

# The Improving Financial Awareness & Financial Literacy Movement – Worldwide



**The Movement** began in the USA over a decade ago through the founders of The Financial Awareness Foundation (TFAF) a USA based 501(c)(3) nonprofit organization. To help create personal financial awareness and improve financial literacy **The Movement** utilizes a semi-annual personal finance content media blitz campaign built around two strategic campaign venues celebrating,








- ◆ April as Financial Literacy Month, and six month later
- ◆ October as Estate & Gift Planning Awareness Month

With global financial literacy initiatives increasing TFAF is contacted regularly for assistance, content, and ideas from around the world. In 2018 at the request of local NGO's TFAF began **The Improving Financial Awareness & Financial Literacy Movement** in several East African modeled after the USA Model. In 2020 **The Movement** expanded into Western Africa, Brazil, and India. **The Movement** is developing within 5 continents.

TFAF has also 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 within **The Movement** and help end the financial illiteracy epidemic.

To touch more young people (age 35 and below) in April 2023 **The Improving Financial Awareness & Financial Literacy Youth Movement** was launched.

Below you will find a collection of links to the growing global activities, additional background materials, and gifts of personal financial knowledge for you. Please explore them and if you like what you see we encourage you to get actively involved in participating and supporting this very important initiative. Thanks for your consideration.

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>		
	<b>The Youth Movement Worldwide</b>	<b>4+ Billion People</b>	<a href="#">Download</a>
	<a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TheYouthMovementConceptNote.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TheYouthMovementConceptNote.pdf</a> <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TheYouthMovement-ExecSum.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TheYouthMovement-ExecSum.pdf</a>		
The Movement in Africa			
	<b>The Movement in Africa</b>	<b>1.5+ Billion People</b>	<a href="#">Download</a>
	<a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Africa-TIFA-FLM.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Africa-TIFA-FLM.pdf</a>		
	<b>The Movement in Ethiopia</b>	<b>120+ Million People</b>	<a href="#">Download</a>
	<a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Ethiopia-ExecSum.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Ethiopia-ExecSum.pdf</a>		
	<b>The Movement in Ghana</b>	<b>30+ Million People</b>	<a href="#">Download</a>
	<a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Ghana-ExecSum.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Ghana-ExecSum.pdf</a> <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Ghana-JoinTheMovement-PersonalFinKnowledge.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Ghana-JoinTheMovement-PersonalFinKnowledge.pdf</a>		
	<b>The Movement in Kenya</b>	<b>50+ Million People</b>	<a href="#">Download</a>
	<a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Kenya-ExecSum.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Kenya-ExecSum.pdf</a>		
	<b>The Movement in Lesotho</b>	<b>2+ Million People</b>	<a href="#">Download</a>
	<a href="https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Lesotho.pdf">https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Lesotho.pdf</a>		



**The FINANCIAL AWARENESS Foundation**  
 A 501(c)(3) Nonprofit Organization Dedicated to Significantly  
*Improving Financial Awareness & Financial Literacy...™*



	<b>The Movement in Malawi</b>	<b>20+ Million People</b>	<a href="#">Download</a>
	<b>The Movement in Nigeria</b>	<b>210+ Million People</b>	<a href="#">Download</a>
	<b>The Movement in Somalia</b>	<b>15+ Million People</b>	<a href="#">Download</a>
	<b>The Movement in South Africa</b>	<b>60+ Million People</b>	<a href="#">Download</a>
	<b>The Movement in Tanzania</b>	<b>57+ Million People</b>	<a href="#">Download</a>
	<b>The Movement in Uganda</b>	<b>40+ Million People</b>	<a href="#">Download</a>
	<b>The Movement in Zimbabwe</b>	<b>14.2+ Million People</b>	<a href="#">Download</a>
<b>The Movement in North America</b>			
	<b>The Movement in America</b>	<b>330+ Million People</b>	<a href="#">Download</a>
			<a href="#">Download</a>
			<a href="#">Download</a>
<b>The Movement in South America</b>			
	<b>The Movement in Brazil</b>	<b>209+ Million People</b>	<a href="#">Download</a>
			<a href="#">Download</a>
			<a href="#">Download</a>
			<a href="#">Download</a>
<b>The Movement in Asia</b>			
	<b>The Movement in India</b>	<b>1.4+ Billion People</b>	<a href="#">Download</a>



**The Improving Financial Awareness & Financial Literacy Movement**, spearheaded by **The Financial Awareness Foundation**, is committed to significantly improving financial awareness and financial literacy, domestically and worldwide.

