

***Becoming a Volunteer, a Strategic Partner, an Ambassador of
The Financial Awareness Foundation
- to Support & Participate in -
The Improving Financial Awareness & Financial Literacy Movement***

Backgrounder

Serving as a Volunteer, a Strategic Partner, and an Ambassador of **The Financial Awareness Foundation** can be a fun and valuable use of your time and skills, and a very rewarding experience for you, your family, your organization, your country, and our world!!!



As a community leader, you can play a **VERY IMPORTANT** and strategic role in improving financial awareness and financial literacy, while creating goodwill and new opportunities for you and many local and national nonprofits. This can be done by actively supporting and participating in **The Improving Financial Awareness & Financial Literacy Movement** built around the concentrated personal finance content media blitz built around the strategic campaign venues for April being known as **Financial Literacy Month** and six months later October being known as **Estate & Gift Planning Awareness Month**, and other activities throughout the year.

As we are not membership-based organizations, there are no membership fees or dues that people are required to pay to be associated with **TFAF** or **The Improving Financial Awareness & Financial Literacy Movement**, campaigns or any of our work.

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



The FINANCIAL AWARENESS Foundation
A 501(c)(3) Nonprofit Organization Dedicated to Significantly
Improving Financial Awareness & Financial Literacy...™ (ver :122723)
959 Golf Course Drive, #273 ♦ Rohnert Park ♦ CA 94928 USA ♦ 707.586.8620
www.TheFinancialAwarenessFoundation.org



To learn more about **The Improving Financial Awareness & Financial Movement** and [Fun & Easy Ways to Join & Participate](https://home.thefinancialawarenessfoundation.org/pdf/TFAF-JoinTheMovement-WW.pdf) click [here](https://home.thefinancialawarenessfoundation.org/pdf/TFAF-JoinTheMovement-WW.pdf) or on the graphic or keying in this URL address
<https://home.thefinancialawarenessfoundation.org/pdf/TFAF-JoinTheMovement-WW.pdf>



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

- ♥ PROBLEM SOLVING – Making things better
- ♥ COLLABORATION – Working together
- ♥ CREATIVITY – Thinking outside the box
- ♥ NEUTRAL MIND – open to seeing the big picture both positive & negative
- ♥ ETHICS – doing the right thing, do no harm

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 FA Movements –
Current Areas & Potential People Touches**

The Worldwide Movement	8 Billion	
The Youth Movement	4 Billion	
By Continent		
Africa	1.4 Billion	Americas - North
DRC	100 Million	USA
Ethiopia	20 Million	330 Million
Ghana	30 Million	Americas - South
Kenya	50 Million	Brazil
Lesotho	2 Million	209 Million
Malawi	20 Million	Asia
Nigeria	210 Million	India
Somalia	15 Million	1.4 Billion
South Africa	60 Million	Europe
Tanzania	57 Million	
Uganda	40 Million	
Zimbabwe	14 Million	



The Financial Awareness Foundation

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



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About Us

The Financial Awareness Foundation (TFAF) is a 501(c)(3) USA based nonprofit organization devoted to significantly helping to improve financial awareness and financial literacy. We serve as a nonpolitical 'financial awareness advocate' for the general public – We The People, the financial service and nonprofit professionals, financial product providers and their organizations, educational institutions, municipalities, tech companies, employers and the news media.

To help address the lack of financial awareness along with the financial illiteracy global epidemic, over a decade ago TFAF began taking an active leadership role to recognize organizations and their management, and individuals that are championing improving financial awareness and financial literacy. We are uniting them with other associations, organizations, nonprofits, educational institutions, municipalities, employers, the news media and concerned individuals to actively focus this vast community resource into **The Improving Financial Awareness & Financial Literacy Movement** with its semi-annual concentrated personal finance content media blitz around the strategic campaign venues, and other entertaining /educational programs throughout the year.



