

**Background & Sample Proclamations  
In Support of Improving Financial Awareness & Financial Literacy  
And proclaiming**

- **April as Financial Literacy Month, and**
- **October as Estate Planning Awareness Month**

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**The FINANCIAL AWARENESS Foundation**

A 501(c)(3) Nonprofit Organization dedicated to significantly  
Improving Financial Awareness & Financial Literacy™  
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# Overview – Plan & Strategy & Request for a Supporting Proclamation

Greetings,

Thank you for interest in improving financial awareness and financial literacy.

With so many people on the 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 do not have nor understand 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 places a **HUGE** growing amount of pressure on families and friends, employers, nonprofits; as well as the ultimate safety net the state and federal government.

As a brief backgrounder, we are The Financial Awareness Foundation a 501(c)(3) nonprofit organization. The Foundation serves as a nonpolitical “financial awareness advocate” for the public, the financial service and nonprofit professionals and their organizations, educational institutions, municipalities, and employers.

Our mission is to significantly help solve a major social problem dealing with the lack of financial awareness and financial literacy. We believe that teaching financial literacy and the essential principles to smart financial management are very important. This gives people the tools to address everyday financial decisions in a more informed manner and have the best possibilities to reach and maintain their personal and financial goals, their financial freedom and security, while advancing their own personal philanthropy.

We are taking an active leadership role to recognize thought leading organizations and their professionals 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 concentrated personal finance content media blitz every six months through the strategic campaign venues of



- National Financial Literacy Month (April)
- National Estate Planning Awareness Month/Week (3<sup>rd</sup> week in October) We worked with Congressman Thompson’s Office during 2007 and 2008 to help create this proclamation that was signed by 50 bi-partisan Congresswomen and Congressmen, and have helped advance and promote it since.

The plan is to touch the majority of the general public, high net worth individuals, financial service and nonprofit professionals and their organizations at least twice a year through these strategic venues, with educational and motivating reminders to get and keep their financial, estate, and gift plans in order.

The Foundation further delivers and develops 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.

We are hard at work to become the ‘foundation of choice’ for improving financial awareness and financial literacy for the general public, and amongst the financial service and nonprofit professionals and their organizations, educational institutions, and the news media.



We understand that this is a massive undertaking. As we move into the 9th year it's being accomplished through leading organizations that include:

- Financial service associations and their members
- Nonprofit associations and their members
- Financial service professionals and their companies
- Nonprofits
- Employers
- Technology companies
- Educational institutions
- Government entities
- News media

**Further we've begun a national campaign to annually get all 50 Governor to create and sign supporting improving financial awareness & financial literacy proclamations for every April as Financial Literacy Month and October as Estate Planning Awareness Month. We would welcome your assistance in providing one from your state, and local municipalities.**

The following State Governor's signed supporting proclamations during Estate Planning Awareness Month or Financial Literacy Month in 2017; those highlighted in yellow signed both.

- |                                       |  |
|---------------------------------------|--|
| 1. Governor Asa Hutchinson, Arkansas  | Hampshire                                  |
| 2. Governor Jerry Brown, California   | 13. Governor Roy Cooper, North Carolina    |
| 3. Governor John Carney Delaware      | 14. Governor Mary Fallin, Oklahoma         |
| 4. Governor Nathan Deal, Georgia      | 15. Governor Tom Wolf, Pennsylvania        |
| 5. Butch Otter, Idaho Governor        | 16. Governor Dennis Daugaard, South Dakota |
| 6. Governor Terry Branstad, Iowa      | 17. Governor Greg Abbott, Texas            |
| 7. Governor Kim Reynolds, Iowa        | 18. Governor Bill Haslam, Tennessee        |
| 8. Governor Matt Bevin, Kentucky      | 19. Governor Phil Scott, Vermont           |
| 9. Governor Rick Snyder, Michigan     | 20. Governor Terry McAuliffe, Virginia     |
| 10. Governor Mark Dayton, Minnesota   | 21. Governor Scott Walker, Wisconsin       |
| 11. Governor Phil Bryant, Mississippi | 22. Governor Matt Mead, Wyoming            |
| 12. Governor Christopher Sununu, New  |  |

