Public Involvement with the Improving Financial Awareness & Financial Literacy Movement

Supporting Improving Financial Awareness & Financial Literacy Is A Winning Opportunity For All

--Now is the time to get and keep your financial, estate and gift plans in order

Having better personal finance knowledge changes your world and the world around you… FOREVER!

With so many people on the path to or verge of running out of money before their life expectancy, many families burdened with large amounts of student loans and other forms of debt, and more than half of our adults not having nor understand why it is important to have up-to-date financial, estate and gift plans to protect themselves and their families, we have a serious problem. This lack of financial awareness and financial literacy places a **HUGE** growing amount of pressure on families and friends, employers, nonprofits; as well as the government.

The Big Challenge

Managing personal finances today is more complicated and more important than ever. We're living longer, but saving proportionately less. Scores of us feel less secure in our jobs and homes than we did in the past. We see our money being drained by the high cost of housing, taxes, education, health care, while dealing with the uncertainty of investments and our economy. We worry about the future, or unfortunately in many cases, simply try not to think about it.

Many people don't realize that

- The majority of the adults in the US that reach the age of 70 are almost out of money, but have life expectancies well into their mid-80's and maybe into their 90's. **That's disastrous**. Who will be responsible for them? The choices are few, family and friends, employers, nonprofits and people with money, and the government as a final safety net.
- Over 120 million adults, 50% of our adult population don't have nor understand why it is important to have a current financial, estate and gift plans to protect themselves and their assets in the event of sickness or when they pass away. This is a real problem, as most feel they don't have an estate to plan for; this is **NOT TRUE.** Estate and financial and gift planning is not just for the wealthy and elderly; it's important for everyone.
    - If people don't have a plan their assets may not pass to their desired party, and there is no way for their significant or modest assets to get to their favorite charities or causes, as asset then pass by title, beneficiary designation, and the state laws of intestate succession which by default goes to close then distant family, if none exist they then revert to the state of domicile after taxes and costs.
    - What could Prince's estate of $300+ million do in the right hands? Music scholarships, teach entrepreneurism, help advance cures for health problems, help feed many, improve financial awareness and financial literacy, etc.
- Too many young people and their families are burdened with excessive education debt and other forms of debt. Student loan debt exceeds $1.3 trillion and is the **2nd largest class of consumer debt after mortgages; members of the class of 2016 graduated with an AVERAGE of $37,000 in student loan debt**. Those with graduate degrees are significantly greater.
- The Consumer Financial Protection Bureau released a report in January that examined the link between financial education and financial well-being. A key finding was that while many adults desire to educate themselves to become more financially literate, they often seek out that information only within their social networks. This cuts across all demographics, including education level and income. **This is quite alarming**: People are making critical life decisions based on information gained from non-experts and fragmented sources.
- We have entered into the greatest wealth transfer in history. An estimated $59 trillion - divided among heirs, charities, estate taxes and estate closing costs – is being transferred from 116 million American households from

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2007 to 2061 as reported by John J. Havens and Paul G. Schervish from the Center on Wealth and Philanthropy Boston College.

- Without some financial, estate and gift planning a significant amount of these assets will be wasted; much of the remaining assets may not go to the right person(s) or organization(s), and or may not be used as intended.
- However, this huge wealth transfer is not for all families, many will run out of money long before passing.
- **This is not just a domestic challenge it is an international one.**

There is a real solution to this lack of financial awareness and financial literacy epidemic that revolves around better educating the general public – rich to poor, financial service and nonprofit professionals to the essential principles to smart personal financial management while motivating them to take appropriate actions. People need access to better personal financial management tools and information, to communicate and work more effectively with their financial advisors, and to make better every day informed money decisions.

In the spirit of improving financial awareness and financial literacy we welcome your active support and participation in The Improving Financial Awareness & Financial Literacy Movement & Campaigns with a growing concentrated personal finance content media blitz built around the strategic venues of:

- National Financial Literacy Month in April, and six month later during
- National Estate Planning Awareness Month / Week 3rd week in October

You can start by reading these fundamental articles on financial, estate and gift planning

- Let financial planning make your difference
- It's time to protect your family & your future

Then begin circulating this communication to your family and friends, fellow workers, employees, and business associates and ask them to actively participate and support ***The Improving Financial Awareness & Financial Literacy Movement.***

You might ask "**Who benefits from this undertaking?"**

Well for starters this is a great opportunity for you to create goodwill, while performing a very important and valuable community service.

- You benefit by supporting and actively participating in ***The Improving Financial Awareness & Financial Literacy Movement & Campaigns*** by being recognized as a thought leader that is significantly helping to solve a major social problem. This will create goodwill for you and your organization that will attack new patrons, retain existing ones, and build support for your own other initiatives.
- Families benefit by learning the essential principles to smart personal financial management – the foundation to personal finance knowledge; it empowers them to make better informed productive everyday financial decisions, save time and money with their financial advisors & service providers, & have the best possibilities to reach and maintain their personal & family financial dreams, to enjoy a financial secure debt free future, while advancing their legacy.
- Employers benefit from having employees who are less stressed, happier & more productive.
- Nonprofits & fundraisers benefit with increased donations, planned gifts, alternate beneficiary selections & bequests.
- Philanthropists benefits by helping to solve a major social problem that leads to a better world.
- Universities benefit by having alumni, faculty and staff who are less stressed, happier and more productive and more philanthropic.
- The news media benefits by providing its audience with timely valuable information.
- Financial service professionals and their organizations benefit by acquiring new business from more informed and motivated clients.
- Municipalities benefit by having happier and financially successful constituents, and a reduced strain on social welfare services.
- Everyone actually benefits with a stronger and financially sound economy.

