

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

Executive Summary / Overview



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



The Improving Financial Awareness & Financial Literacy Movement in South Africa Executive Summary / Overview

South Africa has a population of over 60 million with a workforce of about 23 million and an unemployment rate near 34%. This leaves over 18 million South Africans (30% 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 on less than USD1.90 per day. (International Poverty Line) ⁽¹⁾. We are also experiencing increases in debt.



The majority of citizens are not taught at home or school about planning for our future and why it's important to have current financial, estate and gift plans to protect ourselves and our families. We have a collection of serious problems resulting in high poverty. Moreover, a lack of financial awareness results in a **serious financial illiteracy epidemic**. This places a **HUGE** growing amount of pressure on families and friends, employers, and nonprofits; as well as the ultimate safety net of the government. This is not just a local epidemic it's an international one.

Earning and building wealth and managing personal finances today is more complicated and important than ever. We're living longer and need to earn more, save more, and invest more wisely to build financial resources to care for ourselves and our families. Many of us are insecure about our work and the future of our homes. We see our money being drained by the high cost of food and water, healthcare, housing, education, and taxes while dealing with the uncertainty of investments in our local and global economy. We worry about the future, or unfortunately in many cases, simply try not to think about it.

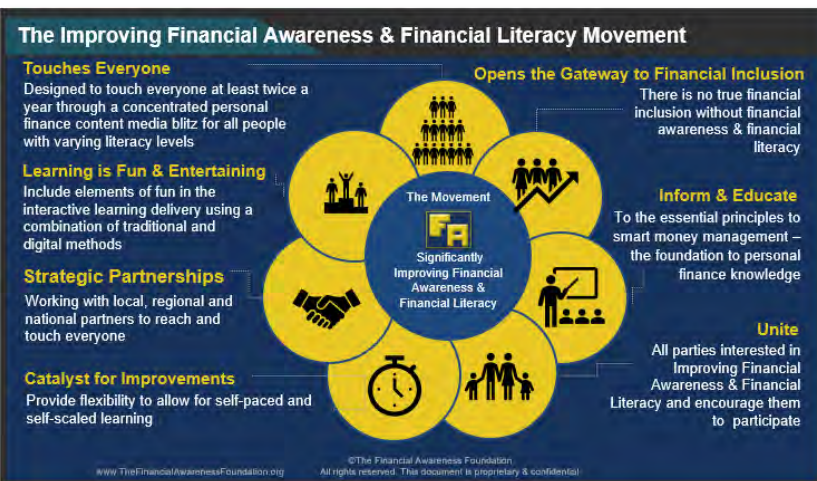
Most people are not taught the essential principles of smart money management – the foundation of personal finance knowledge - at home or in school. Thus, they don't have the proper tools to address everyday money decisions in an informed manner. This jeopardizes their financial and physical wellness,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



(1) <https://www.statista.com/statistics/1127838/national-poverty-line-in-south-africa/> <https://www.theglobaleconomy.com/South-Africa/>

One Powerful Solution

Would it be great if there is a real solution to this lack of financial awareness and financial illiteracy epidemic?



We **strongly** believe there is, and it revolves around better educating the general public – rich to poor, educators, financial service and nonprofit professionals on the essential principles of smart money management – the foundation of personal finance knowledge - while motivating them to get and keep their financial, estate, and gift plans in order. People need access to better personal financial management tools and information, to communicate and work more effectively with their financial advisors and financial product providers, and to make better informed everyday money decisions.



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Caution: We believe sharing financial awareness and financial literacy can be highly contagious!



We believe having better financial knowledge changes your world and the world around you... FOREVER

Governments are not financial service institutions and do not generally provide personal financial advice. However, countries and communities can serve as advocates for their citizens, workers, and politicians (The Community), and thus can encourage them to learn about the essential principles of money so they can make better everyday informed money decisions. Also, they can encourage the members of The Community to get and keep their financial, estate and gift plans current as part of their personal growth and preparation for life and all its challenges, and end inherited poverty.

Governments and their local communities are in a strategic leadership position to materially improve the quality of life of their citizens. This happens through governance, social welfare programs, laws and taxes, defense and protection, advanced healthcare, educational initiatives, and a new powerful lifelong learning connection to the people who make up The Community.



Forming and participating in **The Improving Financial Awareness & Financial Literacy Movement in South Africa** will benefit 'The Entire Community in South Africa' by having happier and financially successful constituents, creating jobs, and helping to build a robust economy, while reducing poverty, crime, and the strain on social welfare services, all while eradicating the financial illiteracy epidemic.

