About Us

The Financial Awareness Foundation, is a 501(c)(3) nonprofit organization; our mission is to significantly help solve a major social problem dealing with the lack of financial awareness and financial literacy.

The Foundation serves as a nonpolitical "financial awareness advocate" for the general public – rich to poor, the financial service and nonprofits professionals and their organizations, educational institutions, municipalities, and employers.

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
- Advance their legacy.

The Financial Awareness Foundation has two main focal points and they revolve around:

1. Taking an active leadership role to recognize organizations and their management that are championing improving financial awareness and financial literacy. 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
   - **National Financial Literacy Month (April)** http://www.thefinancialawarenessfoundation.org/pdf/About-NationalEstatePlanningAwarenessWeek.pdf
   - **National Estate Planning Awareness Week (3rd week in October)** (We worked with Congressman Thompson's Office during 2007 and 2008 to help create this proclamation, and have helped to advance and promote it since.) http://www.thefinancialawarenessfoundation.org/pdf/About-NationalFinancialLiteracyMonth.pdf
2. Delivering and developing exceptional educational content for the general public and for financial service and nonprofit professionals, and educational institutions that support the public's financial and estate planning and charitable planning needs.

With so many people on the verge of running out of money before their life expectancy, students and their families burdened with high amounts of student loans and other forms of debt, and over half our adult population (120 million) not having nor understanding why it is important to have 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 and financial literacy epidemic places a **HUGE** amount of growing pressure on families and friends, employers, nonprofits; as well as the government. And this is not just a domestic problem; it's an international one, as well.

There is a real solution to this lack of financial awareness and financial literacy epidemic and it revolves around educating the general public, professionals, and nonprofits to the essentials principles to smart personal financial management – the foundation to personal finance knowledge - and 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 informed and productive everyday financial decisions.

To receive '**free personal finance publications and content'**, learn more about us and **The Improving Financial Awareness & Literacy Movement**, campaigns, programs and efforts, and **'how you can make a meaningful difference'** visit our website at www.TheFinancialAwarenessFoundation.org. **Help us** do even more by **making a tax deductible contribution today! Thank YOU.**

Add the

We Support Improving Financial Awareness & Financial Literacy Icon

to your social media page and your website with a link to

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

Here's a link to download the Foundation graphic

http://www.thefinancialawarenessfoundation.org/pdf/IFAFL-Blue bk.jpg

$$$