We strongly believe that financial awareness & financial literacy are fundamental life skills – not commonly taught at home or at school – required to live a successful life in today's world. As we work more internationally, we are learning that other key life skills are also not being taught, such as

- ♥ **Personal Money Management** – Manage your finances effectively, make informed money decisions, & maintain a written financial plan.
- ♥ **Problem-Solving** – Ability to analyze challenges & create solutions to improve situations.
- ♥ **Collaboration** – Work effectively with others to achieve shared goals.
- ♥ **Creativity** – Think innovatively & explore solutions outside the box.
- ♥ **Neutral Mindset** – Remain open to seeing the bigger picture, considering both positive & negative perspectives.
- ♥ **Ethics** – Do the right thing & strive to avoid harm in all your actions.
- ♥ **Building Social Capital** – Create & maintain meaningful connections with others.
- ♥ **Understanding Capitalism** – Recognize that being capitalistic involves creating value, not just making money for yourself.
- ♥ **Leadership** – Demonstrate responsibility & guide others effectively.
- ♥ **Proactive Listening & Effective Communication** – Practice understanding others while sharing your ideas clearly.
- ♥ **Time & Project Management** – Deliver quality work on time by prioritizing & managing tasks efficiently.
- ♥ **Acing the Job Interview / Crafting a Winning Resume** – Stand out, show value, & land the job

Without these fundamentals, no wonder we have so many social and political challenges.

**The Movement** functions as a pivotal communication platform aimed at accelerating substantial strides in financial awareness and financial literacy. We achieve this by:

- ♥ Acting as a catalyst for crucial improvements in human equality and economic sustainability. (Females and youth – 75% of the world's population seem to be grossly underserved worldwide)
- ♥ By touching, impacting, and empowering individuals worldwide, we aim to equip them with essential financial awareness and financial literacy skills, along with other vital life skills. This initiative is designed to foster improvements in the lives of individuals and their families.
- ♥ Contributing to the fortification and stabilization of local, regional, national, international, and global economies by generating new higher-paying, environmentally conscious jobs.
- ♥ Fostering the growth of high-quality businesses for financial service advisors and providers, simultaneously educating consumers about essential financial products/services while ensuring their protection from misuse and misrepresentation
- ♥ Playing a key role in the effort to end hunger and eradicate inherited poverty universally.
- ♥ And this marks just the outset of our multifaceted impact.

**The Movement** has now expanded into 5 continents within over a dozen countries, and growing strong...

**Help us do more...**

The FA Movements – Current Areas & Potential People Touches			
The Worldwide Movement		8 Billion	
The Youth Movement		4 Billion	
		By Continent	
Africa		1.4 Billion	
Benin		13 Million	
DRC		100 Million	
Ethiopia		120 Million	
Ghana		30 Million	
Kenya		50 Million	
Lesotho		2 Million	
Malawi		20 Million	
Nigeria		210 Million	
Somalia		15 Million	
South Africa		60 Million	
Tanzania		57 Million	
Uganda		40 Million	
Zimbabwe		14 Million	
Americas - North			
USA		330 Million	
Americas - South			
Brazil		209 Million	
Asia			
India		1.4 Billion	
Europe			
		750 Million	