TFAF also delivers and develops exceptional educational content and programs for We The People - the general public – rich to poor, and for financial service and nonprofit professionals, and educational institutions that support the public's financial, estate and gift planning needs. You can learn more about us at www.TheFinancialAwarenessFoundation.org

Benefits to YOU in Becoming a Volunteer, a Strategic Partner, an Ambassador of The Financial Awareness Foundation

Significantly improving financial awareness & financial literacy has a major positive impact on our

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

What a great opportunity for you to create goodwill and new revenue opportunities while performing a very important and valued community service.

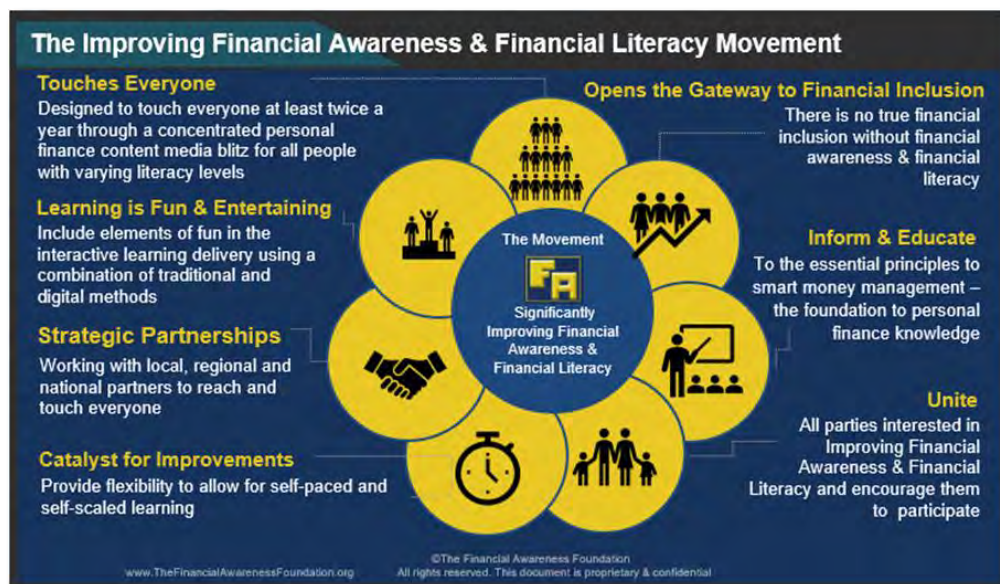
- ◆ **As a volunteer, a strategic partner, and ambassador** you become part of a VERY SPECIAL growing number of individuals and organizations that are working hard to significantly improving financial awareness and financial literacy worldwide, and to make the world better for all.
- ◆ **By receiving free personal financial and estate planning materials** you, your staff and families, patrons, and prospects benefit by improving personal financial positions, and you receive a **powerful campaign and program** to use within your organization to generate new sources of revenues to expand your business.
- ◆ **Besides getting access to the smart-money secrets** and the essential principles of smart financial management to help make your dreams become a reality, we work with you and your organization to get the best results from your efforts to help expand your business impact locally and beyond.



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- ◆ **Families** benefit by learning the essential principles to smart money; it empowers them to make better informed productive everyday money decisions, save time and money with their financial advisors and product providers, and have the best possibilities to reach and maintain their personal and family financial dreams, to enjoy a financially secure debt free future, while passing on their values, knowledge and assets to future generations to make their lives and this world a better place.
- ◆ **Schools, Colleges & Universities** benefit by having alumni, faculty and staff who are less stressed, happier and more productive and more philanthropic with increased donations, planned gifts, alternate beneficiary selections and bequests. This opens the door to significant development opportunities for Universities and Colleges to reduce education costs and fund student scholarships, faculty grants, research and other projects through gifts, bequests and deferred gifts that are a part of The Community member's financial, estate and gift plans.
- ◆ **Financial Advisors & Financial Product Providers & their Organizations**, such as attorneys, accountants, bankers, trust officers and private fiduciaries, realtors, insurance brokers and agents, investment brokers and agents, wealth managers, financial advisors, benefit by acquiring new business from more informed and motivated clients.
- ◆ **Employers, Farmers, Telecom & Technology Companies** benefit from earning more money while having employees who are less financially stressed, happier and more productive.
- ◆ **Nonprofits, NGO's & Fundraisers** benefit with increased donations, planned gifts, alternate beneficiary selections & bequests.
- ◆ **Philanthropists** benefits by helping to solve a major social problem that leads to a better world.
- ◆ **The News Media** benefits by providing its audience with timely valuable information.
- ◆ **The Government and Municipalities** benefit by having happier and financially successful constituents, and a reduced strain on social welfare services.
- ◆ **Everyone and the world** actually benefit with a stronger and financially sound economy.