Wouldn't it be great if we can get all 50 state governors, and municipality thought leaders to do a proclamation in support of Improving Financial Awareness and Financial Literacy by proclaiming **April as Financial Literacy Month** and **October as Estate Planning Awareness Month!**



**With very little effort you can help this happen!**

**Please assist by contacting your state governor, local city council, city manager, and major with a request that they provide a Supporting Improving Financial Awareness and Financial Literacy Proclamation proclaiming for their state / city / county**

- **April as Financial Literacy Month**
- **October as Estate Planning Awareness Month**

You can see the actual proclamations and what other are doing from last year's Spring and Fall Improving ***Financial Awareness & Literacy Campaign Report and Magazine™*** that can viewed at

[www.TheFinancialAwarenessFoundation.org/pdf/TFAF-SpringCampaignReport&Magazine.pdf](http://www.TheFinancialAwarenessFoundation.org/pdf/TFAF-SpringCampaignReport&Magazine.pdf)

[www.TheFinancialAwarenessFoundation.org/pdf/TFAF-FallCampaignReport&Magazine.pdf](http://www.TheFinancialAwarenessFoundation.org/pdf/TFAF-FallCampaignReport&Magazine.pdf)

Also to save you some time, over the following pages we prepared several sample model proclamations for your convenience and use and editing as you see appropriate.

If you have any question, require additional information, or would like to develop a improving financial awareness and financial literacy movement campaign for your state or municipality or nonprofit or organization, or discuss the above further please do not hesitate to contact us.

Together we have the potential to advance and contribute to one of the most amazing, broad-based, multifaceted campaigns for improving financial awareness and financial literacy.

To learn more about us, and our financial awareness campaigns, programs and efforts, and **'how you can make a meaningful difference'** visit us at [www.TheFinancialAwarenessFoundation.org](http://www.TheFinancialAwarenessFoundation.org).

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

Respectfully submitted,



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

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

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## Three Sample Proclamations

For your consideration the following pages contain three sample proclamation that you can use as a model and edit as you see appropriate for your unique situation.

1. Combined proclamation proclaiming ***April as Financial Literacy Month and October as Estate Planning Awareness Month***
2. Proclamation proclaiming ***April as Financial Literacy Month***
3. Proclamation proclaiming ***October as Estate Planning Awareness Month***



*For use with as a sample combined proclamation for April & October*

**Draft Proclamation in Support of Improving Financial Awareness & Financial Literacy  
Proclaiming: April as Financial Literacy Month & October as Estate Planning Awareness Month**

**Whereas**, managing personal finances today is more complicated and more important than ever before. We're living longer, but we're saving less. We 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, and health care. We worry about the future, or unfortunately in many cases, simply try not to think about it;

**Whereas**, careful financial and estate planning can greatly assist our citizens in accumulating and preserving assets built over a lifetime for the benefit of family, heirs, or charities;

**Whereas**, it is estimated that over half the adults do not have up-to-date estate plans to protect themselves or their families in the event of sickness, accidents, or untimely death;

**Whereas**, a 2004 Roper poll commissioned by the American Institute for Certified Public Accountants found that two-thirds of Americans over age 65 believe they lack the knowledge necessary to adequately plan for retirement, and nearly one half of all Americans are unfamiliar with basic retirement tools, such as a 401K plan;

**Whereas**, estate planning involves many considerations, including safekeeping of important documents, documentation of assets, operation of law within the various states, preparation of legal instruments, insurance, availability of trust arrangements, charitable giving, inter vivos care of the benefactor, and other important factors;

**Whereas**, many citizens are unaware that lack of estate planning and 'financial literacy' may cause their assets to be taxed at maximum rates or, by default through the complex process of probate, to be disposed of to unintended parties;

**Whereas**, careful planning can prevent family members or other beneficiaries from being subjected to complex legal and administrative processes requiring significant expenditure of time, and greatly reduce confusion or even animosity among family members or other heirs upon the death of a loved one;

