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Financial Literacy

A TOOL FOR WEALTH CREATION &
ECONOMIC DEVELOPMENT

Activities

- Press conference
- Media Campaigns and Interviews
- Seminars/Webinars and workshops
- Community Outreaches
- Financial literacy contest and challenges
- Social media campaigns

Key Contacts:

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Thought Leading Organizations Dedicated to Significantly Improving Financial Awareness & Financial Literacy™



Help Us to Solve a Major Problem

Ghana has a population of over 31 million with an employment rate of about 66% and an unemployment rate near 4.6%. However, this leaves over 4 million Ghanaians (13% of our population) so poor they cannot afford three meals a day for themselves and their family; in rural areas it is higher. Many are struggling to survive less than \$1.90 USD per day. (International Poverty Line). In Africa as a whole, the case is worse. ⁽¹⁾ <https://www.theglobaleconomy.com/Ghana/>



We are also experiencing inflation and increases in debt. We are not taught at home or school about planning for our future and why it's important to have a current financial, estate and gift plans to protect themselves and our families. We have a collection of serious problems resulting in a high percentage of poverty coupled with a lack of financial awareness resulting in a serious financial illiteracy epidemic. This places a huge growing amount of pressure on families and friends, employers, nonprofits; as well as the ultimate safety net the government.

This is not just a local epidemic it's an international one. Most people in Ghana and other African countries are not taught the essential principles of smart money management – the foundation to personal finance knowledge – at home or in school. Thus, they don't have the proper tools to address everyday money decisions in an informed manner. This jeopardizes their financial and physical wellness, their ability to realistically achieve and maintain their personal and family financial dreams, let alone enjoy a financially secure debt free future.

The Solution & Our Goal

To help address the lack of financial awareness and the financial illiteracy epidemic,

- **Center for Financial Literacy Education - CFLE Africa** (<https://cfleafafrica.org>),
- **The International Improving Financial Awareness and Financial Literacy Association at University of Ghana Business School** (<http://ugbs.ug.edu.gh/association>), and
- **The Financial Awareness Foundation – USA** (<http://www.thefinancialawarenessfoundation.org/>)

began taking an active leadership role to empower and educate all Ghanaians to make financially sound decisions. We also recognize organizations and their management, and individuals that are championing improving financial awareness and financial literacy in Ghana, Africa and the World to join forces in solving this global challenge.

Learn More About

The Improving Financial Awareness & Financial Movement in Ghana

preview the **Executive Summary / Overview** by clicking the graphic or keying in this URL address

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



The Movement in Africa

preview the Overview by clicking the graphic or keying in this URL address.

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



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Page 2



We Laid the Foundation

Join THE MOVEMENT - Let's Accomplish So Much More

Explore the Fun and Easy Things for YOU To Do and your organization and do by clicking the graphic or keying in this URL address.

<https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-Ghana-JoinTheMovement-PersonalFinKnowledge.pdf>

Learn and sharing the essential principles of personal financial knowledge changes YOUR world and the world around you, FOREVER!



Become a Thought Leading Organization – Dedicated to Significantly Improving Financial Awareness & Financial Literacy

Help Us Improve the Quality of Life for All Ghanaians and Africans

- Creating Better Jobs
- Building a Robust Economy
- Reducing Poverty, Crime, and the Strain on Social Welfare

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Please make a **Generous Contribution** and we will add your logo to The Executive Summary along with the other Thought Leading Organizations Dedicated to Significantly Improving Financial Awareness & Financial Literacy™

Action Plan for April 2022

Our team, strategic partners and groups of trained volunteers will go to communities in Ghana. We plan to touch everyone, all 31 million - the general public, every woman, man and child, rich or poor with educational and motivating materials and reminders to get and keep their financial house in order with a current financial, estate, and gift plans.

Thus empowering 'The People' to make smart informed lifelong money decisions. We will work closely with the media, community leaders, financial service companies, public agencies and institutions, universities and high schools to touch every single Ghanaian with estate and gift planning and financial planning knowledge to help them better manage their personal and family finances.