To learn more about the **Improving Financial Awareness & Financial Literacy Movement & Campaigns** and see what others are doing, including which State Governors who signed supporting proclamations, preview the latest Improving Financial Awareness & Financial Literacy Campaign Report & Magazine.

And consider being a The Financial Awareness Foundation Ambassador or volunteer yourself.

Conclusion & Free Gift

Here's a link for you to download a complimentary digital version of the
TFAF Personal Finance Publication Set

http://home.thefinancialawarenessfoundation.org/publications.html

In the spirit of improving financial awareness and financial literacy you are welcome to share them with family and friends, staff and business associates as you see appropriate.

1. ***Your financial PARTNER™ Overview – Essential Principles to Smart Personal Financial Management™*** This publication provides the reader with an overview of the **Your *financial* PARTNER Personal Financial Management System** and also identifies the essential principles to smart personal financial management – the foundation to personal finance knowledge and common mistakes to avoid and places them at your fingertips.

2. ***Your financial PARTNER™ – The Personal Financial Management System, Guidebook and form set -*** This is more than just another source of financial information and advice. It's a complete personal financial management system - a clear step-by-step process designed to help organize your affairs and provides you with the essential principles to smart personal financial management and a comprehensive set of common financial mistakes to avoid. These tools empower you to
   - Make better informed and productive everyday financial decisions
   - Save time and money with your financial advisors and service providers
   - Have the best opportunities to reach and maintain your personal / family financial dreams
   - Enjoy a financially secure debt free future
   - Advance your philanthropic and legacy plans.

3. ***Your Estate Planning Organizer™ –*** All the tools you need to better organize, plan and manage your estate plan over your lifetime. Helps you develop and maintain a sound estate plan for you and your family. Organizing financial information is challenging for most of us. ***Your Estate Planning Organizer*** streamlines the estate planning process, helping you prepare your estate plan in a quick and easy manner saving you time and money.

We welcome your active support and participation in the ***Improving Financial Awareness & Financial Literacy Movement & Campaigns***; together we have the potential to help solve a major social challenge by advancing and contributing to one of the most broad-based, multifaceted moments for improving financial awareness and financial literacy while advancing philanthropy.

Wishing you much success and all the very best,

Valentino

Valentino Sabuco, Executive Director

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About The Financial Awareness Foundation

The Financial Awareness Foundation, (TFAF), is a 501(c)(3) nonprofit organization. TFAF serves as a nonpolitical "financial awareness advocate" for the general public – poor to rich, financial service and nonprofit professionals and their organizations, educational institutions, municipalities, and employers. Our mission is to significantly help solve a major social problem by dealing with the lack of financial awareness and financial literacy. We believe that teaching financial awareness, financial literacy and the essential principles to smart personal financial management – the foundation to personal finance knowledge - are very important as this gives people the tools of empowerment to: make better informed and productive everyday money decisions; save time and money with their financial advisors and service providers; have the best opportunities to reach and maintain their personal / family financial dreams; enjoy a financially secure debt free future; while they advance their philanthropy and legacy.

Learn more about The Foundation and the Improving Financial Awareness & Financial Literacy Movement & Campaigns

The Financial Awareness Foundation

1. Our **Introduction 1 minute video** & website — http://www.thefinancialawarenessfoundation.org
2. **The Financial Awareness Foundation Fact Sheet** — http://www.thefinancialawarenessfoundation.org/pdf/TheFAFoundationFactSheet.pdf
3. **The Financial Awareness Foundation Introduction** — http://www.thefinancialawarenessfoundation.org/pdf/TheFAFoundationIntro.pdf
4. **The Financial Awareness Foundation Annual Report & Business Plan** — http://www.thefinancialawarenessfoundation.org/pdf/TFAF-FoundationReport&BusPlan.pdf
5. **IRS Determination Letter** — http://www.thefinancialawarenessfoundation.org/pdf/TFAF-IRS-Determination-Letter-060414.pdf

TFAF Improving Financial Awareness & Financial Literacy Programs

1. **The Financially Green Organization Certification Program™ Executive Summary & Overview** — http://www.thefinancialawarenessfoundation.org/pdf/TFAF-FinanciallyGreenOrganizationCertProgramOverview.pdf
2. **The Your *financial* PARTNER University / College Program™ Executive Summary & Overview** — http://www.thefinancialawarenessfoundation.org/pdf/TFAF-YourFPUniversityProgramOverview.pdf

The Improving Financial Awareness & Financial Literacy Movement & Campaigns

1. The latest ***The Improving Financial Awareness & Financial Literacy Movement Report & Magazine™ - -*** This provides a broad picture of the lack of financial awareness & financial illiteracy epidemic, an overview of the strategy behind ***The Movement*** & campaigns, a sampling of the community participation, & much more. — http://www.thefinancialawarenessfoundation.org/pdf/TFAF-SpringCampaignReport&Magazine.pdf
2. **The Improving Financial Awareness & Financial Literacy Movement Program Planner / Overview - This is an excellent overview and planning tool.** — http://www.thefinancialawarenessfoundation.org/pdf/TFAF-ImprovingFinancialAwarenessCampaign&ProgramPlanner.pdf
3. For the financial service and nonprofit professionals - ***How Improving Financial Awareness & Financial Literacy Can Increase Your Bottom Line*** — http://www.thefinancialawarenessfoundation.org/pdf/TFAF-AdvisorsSupport-Improving Financial Awareness-can increase your bottom line.pdf
4. For the general public - **Supporting Improving Financial Awareness & Financial Literacy Is A Winning Opportunity For All** — http:www.thefinancialawarenessfoundation.org/pdf/TFAF-Public Support for the Improving Financial Awareness.pdf

For additional information contact Valentino Sabuco, Executive Director, at
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