**Whereas**, the implementation of an estate plan starts with sound education and planning, and then may require the proper drafting and execution of appropriate legal documents, including wills, trusts, and durable powers of attorney for asset management and health care;

**Whereas**, only 26 percent of 13- to 21-year olds reported that their parents actively taught them how to manage money;

**Whereas**, 55 percent of college students acquire their first credit card during their first year in college, and 83 percent of college students have at least 1 credit card;

**Whereas**, personal savings as a percentage of personal income decreased from 7.5 percent in the early 1980s to 3.8 percent in 2014;

**Whereas**, a greater understanding and familiarity with financial markets and institutions will lead to increased economic activity and growth;

**Whereas**, financial education has been linked to lower delinquency rates for mortgage borrowers, higher participation and contribution rates in retirement plans, improved spending and saving habits, higher net worth, and positive knowledge, attitude, and behavior changes;

**Whereas**, financial literacy empowers individuals to make wise financial decisions and reduces the confusion of an increasingly complex economy;

**Whereas**, Congress found it important enough to ensure coordination of Federal financial literacy efforts and formulate a national strategy that it established the Financial Literacy and Education Commission in 2003 and designated the Office of Financial Education of the Department of the Treasury to provide support for the Commission, and to proclaim April as Financial Literacy Month, followed by a Presidential Proclamation signed by President Obama proclaiming April 2011 a National Financial Literacy Month;

**Whereas**, The House of Representatives encourages the distribution of estate planning information by professionals to all Americans and passed H. Res 1499 in 2008 proclaiming the third week in October as National Estate Planning Awareness Week;

**Whereas**, The Financial Awareness Foundation along with the leading professional associations such as: the American Institute of Certified Public Accountants, the American Academy of Attorney-Certified Public Accountants; the American Bar Association; the Society of Financial Service Professionals, the National Academy of Elder Law Attorneys, National Association of Estate Planners and Councils, the National Association of Charitable Gift Planners, the Financial Planning Association®, the Association of Fundraising Professionals, and The International Association of Advisors in Philanthropy have supported National Financial Literacy Week/Month and National Estate Planning Awareness Month. Together these organizations represent nearly 1 million financial professionals. The accountants, attorneys, estate planners, financial planners and advisors, insurance agents and brokers, trust officers, and nonprofit executive directors and development officers that are members of these associations, can help mobilize the financial and estate planning and nonprofit communities by providing support, tools, and education for the professionals and the public they serve.

**Now, therefore, I, \_\_\_\_\_, the \_\_\_\_\_ of \_\_\_\_\_ in support of Improving Financial Awareness and Financial Literacy do hereby proclaim April as Financial Literacy Month and October as Estate Planning Awareness Month.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Type name

Date \_\_\_\_\_

**Further**, I encourage all resident of all ages to learn the essential principles of estate and financial planning. Careful financial and estate planning is necessary not just for your piece of mind, but to give you and your families the best possibilities to reach and maintain your financial goals and dreams. We encourage you to get and keep their financial, estate, and gift plans in order.

## *For use with as a sample proclamation for April as Financial Literacy Month*

### **Draft Proclamation in Support of Improving Financial Awareness & Financial Literacy and Proclaiming: April as Financial Literacy Month**

**Whereas**, managing personal finances today is more complicated and more important than ever before. We're living longer, but we're saving less. We 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, and health care. We worry about the future, or unfortunately in many cases, simply try not to think about it;

**Whereas**, careful financial and estate planning can greatly assist our citizens in accumulating and preserving assets built over a lifetime for the benefit of family, heirs, or charities;

**Whereas**, it is estimated that over 120 million Americans do not have up-to-date financial and estate plans to protect themselves or their families in the event of sickness, accidents, or untimely death;

**Whereas**, a 2004 Roper poll commissioned by the American Institute for Certified Public Accountants found that two-thirds of Americans over age 65 believe they lack the knowledge necessary to adequately plan for retirement, and nearly one half of all Americans are unfamiliar with basic retirement tools, such as a 401K plan;

**Whereas**, only 26 percent of 13- to 21-year olds reported that their parents actively taught them how to manage money;