Activities and programs for celebrating April as Financial Literacy Month in Ghana includes

- **'Spreading The Word' About The Movement** to new – 'Ghana Thought Leaders, Stakeholders, and Influencers' - the financial service and nonprofit professionals, financial product providers and their organizations, educational institutions, municipalities, tech companies, employers and the news media - and encouraging them to support and participate.
- **Building Blocks To Successful Financial Planning Presentations** – video production for free viewing on demand on your smart phones and computers
- **Mega Launch and Press Conference** – Financial Literacy Month Campaign

Sampling of photos from the Press Conference on Thursday for the Launching of

- The Improving Financial Awareness & Financial Literacy Movement in Ghana—2021
- The International Improving Financial Awareness & Financial Literacy Association at the University of Ghana



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4 April 2022 - Press Conference Itinerary for Celebrating - Accra – University of Ghana Graduate Business School

- The Improving Financial Awareness & Financial Literacy Movement in Ghana
- April as Financial Literacy Month

You can see the Press Conference and / or videos from it on your favorite New Broadcast or at https://www.youtube.com/channel/UCrNU-l-BnO5O60dwI8Gfm_w

	ACTIVITIES	PERSONALITIES	TIME	CLOCK
OPENING ADDRESSES – MC (Ms. Glory Boateng / Mr. Prince Nyarko)				10:00 am
1.	Opening Welcome Address	Dr. Benjamin Amoah	5 mins	
2.	Solidarity Message – Dean of UGBS	Prof. Justice N. Bawole	5 mins	
3.	Solidarity Message – CFLE Advisory Member & President – Pro Patria Ltd	Mr. Daniel Ofori-Dankwa	5 mins	
DIGNITARIES PRESENTATIONS – MC (Ms. Glory Boateng / Mr. Prince Nyarko)				10:15 am
Guest Speakers				
4.	Rep, Chartered Institute of Bankers	Md. Doris Ahiati	15 mins	
5.	Head, Joy Business	Md. Odelia Ntiamoah	15 mins	
6.	Banking Executive, NIB -Tema	Md. Ramat Ebella Ellis	15 mins	
7.	CEO, Ghana Association of Bankers	Mr. John Awuah	15 mins	
8.	Senior Tax Partner, Deloitte	Md. Gloria Boye-Doku	-	
9.	Rep, Ghana Enterprises Agency - GEA	Mr. Eric Afram	-	
FINANCIAL LITERACY MONTH CAMPAIGN – MC (Ms. Glory Boateng / Mr. Prince Nyarko)				11:30 am
10.	Video Preview	I.T Guys	-	
11.	Activities Outline and Call to Action	Mr. Peter Asare Nyarko	5 mins	
PRESS Q&A – MC (Ms. Glory Boateng / Mr. Prince Nyarko)			10 mins	11:45 am
Strategic Partners Comments & Solidarity Messages				
12.	Prudential Life Insurance Ghana	Md. Fredericka Squire	5 mins	
13.	Axis Pensions	Md. Mimi Anane-Appiah	5 mins	
14.	PALI Global	Sir Frank Paa Kumi	2 mins	
15.	UGBS Alumni Association	Md. Afia Benewaah	2 mins	
16.	Ghana Think Foundation	Mr. Ato Ulzen-Appiah	2 mins	
17.	KPMG	-	-	
18.	Deloitte	-	-	
19.				
20.	Others	-	-	
21.	Vote of Thanks & Acknowledgements	-	-	
20.	Group pictures & networking	-	-	
				12:00 pm