## To learn more about TFAF and our work...

<b>Some Background Information –</b> <b>The Improving Financial Awareness &amp; Financial Literacy Movement,</b> <b>The Financial Awareness Foundation &amp; Our Work</b>		 <b>GUIDESTAR</b> <small>by Candid</small>  <b>PLATINUM</b> <small>The Financial Awareness Foundation has earned The Platinum Seal of Transparency from GuideStar / Foundation Center now known as Candid.</small> 		To View Click Here
1.	<b>TFAF - Introduction Factsheet</b> <a href="https://home.thefinancialawarenessfoundation.org/pdf/TheFAFoundationFactSheet.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TheFAFoundationFactSheet.pdf</a> Introduction to The Financial Awareness Foundation & Our Work <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-VS-Intro.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-VS-Intro.pdf</a> - Websites - Brochure Website <a href="https://home.thefinancialawarenessfoundation.org/downloads.html">https://home.thefinancialawarenessfoundation.org/downloads.html</a> - Educational – Educational Website - Under Construction <a href="https://thefamovement.org/">https://thefamovement.org/</a> TFAF Annual Report & Business Plans <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-FoundationReport&amp;BusPlan.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-FoundationReport&amp;BusPlan.pdf</a>			<a href="#">View</a> <a href="#">View</a> <a href="#">View</a> <a href="#">View</a> <a href="#">View</a>
<b>The Improving Financial Awareness &amp; Financial Literacy Movement</b>				
2.	<b>Supporting Improving Financial Awareness &amp; Financial Literacy Is A Winning Opportunity For All</b> <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-PublicSupportfortheImprovingFinancialAwareness.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-PublicSupportfortheImprovingFinancialAwareness.pdf</a>			<a href="#">View</a>
3.	<b>The Improving Financial Awareness &amp; Literacy Movement Worldwide Introduction</b> <a href="https://home.thefinancialawarenessfoundation.org/pdf/TheMovementWorldWide.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TheMovementWorldWide.pdf</a>			<a href="#">View</a>
4.	<b>The Improving Financial Awareness &amp; Literacy Youth Movement</b> - Concept Note <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TheYouthMovementConceptNote.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TheYouthMovementConceptNote.pdf</a> - Executive Summary <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TheYouthMovement-ExecSum.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TheYouthMovement-ExecSum.pdf</a> - Video <a href="https://www.youtube.com/watch?v=GjSQ0GdgQtM">https://www.youtube.com/watch?v=GjSQ0GdgQtM</a>			<a href="#">View</a> <a href="#">View</a> <a href="#">View</a>
5.	<b>The Improving Financial Awareness &amp; Financial Literacy Movement in Africa</b> <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Africa-TIFA-FLM.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Africa-TIFA-FLM.pdf</a>			<a href="#">View</a>
6.	<b>Participate in THE IMPROVING FINANCIAL AWARENESS &amp; FINANCIAL LITERACY MOVEMENT</b> - Fun & Easy Ways to Join & Participate <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-JoinTheMovement-WW.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-JoinTheMovement-WW.pdf</a>			<a href="#">View</a>
7.	<b>Become a TFAF Ambassador, Strategic Partner, Volunteer &amp; Support &amp; Actively Participate in The Improving Financial Awareness &amp; Financial Literacy Movement &amp; Campaigns &amp; Programs</b> <a href="https://home.thefinancialawarenessfoundation.org/pdf/CFLE-TFAF-Ghana-Ambassador-SP-Vol.pdf">https://home.thefinancialawarenessfoundation.org/pdf/CFLE-TFAF-Ghana-Ambassador-SP-Vol.pdf</a>			<a href="#">View</a>
<b>TFAF Research &amp; Creative Thinking</b>				
8.	<b>TFAF – Economic Research Brief - Global Economic Profile – How is Your Country Doing?</b> -Worldwide Sampling - African Focus <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-EconomicResearch-Brief-GlobalEconProfile-Afr.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-EconomicResearch-Brief-GlobalEconProfile-Afr.pdf</a>			<a href="#">View</a>
9.	<b>NOW is the TIME for some CREATIVE THINKING &amp; PROBLEM SOLVING</b> <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Creative-CriticalThinkingIsNeededNow.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Creative-CriticalThinkingIsNeededNow.pdf</a>			<a href="#">View</a>
10.	<b>African Leadership Opportunity</b> <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Africa-LeadershipOpp-Panel%20Discussion.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Africa-LeadershipOpp-Panel%20Discussion.pdf</a>			<a href="#">View</a>
<b>Sample of Our Work</b>				
11.	<b>See What is Happening in Ghana</b> - The Improving Financial Awareness & Financial Literacy Movement – Executive Summary / Overview <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Ghana-ExecSum.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Ghana-ExecSum.pdf</a> - Video – <a href="https://www.youtube.com/watch?app=desktop&amp;v=zfSILFN9CZg">https://www.youtube.com/watch?app=desktop&amp;v=zfSILFN9CZg</a> - Join the Movement – Fun Things for YOU & Friends to Do –			<a href="#">View</a> <a href="#">View</a>