**Whereas**, a 2002 survey by the National Council on Economic Education found that a decreasing number of States include personal finance in their education standards for students in kindergarten through grade 12;

**Whereas**, a 2002 study by the Jump\$tart Coalition for Personal Financial Literacy found that high school seniors know even less about credit cards, retirement funds, insurance, and other personal finance basics than high school seniors did 5 years ago;

**Whereas**, 55 percent of college students acquire their first credit card during their first year in college, and 83 percent of college students have at least 1 credit card;

**Whereas**, personal savings as a percentage of personal income decreased from 7.5 percent in the early 1980s to 3.8 percent in 2014;

**Whereas**, today more than 50 million people in the United States participate in 401(k) plans;

**Whereas**, a 2002 Retirement Confidence Survey found that only 32 percent of workers surveyed have calculated how much money they will need to save for retirement;

**Whereas**, only 30 percent of those surveyed in a 2003 Employee Benefit Trend Study are confident in their ability to make the right financial decisions for themselves and their families, and 25 percent have done no specific financial planning;

**Whereas**, over 25,000,000 adults are unbanked, i.e., not using mainstream, insured financial institutions;

**Whereas**, Whereas millions of people in the United States derive great benefits from the wide variety of products and services offered by the financial services industry in the United States, and such financial products and services allow individuals and families to build homes, start businesses, finance educations, buy cars, and meet the everyday needs of everyday life;

**Whereas**, expanding access to the mainstream financial system provides individuals with lower cost, safer options for managing their finances and building wealth;

**Whereas**, a greater understanding and familiarity with financial markets and institutions will lead to increased economic activity and growth;

**Whereas**, financial education has been linked to lower delinquency rates for mortgage borrowers, higher participation and contribution rates in retirement plans, improved spending and saving habits, higher net worth, and positive knowledge, attitude, and behavior changes;

**Whereas**, financial literacy empowers individuals to make wise informed financial decisions and reduces the confusion of an increasingly complex economy;

**Whereas**, personal financial management skills and life-long habits develop during childhood;

**Whereas**, Whereas personal financial education is essential to ensure that individuals are prepared to manage money, credit, and debt, and become responsible workers, heads of households, investors, entrepreneurs, business leaders, and citizens;

**Whereas**, Congress found it important enough to ensure coordination of Federal financial literacy efforts and formulate a national strategy that it established the Financial Literacy and Education Commission in 2003 and designated the Office of Financial Education of the Department of the Treasury to provide support for the Commission, and to proclaim April as Financial Literacy Month, followed by a Presidential Proclamation signed by President Obama proclaiming April 2011 a National Financial Literacy Month;

**Whereas**, The House of Representatives encourages the distribution of estate planning information by professionals to all Americans and passed H. Res 1499 in 2008 proclaiming the third week in October as National Estate Planning Awareness Week;

**Whereas**, The Financial Awareness Foundation along with the leading professional associations such as: the American Institute of Certified Public Accountants, the American Academy of Attorney-Certified Public Accountants; the American Bar Association; the Society of Financial Service Professionals, the National Academy of Elder Law Attorneys, National Association of Estate Planners and Councils, the National Association of Charitable Gift Planners, the Financial Planning Association®, the Association of Fundraising Professionals, and The International Association of Advisors in Philanthropy have supported National Financial



Literacy Week/Month and National Estate Planning Awareness Month. Together these organizations represent nearly 1 million financial professionals. The accountants, attorneys, estate planners, financial planners and advisors, insurance agents and brokers, trust officers, and nonprofit executive directors and development officers that are members of these associations, can help mobilize the financial and estate planning and nonprofit communities by providing support, tools, and education for the professionals and the public they serve.

**Whereas**, April should be designated as '**Financial Literacy Month**'; and

**Now, therefore**, I, \_\_\_\_\_, the \_\_\_\_\_ of \_\_\_\_\_ in support of **The Improving Financial Awareness and Financial Literacy Movement** do hereby proclaim **April as Financial Literacy Month**.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Type name

\_\_\_\_\_  
Date

**Further**, I encourage all resident of all ages to learn the essential principles of financial and estate planning. Careful financial and estate planning is necessary not just for your piece of mind, but to give you and your families the best possibilities to reach and maintain your financial goals and dreams. We encourage you to get and keep your financial, estate, and gift plans in order.