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Activities & Programs	Date & Time	Additional Information
Spreading The Word About The Movement	Ongoing	https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-Ghana-JoinTheMovement-PersonalFinKnowledge.pdf
Social Media Campaign/Videos/Daily Quotes	April 1 – April 30	https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-UGBS-CFLE-FinancialQuotes-Templates.docx
Media Campaigns/Interviews:	April 1 – April 30	
Homebase TV	To be scheduled	https://hbtvghana.com/
Metro TV	To be scheduled	https://metrotvonline.com/
GTV	To be scheduled	https://www.ghanatvlive.net/
Joy News	To be scheduled	https://www.myjoyonline.com/
TV3	To be scheduled	https://3news.com/
Association of African Universities	To be scheduled	https://aau.org/
Others	To be scheduled	
Financial Literacy Month – Press Conferences		https://cfleafrica.org/ http://ugbs.ug.edu.gh/association/homepage
Acura - UGBS	Monday, April 4	to be posted on https://www.youtube.com/channel/UCrNU-I-BnO5O60dwI8Gfm_w
Takoradi - PIWC	Monday, April 11	to be posted on https://www.youtube.com/channel/UCrNU-I-BnO5O60dwI8Gfm_w
Sunyani - CUC	Thursday, April 21	to be posted on https://www.youtube.com/channel/UCrNU-I-BnO5O60dwI8Gfm_w
Seminars/Webinars (with Strategic Partners):		https://cfleafrica.org/ http://ugbs.ug.edu.gh/association/homepage
Official Launch of Entrepreneurship and Small Business Index (ESBI)	Wednesday, April 13	http://ugbs.ug.edu.gh/association/homepage <ul style="list-style-type: none"> Mr. Kofi Ofusu Nkansah Prof. Joshua Abor Albert Miss. Alberta Makafui Adortsu,
Public Lecture with Regulators of the Financial Services Sector on Fraudulent Investment Schemes	Wednesday, April 20	http://ugbs.ug.edu.gh/association/homepage <p>Representatives of</p> <ul style="list-style-type: none"> Bank of Ghana Securities and Exchange Commission Ghana National Pension Regulatory Authority National Insurance Commission
Retirement and Pensions Seminar	Recording - Friday, April 8	Axis Pensions – to be posted on https://www.youtube.com/channel/UCrNU-I-BnO5O60dwI8Gfm_w
Personal Financial Management Seminar	Recording - Tuesday, April 12	KPMG – Ghana - to be posted on https://www.youtube.com/channel/UCrNU-I-BnO5O60dwI8Gfm_w
Insurance and Risk Management Seminar	Recording - Friday, April 15	Prudential Life Insurance - to be posted on https://www.youtube.com/channel/UCrNU-I-BnO5O60dwI8Gfm_w
Tax Planning Seminar	Recording - Saturday April 23	Deloitte – Ghana - to be posted on https://www.youtube.com/channel/UCrNU-I-BnO5O60dwI8Gfm_w
Investment Planning Seminar	-	UGBS Staff, Faculty & Alumni
Virtual Webinars- Ghana Think & Naa Sika	To be recorded - Monday, April 18 – Friday, April 22	To be posed on https://www.facebook.com/GhanaThink/
Other		
Building Blocks to Successful Financial Planning Introduction Video Preview	Recording - Monday, April 25	to be posted on https://www.youtube.com/channel/UCrNU-I-BnO5O60dwI8Gfm_w
Madina Market Outreach – Awareness, Education, Survey/Report	Friday, April 29	https://cfleafrica.org/ http://ugbs.ug.edu.gh/association/homepage
Sharing Personal Finance Knowledge - Free Publications, Articles & Quotes	April 1 – April 30	https://cfleafrica.org/ http://ugbs.ug.edu.gh/association/homepage https://home.thefinancialawarenessfoundation.org

The Improving Financial Awareness & Financial Literacy Movement in Ghana™

Organizations Dedicated to Significantly *Improving financial awareness & financial literacy*™

Page 6



Join The Movement...

Join THE MOVEMENT - Let's Accomplish So Much More

Explore the Fun and Easy Things for YOU To Do and your organization and do by clicking the graphic or keying in this URL address.



<https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-Ghana-JoinTheMovement-PersonalFinKnowledge.pdf>

Learn and sharing the essential principles of personal financial knowledge changes YOUR world and the world around you, FOREVER!

Become a

- Volunteers
- Ambassadors
- Strategic Partners
- Philanthropist

Circulate this communication to colleagues and associates and encourage them to become a Ambassador, Strategic Partner, and Volunteer and support and actively participate in The Improving Financial Awareness & Financial Literacy Movement & Campaigns & programs.