## The FINANCIAL AWARENESS Foundation

<b>Some Background Information –</b> <b>The Improving Financial Awareness &amp; Financial Literacy Movement,</b> <b>The Financial Awareness Foundation &amp; Our Work</b>		 The Financial Awareness Foundation has earned The Platinum Seal of Transparency from GuideStar / Foundation Center now known as Candid. 	<b>To View Click Here</b>
	<a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Ghana-JoinTheMovement-PersonalFinKnowledge.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Ghana-JoinTheMovement-PersonalFinKnowledge.pdf</a> - The International Improving Financial Awareness & Literacy Association at the University of Ghana Chapter website. (Under construction) - <a href="https://ugbs.ug.edu.gh/association/">https://ugbs.ug.edu.gh/association/</a>		<b>View</b>
12.	Center for Financial Literacy Education Africa (CFLE Africa) is a not-for-profit social organization that develops and promotes financial literacy skills in Africans, especially young Africans - Website <a href="https://cfle africa.org/">https://cfle africa.org/</a> - CFLE-Africa Annual Report & Business Plans <a href="https://home.thefinancialawarenessfoundation.org/pdf/CFLE-AfricaAnnualReport.pdf">https://home.thefinancialawarenessfoundation.org/pdf/CFLE-AfricaAnnualReport.pdf</a>		<b>View</b>
<b>TFAF – Complementary Personal Finance Knowledge - Sampling</b>			
13.	TFAF- Personal Finance Publication Set <a href="https://home.thefinancialawarenessfoundation.org/publications.html">https://home.thefinancialawarenessfoundation.org/publications.html</a> <a href="https://thefamovement.org/personal-finance-knowledges/">https://thefamovement.org/personal-finance-knowledges/</a>		<b>View</b>
14.	TFAF-12 Month Financial Fitness Plan <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-12MonthFinFitnessCalendar.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-12MonthFinFitnessCalendar.pdf</a>		<b>View</b>
15.	The TFAF Building Blocks to Successful Financial Planning Presentation Series & Curriculum <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-BuildingBlocktoSuccessfulFPPresentationSeries.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-BuildingBlocktoSuccessfulFPPresentationSeries.pdf</a>		<b>View</b>
<b>TFAF - Improving Financial Awareness &amp; Financial Literacy Programs</b>			
16.	TFAF - The FP University Program™ Overview <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-YourFPUniversityProgramOverview.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-YourFPUniversityProgramOverview.pdf</a>		<b>View</b>
17.	The Financially Green Organization Certification Program™ Overview <a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-FinanciallyGreenOrganizationCertProgramOverview.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-FinanciallyGreenOrganizationCertProgramOverview.pdf</a>		<b>View</b>



Organizations & individuals are never required to financially support **TFAF**. Nor do they have to pay any marketing or membership fee, or licensing fees to participate in **The Improving Financial Awareness & Financial Literacy Movement**, campaigns, & programs. **TFAF** also develops and distributes high-quality education materials at 'NO Cost' for use for nonprofit purposes. But as a 501(c)(3) nonprofit organization, financial support, & contributions are always welcomed & very much appreciated.