This is a great opportunity to "**strengthen relationships**" with clients and prospects and associates, generate new revenue opportunities for financial service / nonprofit / education professionals, while producing needed gifts and bequests for many educational institutions and nonprofits. Most importantly, this also goes a long way to solving the lack of financial awareness along with the financial illiteracy epidemic.



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Here is a checklist of Fun & Easy Ways to Help Make a Difference

<https://home.thefinancialawarenessfoundation.org/pdf/TFAF-JoinTheMovement-WW.pdf>

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Most importantly, this also goes a long way to solving the lack of financial awareness along with the financial illiteracy epidemic.

Which of the following **Fun & Easy Ways to Help Make a Difference** interests you the most and that you can do.



Fun & Easy Ways to Participate & Support The Movement		Yes I / We Can Do This
1.	Sharing time and resources to make it better for all	
2.	Circulate communications and encourage others to Join The Movement For Financial Advisors & Financial Product Providers https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-AdvisorsSupport-ImprovingFinancialAwareness-CanIncreaseYourBottomLine.pdf For the Public https://home.thefinancialawarenessfoundation.org/pdf/TFAF-PublicSupportfortheImprovingFinancialAwareness.pdf	
3.	Participate at Public & Media Appearances sharing your expertise and encouraging others to Join The Movement	
4.	Prepare a Proclamation for your organization, community, university https://home.thefinancialawarenessfoundation.org/pdf/DraftImprovingFinancialAwareness-NFLM-NEPAW-Proclamation.pdf	
5.	Add The Movements Logo to your website or social media https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Movement-USA.jpg	
6.	Share some Personal Finance Articles in support of The Movement and to help celebrate April as Financial Literacy Month & October as Estate & Gift Planning Awareness Month	
7.	Share the 12 Month Financial Fitness Calendar https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-12MonthFinFitnessCalendar.pdf	
8.	Circulate the TFAF- Personal Finance Publication Set	
9.	Share a Financial Quote of the Day or Week – in support of The Movement during April and October https://home.thefinancialawarenessfoundation.org/pdf/TFAF-FinancialQuotes-Templates.docx	
10.	Develop a Social Media or Webpage in support of The Movement and to share Personal Finance Knowledge	
11.	Make a Presentation - Video or post COVID-19 do a Seminar in Support of The Movement	
12.	In support of The Movement in April or October sponsor or participate in a contest like a 401(k) run to eradicate the Financial Illiteracy Epidemic	
13.	What other Fun Ideas do you have	
14.	Help us with Generous Contributions from you and others	
15.	For Financial Service Organizations and other stakeholders we will appreciate an generous allocation of funds to help us underwrite our goals of touching every citizen twice a year with the semi-annual personal finance content media blitz.	



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Guidelines for Becoming a Volunteer, a Strategic Partner, an Ambassador for The Improving Financial Awareness & Financial Literacy Movement of The Financial Awareness Foundation

Being a Volunteer, a Strategic Partner, an Ambassador, for The Improving Financial Awareness & Financial Literacy Movement of The Financial Awareness Foundation is an unpaid helper position; we are not a membership-based organization and there are no membership fees or dues that people are required to pay to be associated with TFAF or **The Improving Financial Awareness & Financial Literacy Movement & Campaigns** or any of our work. Ambassadors, Strategic Partners, and Volunteers are also expected to pay for any and all of their personal and business and foundation related expenses unless indicated in writing otherwise.