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

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Budget Assistance

We have commitments from a core team of hard-working professionals, strategic partners that believe we can accomplish the launching and implementation of **The Improving Financial Awareness & Financial Literacy Movement in Ghana**, and in Africa through self-funding and volunteer efforts.

After a successful 2021 Spring launch of **The Movement** in Ghana and the current state of our economy, we decided that we would like to **accelerate our efforts** on this so very important community service so we can touch more organizations and people quicker.

Google ["Financial Literacy Month - Ghana"](#) to see what we did last year. Look forward to seeing your participation in 2022.

We can use your assistance and support so we can touch every Ghanaian twice a year. This requires more staff, travel, communication, printing, technology, and production resources, public relations.

Following is brief shopping list of items needed now.

Will you help us with a generous financial contribution, and join us as a 'Thought Leader' and actively support and participant in **The Improving Financial Awareness & Financial Literacy Movement in Ghana, in Africa?**

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Page 8



Items	Details	Amount (GH¢)	Amount (\$) c7/USD	Comments
Venues & Press Conferences:				
Accra	50+ Capacity	5,600	800	UGBS Donation
Takoradi	100+ Capacity	7,000	1000	PIWC Takoradi Donation
Sunyani	50+ Capacity	5,600	800	Catholic University College Donation
Media Coverage	10+ Media Houses	7,000	1000	
Refreshment	100+ participants	3,500	500	
Backdrop & Printing Materials	Large format printing, event brochures, financial literacy quiz	2,100	300	
Media Campaigns/Webinars	Transport, stipends, internet	3,500	500	
Honorarium & Gifts to Guest Speakers	Guest Speakers	3,500	500	
Video Production & Photography	Promo video, Event coverage & Editing	3,500	500	
Souvenirs – T-shirts	50+ volunteers	3,150	450	
Community logistics	Stipends for volunteers	3,000	428	Prudential is sponsoring
Stipends to the team	10+ team members	3,500	500	
Miscellaneous	Any emergency costs	1,400	200	
Additional Resources		♥♥♥	♥♥♥	We can do additional resources so we can do much more
Total		¢52,350	\$7,478	

Please make a **Generous Contribution ♥♥♥** and we will add your logo to The Executive Summary along with the other Thought Leading Organizations Dedicated to Significantly Improving Financial Awareness & Financial Literacy™

Thank YOU for your consideration.

- CFLE - Africa <https://cfleafafrica.org>
- University of Ghana <http://ugbs.ug.edu.gh/association>
- The Financial Awareness Foundation www.TheFinancialAwarenessFoundation.org



Some Questions to Ponder Your Personal Financial Check-Up



Managing your personal finances today is more complicated—and more important—than ever before. To help determine your financial awareness and financial literacy answer the following 'Yes' & 'No' questions. Then total your 'Yes' answers below and turn the page and see how you did. To select the 'yes' you must agree to all the content for that question.

