movement in Somalia</b>	<b>15 million people</b>	<a href="#">Download</a>
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	<b>The Movement in Tanzania</b>	<b>57 million people</b>	<a href="#">Download</a>
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	<b>The Movement in Uganda</b>	<b>40 million people</b>	<a href="#">Download</a>
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	<b>The Movement in Zimbabwe</b>	<b>14.2 million people</b>	<a href="#">Download</a>
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**The FINANCIAL AWARENESS Foundation**  
A 501(c)(3) Nonprofit Organization Dedicated to Significantly  
*Improving Financial Awareness & Financial Literacy...*<sup>TM</sup>



## The Movement in Brazil



The Movement in Brazil

209 Million People



Brazil – English - <https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Brazil-ExecSum.pdf>

Brazil – Portuguese <https://home.thefinancialawarenessfoundation.org/pdf/OMovimentoMelhorandoaConscienciaFinanceiraAlfabetizacaoFinanceiraNoBrasil.pdf>

## The Movement in India



The Movement in India

1.4 Billion People



<https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-India-ExecSum.pdf>

## The Movement in America



The Movement in America

330 Million People



<https://home.thefinancialawarenessfoundation.org/pdf/TFAF-FallCampaignReport&Magazine.pdf>

<https://home.thefinancialawarenessfoundation.org/pdf/TFAF-PublicSupportfortheImprovingFinancialAwareness.pdf>

## Articles

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



International Article - Michael Ochieng Nyawino, ED, COHECF-KENYA, Lead TFAF Ambassador-Kenya

<https://www.urbanet.info/how-to-change-the-world-with-better-financial-awareness/>

### A Recapitalized Banking Sector a New Breeze for Value Creation (See Chapter 6's discussion on the need for improving financial awareness and financial literacy and funding it.)



Co-authored by Dr. Benjamin Amoah & Dr. Anthony Amoah, Economists & TFAF Ambassadors

<https://home.thefinancialawarenessfoundation.org/pdf/2019-CentralUniv-ARecapBankSector-GhanaReport.pdf>

## The Improving Financial Awareness & Financial Literacy Movement Organizational Tools

### The Improving Financial Awareness & Financial Literacy Movement Report & Magazine - (284 Pages)

Now as we move into the second decade of *The Movement*, this report provides a sampling of the community participation, including supporting proclamations from over 20 US state governors, leading financial service, planned giving, and nonprofit associations and their professionals, a comprehensive collection of reports including how financially literate each state and country is, and what they are doing and so much more.

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



### How Improving Financial Awareness & Financial Literacy Can Increase Your Bottom Line (14 Pages)

For CPAs, Attorneys, CFPs, Wealth Managers, Insurance Agents, Trust Officers, Realtor and other financial service and nonprofit professionals - *How Improving Financial Awareness & Financial Literacy Can Increase Your Bottom Line*

<https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-AdvisorsSupport-ImprovingFinancialAwareness-CanIncreaseYourBottomLine.pdf>



### For The People - The General Public - Supporting Improving Financial Awareness & Financial Literacy Is A Winning Opportunity For All (13 Pages)

<https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-PublicSupportfortheImprovingFinancialAwareness.pdf>



### Introduction Video to The Movement & The Foundation

Note Slides

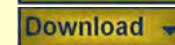
<https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-TheMovementIntro-NotesTaking.pdf>

Slide Deck

<https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-TheMovementIntro-Slides.pdf>

Link to Video

<https://youtu.be/vJnupimq6Ps>



Press Conference at the University of Ghana



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# The Improving Financial Awareness & Financial Literacy Movement Organizational Tools

[https://www.youtube.com/watch?v=V\\_GAXzBG2Zw](https://www.youtube.com/watch?v=V_GAXzBG2Zw)

## Background on The Movement & Sample Proclamations for Political & Community Leaders (16 Pages)

This provides you the materials to secure a Proclamation from your elected officials to support **The Improving Financial Awareness & Financial Literacy Movement** by celebrating

- April as Financial Literacy Month in (State, Country, City)
- October as Estate & Gift Planning Awareness Month in (State, Country, City)

<https://home.thefinancialawarenessfoundation.org/pdf/DraftImprovingFinancialAwareness-NFLM-NEPAW-Proclamation.pdf>

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<https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-Draft-Ghana-DualMonthFinLitProclamation.pdf>

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In Word

<https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-Draft-Ghana-DualMonthFinLitProclamation.docx>

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## The Improving Financial Awareness & Financial Literacy Movement Implementation Planning Tool Kit

This collection to Guides and Planners are designed to assist you and your team in planning, developing, implementing, and managing The Movement in your Country, Municipality, University, Community or Organization. As every situation is unique please use these materials as a model and feel free to innovate as you see appropriate for your situation.

<https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLM-ImpPlanToolKit.pdf>

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<https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Ambassador-Volunteer-Overview.pdf>

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<https://www.home.thefinancialawarenessfoundation.org/pdf/CFLE-TFAF-Ghana-Ambassador-SP-Vol.pdf>

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Hope you find this of interest; if you would like additional information, or to discuss how you can HELP MAKE A DIFFERENCE please do not hesitate in contacting us.

Stay safe and healthy – there's lots of work to do and fun to be had!! - wishing you, your loved ones and colleagues all the very best, ALWAYS,

### Valentino

**Valentino Sabuco, Executive Director  
The Financial Awareness Foundation**

A 501(c)(3) Nonprofit Dedicated to Significantly  
"Improving financial awareness & financial literacy..."

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[www.TheFinancialAwarenessFoundation.org](http://www.TheFinancialAwarenessFoundation.org)



# Our Special Gift to YOU!



We believe that **EVERYONE** needs to be financially literate and empowered to make better everyday money decisions. If not, how are you going to have any chance of living out a quality life, reach and maintain their personal and family financial dreams, and enjoy a debt free and secure financial future, pass on your values, knowledge and assets to future generations and your charitable causes to help make this a better world? Without this empowerment, will YOU become a burden on family and friends, employers, local nonprofits and the ultimate safety-net the local and national government.

## The Foundation to Financial Awareness & Financial Literacy

**Financial planning** is a lifelong process; that's why **The FA Infinity Lifelong Learning Symbol**, represents a continuous cycle. Once you've addressed the elements of **Getting Organized** and **Financial Planning** and learned the secrets and essential principles of smart money – the foundation to personal finance knowledge – it's simply a matter of reviewing regularly and updating areas as required.



Staying organized and planning wisely are keys to financial success. Short of winning the lottery or inheriting millions, few people attain and maintain financial success and security without forethought, a strategy, and ongoing management. Learn this powerful simple process to make better everyday money decisions so you have the best chance of watching your personal and family dreams become a reality.

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The  **Infinity Lifelong Learning Symbol**



You can visit our website at [www.thefinancialawarenessfoundation.org](http://www.thefinancialawarenessfoundation.org) to receive your **FREE** copy of **TFAF Personal Finance Publication Set** – that includes **smart money secrets** and the **essential principles of smart money management** – the foundation to personal finance knowledge.

These are very special tools designed to empower YOU to make better informed lifelong money decisions and to use and to work with financial professionals & product providers to get the best results from time & money.



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



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