**DONATE NOW**

Become a  Supporter Today

Hope you found 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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New website under construction

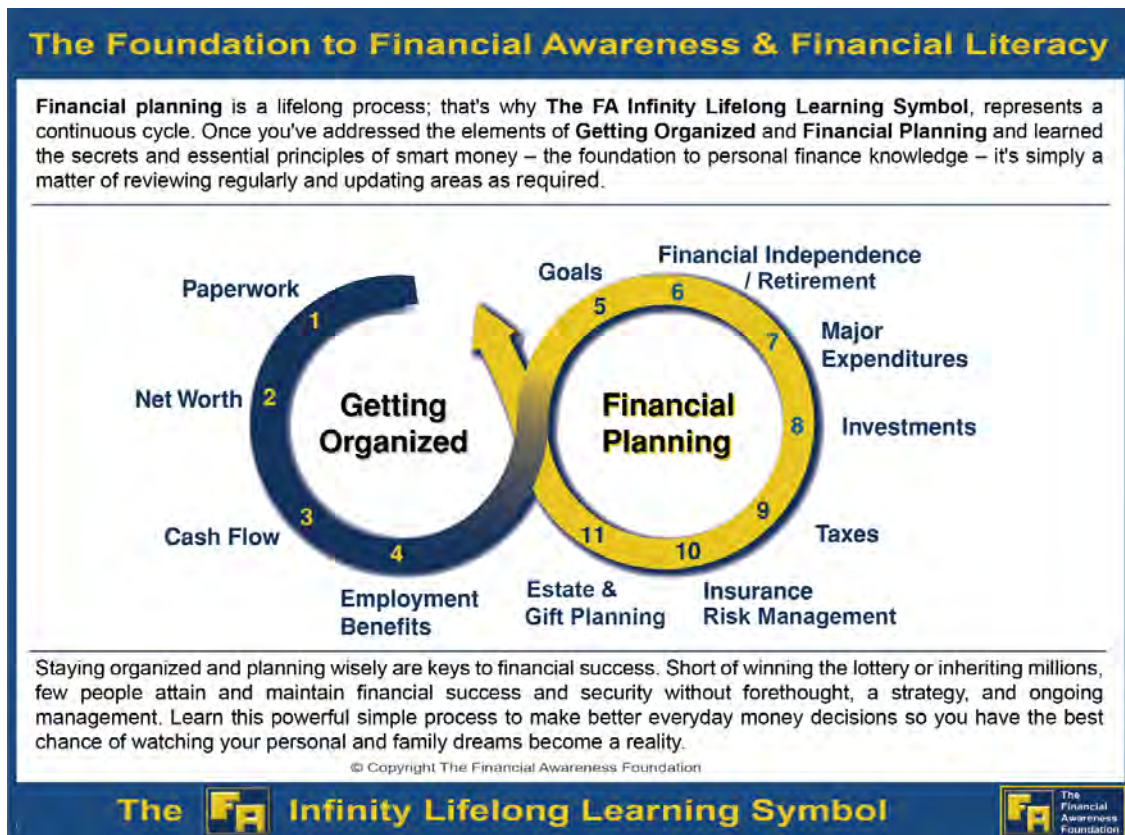
<https://thefamovement.org/>

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



## 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 knowledge and empowerment, will YOU become a burden on family and friends, employers, local nonprofits and the ultimate safety-net the local and national government.



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.

This 'Life Changing' TFAF Publication Set are much more than words about some financial planning topics. They are a complete personal financial management system designed to

1. Learn the smart money secrets & the essential principles of smart money management – so you can start making better informed lifelong financial decisions
2. Give you a clear step-by-step process to organize and manage your financial affairs over your lifetime – and the skills to work efficiently with financial service professionals & financial product providers to get the best results from time & money
3. Develop your updateable personal financial plan to serve as your roadmap – 'Guide' – to have the best possibilities of living out a fun, meaningful, and successful financial future.



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