	YES	NO
1. PAPERWORK In an emergency, could someone in your family quickly find all your important papers— such as birth certificate, bank account records, health care directive, insurance policies, credit card records, will, etc.?	<input type="checkbox"/>	<input type="checkbox"/>
2. NET WORTH Do you know your current net worth and how you hold title to your various assets?	<input type="checkbox"/>	<input type="checkbox"/>
3. CASH FLOW MANAGEMENT Do you have enough cash available (in bank accounts or easily cashed securities) to cover yourself and your family for at least six months of no work?	<input type="checkbox"/>	<input type="checkbox"/>
4. BUDGET Do you have a written monthly budget?	<input type="checkbox"/>	<input type="checkbox"/>
5. EXPENSES Do you think you'll be able to pay 'all your bills' on time every month for the next 12 months without a paycheck?	<input type="checkbox"/>	<input type="checkbox"/>
6. EMPLOYMENT BENEFITS Do you understand and, if appropriate, utilize all your employment benefits to your advantage?	<input type="checkbox"/>	<input type="checkbox"/>
7. GOALS Do you know what is really important to you; & have you written your personal & financial goals for yourself & your family?	<input type="checkbox"/>	<input type="checkbox"/>
8. FINANCIAL INDEPENDENCE/RETIREMENT Do you know when you expect to be able to retire / become financially independent?	<input type="checkbox"/>	<input type="checkbox"/>
9. FINANCIAL INDEPENDENCE/RETIREMENT Do you know how much income & assets you will need to enjoy your retirement years; to live a quality life, including any special gifts or bequests to family, friends and nonprofits?	<input type="checkbox"/>	<input type="checkbox"/>
10. FINANCIAL INDEPENDENCE/RETIREMENT Have you calculated the amount of money required to reach your financial goals?	<input type="checkbox"/>	<input type="checkbox"/>
11. MAJOR EXPENDITURES Have you thought about and made a list of major expenditures you can expect over the next five years and where the money will come from to pay for them?	<input type="checkbox"/>	<input type="checkbox"/>
12. INVESTMENTS Do you think your current investment plan(s) will meet your retirement needs?	<input type="checkbox"/>	<input type="checkbox"/>
13. TAX DEFERRAL Do you think you are making the best use of tax-deferred investment plans for retirement?	<input type="checkbox"/>	<input type="checkbox"/>
14. TAXES Do you know your income tax rates on your last earned dollar?	<input type="checkbox"/>	<input type="checkbox"/>
15. INSURANCE / RISK MANAGEMENT Do you think you have the right amount of insurance for your situation — such as life, health, disability, long-term-care, auto, home/renter's, fire/flood/earthquake, liability, etc.—not too little, but not too much?	<input type="checkbox"/>	<input type="checkbox"/>
16. ESTATE & GIFT PLANS Do you and your family have current wills?	<input type="checkbox"/>	<input type="checkbox"/>
17. POWER OF ATTORNEY Do you and your family have a current Power of Attorney?	<input type="checkbox"/>	<input type="checkbox"/>
18. ADVANCE HEALTH CARE DIRECTIVE Do you and your family have a current Advance Health Care Directive?	<input type="checkbox"/>	<input type="checkbox"/>
19. CHARITABLE GIVING Are your favorite causes or nonprofits included within your estate & gift plans for a bequest, planned gift, or as a primary or alternate beneficiary for life insurance or retirement plans?	<input type="checkbox"/>	<input type="checkbox"/>
20. TRUSTS Do you know the advantages and disadvantages of using trusts?	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL	_____	_____

How Did You Do?

For questions 1 to 20 on the previous page, count up the number of "yes" answers and compare your results with the following:

- 16–20 Financially astute
- 11–15 Financially aware
- 6–10 Not current with your finances
- 0–5 Finances are managing you

Most people score in the 7–9 range! How did you do?



- A key issue here is being financially aware and prepared to face the financial challenges in front of you and your family so when something unexpected occurs you won't be financially devastated and still be able to reach your personal and family dreams.
- Over 50% of our adult population does not have a current or up-to-date financial, estate & gift plans, nor understand why it is important to have them to protect themselves and their family's assets; that's half your family, friends, and associates.
- We have enter into the greatest wealth transfer in history. An estimated \$59 trillion - divided among heirs, charities, estate taxes and estate closing costs - will be transferred from 116 million American households from 2007 to 2061. Without some financial and estate 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.
- Get and keep your financial, estate and gift plans up-to-date; encourage your family and friends to do the same.



Current Edition of - TFAF Personal Finance Publication Set

EVERYONE needs to be financially literate and empowered to make better everyday money decisions. If not how are they are going to have any chance of living out a quality life, reach and maintain their personal and family financial dreams, and live out a debt free and secure financial future? Without this empowerment, many many people become a burden on family and friends, employers, local nonprofits and the ultimate safety net the local and federal government.

You can visit this link to receive your FREE copy of the TFAF Personal Finance Publication Set – that includes smart money secrets and the essential principles to smart money management – the foundation to personal finance knowledge.

These are very special empowerment tools, not a Do-It-Yourself-Kit, it is a powerful tool to empower people to make better informed lifelong money decisions and to use and to work with financial professionals & financial product providers to get the best results from time & money.

<http://home.thefinancialawarenessfoundation.org/jotformembed.html>

Notes:

What are your action plan for celebrating April as Financial Literacy Month?

- 1.
- 2.
- 3.
- 4.
- 5.

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