*For use with as a sample proclamation for October as Estate Planning Awareness Month*

**Draft Proclamation in Support of Improving Financial Awareness & Financial Literacy and Proclaiming: October as Estate Planning Awareness Month**

**Whereas**, careful estate and financial planning can greatly assist our citizens in preserving assets built over a lifetime for the benefit of family, heirs, or charities;

**Whereas**, it is estimated that over half our adults residents do not have up-to-date estate plans to protect themselves or their families in the event of sickness, accidents, or untimely death;

**Whereas**, estate planning involves many considerations, including safekeeping of important documents, documentation of assets, operation of law in the various States, preparation of legal instruments, insurance, availability of trust arrangements, charitable giving, inter vivos care of the benefactor, and other important factors;

**Whereas**, estate planning encourages timely decisions about the method of holding title to certain assets, the designation of beneficiaries, and the possible transfer of assets during the life of the benefactor;

**Whereas**, many of our adult residents are unaware that lack of estate planning and 'financial illiteracy' may cause their assets to be disposed of to unintended parties by default through the complex process of probate;

**Whereas**, alternatives to disposition of assets after death, such as planned gift-giving, may accomplish a benefactor's goal of providing for his or her family and favorite charities;

**Whereas**, careful planning can prevent family members or other beneficiaries from being subjected to complex legal and administrative processes requiring significant expenditure of time, and greatly reduce confusion or even animosity among family members or other heirs upon the death of a loved one;

**Whereas**, important considerations as to donation of organs and use of life support functions may be made through the estate planning process;

**Whereas**, the implementation of an estate plan starts with sound education and planning, and then may require the proper drafting and execution of appropriate legal documents, including wills, trusts, and durable powers of attorney for asset management and health care;

**Whereas**, The House of Representatives encourages the distribution of estate planning information by professionals to all Americans and passed H. Res 1499 in 2008 proclaiming the third week in October as National Estate Planning Awareness Week;

**Whereas**, The Financial Awareness Foundation along with the leading professional associations such as: the American Institute of Certified Public Accountants, the American Academy of Attorney-Certified Public Accountants; the American Bar Association; the Society of Financial Service Professionals, the National Academy of Elder Law Attorneys, National Association of Estate Planners and Councils, the National Association of Charitable Gift Planners, the Financial Planning Association®, the Association of Fundraising Professionals, and The International Association of Advisors in Philanthropy have supported National Financial Literacy Week/Month and National Estate Planning Awareness Month. Together these organizations represent nearly 1 million financial professionals. The accountants, attorneys, estate planners, financial planners and advisors, insurance agents and brokers, trust officers, and nonprofit executive directors and development officers that are members of these associations, can help mobilize the financial and estate planning and nonprofit communities by providing support, tools, and education for the professionals and the public they serve.

**Whereas**, October should be designated as 'Estate Planning Awareness Month'; and

**Now, therefore**, I, \_\_\_\_\_, the \_\_\_\_\_ of \_\_\_\_\_ in support of **The Improving Financial Awareness and Financial Literacy Movement** do hereby proclaim **October as Estate Planning Awareness Month**.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Type name

Date \_\_\_\_\_

**Further**, I encourage all resident of all ages to learn the essential principles of estate and financial planning. Careful financial and estate planning is necessary not just for your piece of mind, but to give you and your families the best possibilities to reach and maintain your financial goals and dreams. We encourage you to get and keep their financial, estate, and gift plans in order.