We ask all our TFAF Ambassadors, Strategic Partners, and Volunteers to

1. Assists us **ON** our mission to **'significantly improve financial awareness & financial literacy'**
2. Actively support and participate in **The Improving Financial Awareness & Financial Literacy Movement & Campaigns** built around celebrating the strategic venues of
 - ◆ Financial Literacy Month (April)
 - ◆ Estate & Gift Planning Awareness Month (October)
3. **Make contributions of your time**, creativity, strategic planning, goodwill, contacts where appropriate, staff time (if you have available staff time let us know and make some it available for our worthy projects).
4. **Keep on the lookout** for potential volunteers, ambassadors, strategic partners, sponsors, philanthropists, donors, supporters, future board members, and when they appear introduce them to us.
5. **Assist us with our capital campaigns** by
 - ◆ Talking to others about contributing to us so we can touch more people and financial service, nonprofit and planned giving professionals - (investing with us)
 - ◆ Asking for donations to The Financial Awareness Foundation where appropriate
 - ◆ Identify sponsors and help create community matching donations during the various **Improving Financial Awareness & Financial Literacy Movement** campaign venues
 - ◆ Make when appropriate to you, personal financial contribution to TFAF
<https://home.thefinancialawarenessfoundation.org/donationgateway.html>
6. **Not sign any agreements or contracts** involving The Foundation unless you authorized to do so by the Executive Director.
7. **Obey all laws and maintain high personal and business ethics at all times.**

The Foundation as a hard-working nonprofit always appreciates monetary contributions, planned giving gifts, bequests, alternate beneficiary designations from philanthropists, individuals, sponsors, strategic partners and organizations that are looking to support important community, national, and international important causes that can **'help make this a better world'**. Your assistance in helping us with our fundraising efforts and our capital drives to advance our improving financial awareness and financial literacy movement and campaigns, programs, and publishing efforts is very much appreciated.

Our working relationship is an "at-will" relationship; you or The Foundation can terminate it at any time, with or without cause. There is no defined term or 'Climbing of the Chairs' for our Ambassadors. We are working to establish a core team of high-quality thought leaders as Ambassadors that understand how fundamentally important improving financial awareness and financial literacy is and enjoy working together to help everyone to get and keep their financial, estate and gift plans current thus making our vision a reality.

To protect you and the integrity of **The Financial Awareness Foundation**, and so we do not violate any rules or laws if you do any presentations, or mailings using our name, logo, in the status as an Ambassador or making a presentation or distributing content as a representative of **The Financial Awareness Foundation** we will need to **see and approve all materials in advance**, before they are released to the press or public or used in a presentation.

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1. Please check the appropriate box(s) Volunteer Strategic Partner Ambassador
2. Provide a brief statement why you would like to become a Volunteer, Strategic Partner, Ambassador

3. What you plan to do; please check all that apply on page 5
4. Read and approve the guidelines. Check here
5. Agree to be added to our communication list. Check here
6. Provide your contact information

Name
Title
Business Name
Address

First	Last
Mailing address	
City	
State	
Country	
Postal Code	
xxx@abc.com	
Country Code	Phone number

Email Address
Phone Number
Website URL
Key in your signature
Add any notes and comments

Email a PDF of this page and page 5 to us at admin@TheFinancialAwarenessFoundation.org

Thank for your interest in serving as a **Volunteer, Strategic Partner, Ambassador**; we welcome your assistance and support.

If you have further thoughts or require additional information or want to discuss sponsorship, philanthropy, or providing planned gifts, contributions and grants to **The Financial Awareness Foundation** please contact us directly. Thank you for your consideration and we look forward to working with you to help make it a better place for all.

Respectfully submitted,

Valentino

Valentino Sabuco, Executive Director
The Financial Awareness Foundation

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