

# The Improving Financial Awareness & Financial Literacy Movement in Africa Concept Note

## Sectors Impacted

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



## Executive Summaries

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- ❖ [Ethiopia](#)
- ❖ [Ghana](#)
- ❖ [Kenya](#)
- ❖ [Lesotho](#)
- ❖ [Malawi](#)
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- ❖ [Somalia](#)
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- ❖ [Uganda](#)
- ❖ [South Africa](#)
- ❖ [Zimbabwe](#)
- ❖ [Worldwide](#)
- ❖ [The Youth Movement](#)



In Discussions  
 The Movement's within

## Join the Thought Leaders



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

### Goals

### Stakeholders

- ◆ **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 & up-to-date financial, estate & 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 & keep their financial house in order with up-to-date financial, estate & gift plans.
- ◆ **Guide** The People to find to the right financial service professionals to cost-effectively implement & update their financial, estate & giving plans.
- ◆ **Educate** financial service & nonprofit professionals & their organizations to better serve their clients, the general public, & potential donors.
- ◆ **Unite** all parties interested in Improving Financial Awareness & Financial Literacy & encourage them to participate in The Movement.

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

**‘Great things are not done by impulse, but by a series of small things brought together’**  
 - Vincent Van Gogh

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

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

# Concept Note

## 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 & 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 & friends, employers, NGO/nonprofits; as well as the ultimate safety net the government.

#### Why focus on Africa?

We are working on a series of programs within African countries with a combined population of over 1.4 billion people. Many of these people are living below the poverty line; many families struggling to survive, existing on ~ \$1.90 USD per day, with increasing debt. Youth are not taught at home or school about personal finance, problem-solving – making things better, collaboration-working together, creativity- Thinking outside the box, or planning for the future to protect themselves/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 everyday money decisions.
- ▶ Introducing everyone to the essential principles of smart money management.
- ▶ Being motivated to get and keep their financial house in order with a current financial, estate, & gift plan.
- ▶ Having access to better personal financial management tools, information, financial products, & services.
- ▶ Communicating & working effectively with their financial advisors & financial product providers.
- ▶ Passing on values, knowledge & assets to future generations, & charitable causes, ending inherited poverty, making a better world.
- ▶ Having the highest probability to reach & maintain your family dreams while you live a financially successful life

## The Plan

- ◆ **Recognize** 'Thought Leaders' & Stakeholders that are championing improving financial awareness & financial literacy.
- ◆ **Unite** them with other organizations, NGOs, educational institutions, municipalities, & 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** & tools for making wise lifelong financial decisions & getting & keeping your financial house in order with an up-to-date financial, estate & 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 & communities.
- ◆ **And much more.**

## Call to Action

- ◆ **Actively join in & participate & support The Movement in Africa, & The Movements Around the World**
- ◆ **Share this communication with your friends & family & your social networks**
- ◆ **Get & keep your financial house in order with a current financial, estate & gift plan**



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

# The Improving Financial Awareness & Financial Literacy Movement

## The Movement in Africa

**Join The Movement in Africa – See What Ghana’s Doing**

[https://home.thefinancialawarenessfoundation.org/pdf/TFAF\\_Ghana-JoinTheMovement-PersonalFinKnowledge.pdf](https://home.thefinancialawarenessfoundation.org/pdf/TFAF_Ghana-JoinTheMovement-PersonalFinKnowledge.pdf)



### Touches Everyone

Designed to touch everyone at least twice a year through a concentrated personal finance content media blitz for all people with varying literacy levels

### Promote Sustainability

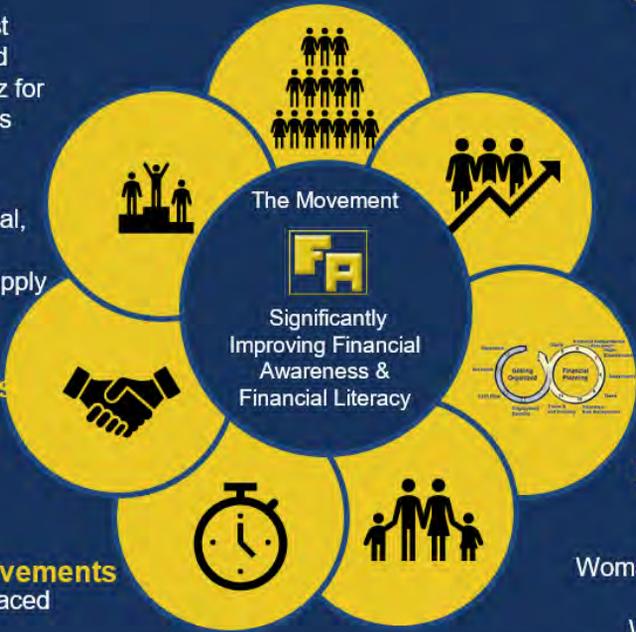
Ensures all Africans and relevant stakeholders make informed financial, economic, and social decisions by establishing Research Hubs that supply up-to-date information to their communities.

### Grows Strategic Partnerships & Collaboration

Working with local, regional and national partners to reach and touch everyone

### Serves as Catalyst for Improvements

Provide flexibility to allow for self-paced and self-scaled learning



### Opens the Gateway to Financial Inclusion

There is no true financial inclusion without financial awareness & financial literacy

### Informs, Educates, & Motivates

To the essential principles to smart money management – the foundation to personal finance knowledge & key life skills

### Promotes Inclusion & Unites

Designed to reach every Woman, Man, & Child, including marginalized groups (i.e. Women and youth) through special programs and activities

[www.TheFinancialAwarenessFoundation.org](http://www.TheFinancialAwarenessFoundation.org)

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## Founding Strategic Partners



Lead TFAF Ambassador—Africa



**COHECF-KENYA**

Christian Community Healthcare Foundation - Kenya  
Together We Transform Lives  
Lead TFAF Ambassador — Kenya