## Draft Communication for States and Municipalities with Online Proclamation Requests Tools

1. Go to your governor's website – here's a link to help you find it

[Click here to quickly get you to your state governors website](#)

<https://www.nga.org/cms/governors/addresses>

2. Once you are on the website locate the **Proclamation Requests** – this maybe located under the **Contact Us** tab
3. Complete the simple online form –
  - Using your name and resident information
  - If you are an Ambassador for The Financial Awareness Foundation or member of a nonprofit or financial service association you can note that
  - Here's some sample language that you can cut / paste into the description request part of the form. You are welcome to edit it as you see appropriate

Greetings and good afternoon,

I am writing you to as a resident of \_\_\_\_\_ and Ambassador for The Financial Awareness Foundation to voice concern over the lack of financial awareness and financial illiteracy epidemic facing our citizens. Further I would like to introduce you to the **Improving Financial Awareness & Financial Literacy Movement** and to the personal finance content media blitz built around the strategic venues of **National Estate Planning Awareness Month/Week** (October), and six months later during **National Financial Literacy Month** (April).

Further I would like to respectfully request that you join the **President and 23 Governors** that in support of The **Improving Financial Awareness & Financial Literacy Movement** provided supporting **Proclamations** last year proclaiming

- **April as Financial Literacy Month**
- **October as Estate Planning Awareness Month**

**this can be can be accomplished in one or two proclamations.**

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 (120 million) not having up-to-date estate and financial plans to protect themselves and their families, we have a serious problem. This lack of financial awareness and financial illiteracy epidemic places a **HUGE** growing amount of pressure on families and friends, employers, nonprofits; as well as the ultimate safety net - the state and federal government.

There is a real solution to this lack of financial awareness and financial illiteracy epidemic that revolves around better educating the general public, financial service and nonprofit professionals to the essential principles to smart personal financial management while motivating them to get and keep the financial and estate plans in order. 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.

You can learn more about this very important movement and see the President's and 23 Governor's proclamations in the ***Improving Financial Awareness & Financial Literacy Movement Report & Magazine*** at the following links:

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

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

This link will provide you with further background and research materials and sample wording that can be customized for your proclamation(s).

<http://www.thefinancialawarenessfoundation.org/pdf/DraftImprovingFinancialAwareness-NFLM-NEPAW-Proclamation.pdf>

Together we have the potential to advance and contribute to one of the most amazing, broad-based, multifaceted campaigns for improving financial awareness and financial literacy.

Please provide us with a PDF copy of your proclamation and email to us at

**Insert your Email address:**

Thank you for your consideration and support and all you do.

Respectfully submitted,

**Your Name**

\*\*\*\*\*

4. **Once you receive a PDF of the proclamation, usually 1 to 4 weeks, please forward us a copy.**

Please contact us if you have any questions or require any additional information.

Thanks again for your participation and support on this very important mission to help improve financial awareness & financial literacy.



# Background Resources

In support of the improving financial awareness and financial literacy campaigns the following resources have been assembled for your use. If you have additional supporting information to contribute please email it to [Info@TheFinancialAwarenessFoundation.org](mailto:Info@TheFinancialAwarenessFoundation.org) Thank you.

1. **Press & Industry Media Kit** - For additional information about the financial awareness campaigns, download the full media kit, and see the latest Improving Financial Awareness & Financial Literacy Movement Report & Scrapbook please visit the Campaign tab at [www.TheFinancialAwarenessFoundation.org/](http://www.TheFinancialAwarenessFoundation.org/)

and **Tools & Resources** at

<http://www.thefinancialawarenessfoundation.org/pdf/TFAF-ImprovingFinancialAwarenessCampaign&ProgramPlanner.pdf>

2. **National Estate Planning Awareness Month / Week** – founders of The Financial Awareness Foundation approached Congressman’s Mike Thompson office with the idea of creating a National Estate Planning Awareness Week Congressional proclamation. After eighteen months of research and work in 2008 Congressman Thompson and 49 bipartisan congressmen and congresswomen co-authored and passed H.Res. 1499, which proclaims the third week in October as National Estate Planning Awareness Week. The full text of the proclamation can be found if you click onto or cut and paste the following URL into your web browser, enter, scroll down to **Downloads** and click on **About National Estate Planning Awareness Week**.

