

# The Improving Financial Awareness & Financial Literacy Movement in Africa



## Executive Summaries

- ❖ [Ghana](#)
- ❖ [Kenya](#)
- ❖ [Lesotho](#)
- ❖ [Nigeria](#)
- ❖ [Somalia](#)
- ❖ [Tanzania](#)
- ❖ [Uganda](#)
- ❖ [South Africa](#)
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## Sectors Impacted

- ★ **Healthcare**
- ★ **Education**
- ★ **Agriculture & Food Supply**
- ★ **Economic Empowerment & Jobs**
- ★ **Reduced Violence & Peace**

'Great things are not done by impulse, but by a series of small things brought together'

- Vincent Van Gogh

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

### Goals

- ◆ **Substantially improve** financial awareness & financial literacy across all ages, incomes & demographic groups.
- ◆ **Touch** every woman, man & child at least 2 times per year with educational & motivating reminders to get and keep their financial house in order with a current financial, estate & gift plan.
- ◆ **Alert** The People – general public – why having a current and up-to-date financial, estate and gift plans are an important financial responsibility not only to them but to their families, loved ones.
- ◆ **Inform & Educate** The People, in an entertaining format, to the essential principles to smart money management – the foundation to personal finance knowledge.
- ◆ **Motivate** The People to take appropriate action to get and keep their financial house in order with up-to-date financial, estate and gift plans.
- ◆ **Guide** The People to find to the right financial service professionals to cost effectively implement and update their financial, estate and giving plans.
- ◆ **Educate** financial service and nonprofit professionals and their organizations to better serve their clients, the general public, and potential donors.
- ◆ **Unite** all parties interested in Improving Financial Awareness & Financial Literacy and encourage them to participate in The Movement.

### Stakeholders

- ◆ Government
- ◆ Citizens & their families
- ◆ Schools, Colleges & Universities
- ◆ Financial Service Professionals & their organizations
- ◆ Employers, Farmers, Telecom & Technology Companies
- ◆ Non-Government Organizations (NGOs) and Nonprofits
- ◆ Philanthropists
- ◆ The News Media & the World actually benefits with a stronger and financially sound economy.

### Plan

- ◆ **Recognize** 'Thought Leaders' amongst Stakeholders that are championing improving financial awareness & financial literacy.
- ◆ **Unite** them with others organizations, NGOs, educational institutions, municipalities, and employers
- ◆ **Prepare & launch** a countrywide personal finance content media blitz that touches everyone at least twice a year. This would be built around the strategic campaign venues celebrating
  - April as Financial Literacy Month
  - October as Estate & Gift Planning Awareness Month
- ◆ **With educational & motivating reminders** and tools for making wise lifelong financial decisions and to get and keep your financial house in order with an up-to-date financial, estate and gift plan.
- ◆ **No cost** personal finance content, presentations, videos, and training will be circulated to everyone.
- ◆ **No cost** programs will be provided to schools, colleges & universities, employers and communities.
- ◆ **And much more.**

### Join the Thought Leaders



## The Improving Financial Awareness & Financial Literacy Movement in Africa™

NGOs & Nonprofit Organizations Dedicated to Significantly *Improving financial awareness & financial literacy™* (version 120422)

<https://cohecfkenya.org> ◆ [www.mercy-giving.org](http://www.mercy-giving.org) ◆ <https://www.mak.ac.ug> ◆ <http://tedi.or.tz/> ◆ [www.cflafrica.org](http://www.cflafrica.org)  
<http://ugbs.ug.edu.gh/association> ◆ [www.TheFinancialAwarenessFoundation.org](http://www.TheFinancialAwarenessFoundation.org)

# The Improving Financial Awareness & Financial Literacy Movement in Africa

Enhancing the quality of life through better personal financial management



## Improving financial awareness & financial literacy empowers people to make better lifelong financial decisions



### Why focus on improving financial awareness & financial literacy?

- ▶ We have a collection of serious problems resulting in a high percentage of poverty, coupled with a lack of financial awareness and financial literacy resulting in a serious financial illiteracy epidemic.
- ▶ The lack of financial awareness, along with the financial illiteracy epidemic places a huge growing amount of pressure on families and friends, employers, nonprofits; as well as the ultimate safety net the government.



### Why focus on Africa?

We are working on a series of programs within Africa countries with a combined population of 375+ million people. Many of these people are living below the poverty line, many families struggling to survive, existing on ~\$1.00 US per day, with increasing debt. Youth are not taught at home or school about personal finance and planning for the future to protect themselves and their families. This is not just a local social challenge it's international.



### A Powerful Solution

Wouldn't it be great if there is a real solution to this lack of financial awareness along with the financial illiteracy epidemic? We strongly believe there is, and it revolves around all Africans - The People:

- ▶ Making better informed every day money decisions.
- ▶ Introducing everyone to the essential principles to smart money management.
- ▶ Being motivated to get and keep their financial house in order with a current financial, estate and gift plan.
- ▶ Having access to better personal financial management tools, information, financial products and services.
- ▶ Communicating and working effectively with their financial advisors and financial product providers.
- ▶ Passing on values, knowledge & assets to future generations, & charitable causes, making a better world.
- ▶ Having the highest probability to reach & maintain your family dreams while you live a financially successful life.



## The Improving Financial Awareness & Financial Literacy Movement



## Founding Strategic Partners