<http://www.thefinancialawarenessfoundation.org/pdf/About-NationalEstatePlanningAwarenessWeek.pdf>

**National Financial Literacy Month** – in 2004 the Senate passed Resolution 316 that officially recognized April as National Financial Literacy Month. In 2011 President Obama signed a Presidential Proclamation proclaiming April as National Financial Literacy Month. On March 31, 2016 President Obama Proclaimed April as National Financial Capability Month. The full text of the proclamation can be found if you click onto or cut and paste the following URL into your web browser

<http://www.thefinancialawarenessfoundation.org/pdf/About-NationalFinancialLiteracyMonth.pdf>

5. **Local and National Professional Contacts** - To contact financial, estate, and gift planning professionals and nonprofit professionals in your community, visit
  - **AICPA** – Find a CPA –
    - [www.aicpa.org/FORT\\_HEPUBLIC/FINDACPA/Pages/FindACPA.aspx](http://www.aicpa.org/FORT_HEPUBLIC/FINDACPA/Pages/FindACPA.aspx)
  - **American Academy of Attorney-CPAs** – Find an Attorney – CPA
    - [www.attorney-cpa.com/eweb/DynamicPage.aspx?Site=AAA-CPA&WebCode=IndSearch](http://www.attorney-cpa.com/eweb/DynamicPage.aspx?Site=AAA-CPA&WebCode=IndSearch)
  - **Association of Fundraising Professionals** –
    - Leadership - [www.afpnet.org/](http://www.afpnet.org/)
    - Find a local chapter - [www.afpnet.org/audiences/chapters.cfm?navItemNumber=525](http://www.afpnet.org/audiences/chapters.cfm?navItemNumber=525)
  - **CFP Board** – Find a CFP Professional –
    - [www.cfp.net/](http://www.cfp.net/)
  - **Martindale** – Find a Lawyer or Law Firm –
    - [www.martindale.com/](http://www.martindale.com/)
  - **NAEPC** – Find an AEP or Estate Planner –
    - [www.naepc.org/designations/estate\\_planners/search#spec/AEP,EPLS](http://www.naepc.org/designations/estate_planners/search#spec/AEP,EPLS)
  - **National Association of Charitable Gift Planners** –
    - <https://charitablegiftplanners.org/>
    - Find a local chapter <https://charitablegiftplanners.org/council-leaders>
  - **Purposeful Planning Institute**
    - <https://purposefulplanninginstitute.com/>

Visit us at [www.TheFinancialAwarenessFoundation.org](http://www.TheFinancialAwarenessFoundation.org) and click on the Campaign tab to download the complete Press & Industry Media Kit, the Councils / Chapters / Branch Office Guide & Information Kit, and join our mailing list.



## Research footnotes & links for improving financial awareness & financial literacy (072717)

1. The Financial Awareness Foundation
  - a. White Paper - We Have a Lack of Financial Awareness & A Financial Illiteracy Epidemic that Requires Immediate Attention
    - i. <http://www.thefinancialawarenessfoundation.org/pdf/TFAF-WhitePaper-LackofFinAware-FinIlliteracyEpidemic.pdf>
  - b. Spring Improving Financial Awareness & Financial Literacy Report & Magazine™
    - i. <http://www.thefinancialawarenessfoundation.org/pdf/SpringCampaignReport&Magazine.pdf>
  - c. Fall Improving Financial Awareness & Financial Literacy Report & Magazine™
    - i. <http://www.thefinancialawarenessfoundation.org/pdf/TFAF-FallCampaignReport&Magazine.pdf>
  - d. About National Financial Literacy Month
    - i. <http://home.thefinancialawarenessfoundation.org/pdf/About-NationalFinancialLiteracyMonth.pdf>
  - e. About National Estate Planning Awareness Month/Week
    - i. <http://home.thefinancialawarenessfoundation.org/pdf/About-NationalEstatePlanningAwarenessWeek.pdf>
  - f. The Improving Financial Awareness & Financial Literacy Movement Program Planner / Overview
    - i. <http://www.thefinancialawarenessfoundation.org/pdf/TFAF-ImprovingFinancialAwarenessCampaign&ProgramPlanner.pdf>
  - g. For the financial service and nonprofit professionals - *How Improving Financial Awareness & Financial Literacy Can Increase Your Bottom Line*
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