Significantly improving financial awareness & financial literacy can have a major positive impact on

- **Healthcare** - Advancements in healthcare and technology are helping us to live longer, healthier, and higher quality lives. Improving financial awareness and financial literacy will help us earn more, and attract needed money for a high-quality education to take advantage of these healthcare advancements while reducing stress, a major cause of health problems.
- **Education** - Improving financial awareness and financial literacy will help us increase our quality of life, and attract the needed financial resources to advance our education system so that every man, woman, and child has the fundamental life skills, knowledge, and opportunity to live successful, happy and productive lives.
- **Agriculture & Food Supply** – South Africa has one of the most vibrant and diverse agricultural sectors in Africa. There are approximately 32,000 commercial farmers, who produce 80% of the country's agricultural value. According to AgriSETA, 80% of the land in South Africa is used for agriculture, but only 12% is suitable for rain-fed crop production, the rest for livestock grazing. The agriculture sector is highly mechanized, and the World Bank reports that only 5% of South African workers are employed in agriculture, and decreasing. The contribution of agriculture to the economy is less than 10%, and declining. With a workforce of about 23 million and an unemployment rate near 34%, this leaves over 18 million South Africans so poor they cannot afford three meals a day for themselves and their family. ⁽²⁾ Something is not right here?
- **Economic Empowerment & Jobs** - Key drivers of our economy revolves around every man, woman, and child having their basic need covered with encouragement, education, and support to enhance all to live successful, happy, and productive lives. We give particular emphasis to significantly improving financial awareness and financial literacy as this empowers all people to make better informed everyday money decisions. This helps all South Africans to develop and obtain better jobs, borrow responsibly, and build a better life for themselves and their families. This also encourages families, youth, women, and men explore and initiate innovative businesses and micro-enterprises.
- **Peace & Reduced Violence** - Lasting peace and reduced violence will only exist when THE PEOPLE of South Africa are properly nourished, healthy, have reasonable levels of debt when warranted, and have the knowledge and life skills that provide them the opportunity to live happy productive lives, raise their families in safety - and don't run out of their personal wealth and become a burden, before they pass-on – die.



⁽²⁾ <https://www.theglobaleconomy.com/SouthAfrica/> <https://wedc.org/export/market-intelligence/posts/south-africa-agriculture-sector/>
<https://www.statista.com/statistics/371233/south-africa-gdp-distribution-across-economic-sectors/#:~:text=In%202021%2C%20agriculture%20had%20contributed,the%20total%20value%20added%2C%20respectively>



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It also benefits

- **South Africa's Government, Business, Financial Services, NGOs & Nonprofits, Educational Professions,** and their organizations' thought leaders benefit by significantly helping to solve a major social problem. This creates goodwill for South Africa to build/establish new local businesses, attract global investors and strategic partners, retain existing ones, and build support for other key initiatives.
- **Families** benefit by learning the essential principles of 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, reasonable manage debts 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, and 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.
- **NGOs, Nonprofits & Fundraisers** benefit their organizations with increased donations, planned gifts, alternate beneficiary selections, and bequests.
- **Philanthropists** benefit by helping to solve a major social problem that leads to a better world.
- **The News Media** benefits from increased ad revenues and by providing its audience with timely valuable information.
- **Everyone and the world** benefits from a stronger and financially sound economy.



The Improving Financial Awareness & Financial Literacy Movement in South Africa can help make all this happen and so much more.



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Our Mission

The mission of The Improving Financial Awareness & Financial Literacy Movement in South Africa is to significantly help solve a major social problem dealing with a lack of financial awareness along with the financial illiteracy epidemic.

Teaching financial awareness, financial literacy, and sharing the essential principles of smart money – the foundation of personal finance knowledge – are very important life skills that empower people to:

- Make wiser informed everyday money decisions
- Live a quality life without outliving their wealth
- Watch personal / family dreams become a reality
- Enjoy a financially secure debt-free future
- Work efficiently with financial professionals & product providers to get the best results from their time & money
- Pass on their values, knowledge & assets to future generations to make their lives & this world a better place, ending inherited poverty
- Have the highest probability to reach & maintain family dreams while living out a financially successful life.



Vision

We envision a world where every person is well educated and has personal finance knowledge, access to the right financial advice, and the skills and tools to manage their finances. Providing everyone the opportunity to achieve and maintain their financial stability, security, and freedom throughout their lives, while they pass on their values, knowledge, and assets to future generations to make their lives and this world a better place.

Core Values

- **Public Service** – Serve as a nonpolitical “financial awareness advocate” to the general public providing them with the essential principles of smart personal financial management – the foundation of personal finance knowledge - so they can make better everyday financial decisions throughout their lives.
- **Knowledge** – Encourage and support financial education to improve financial awareness & financial literacy.
- **Problem Solving** – Inspire & encourage problem-solving, making things better for oneself, family & loved ones, community, and our world.
- **Creativity** – Stimulate creative thought & innovation amongst all ages, gender, & economic status.
- **Collaboration** – Recognize, promote, & unite organizations that are championing improving financial awareness & financial literacy with other organizations, nonprofits, educational institutions, municipalities, employers, & individuals.
- **Diversity** – Promote cultural diversity within financial services & nonprofit professions to better serve a diversified public.
- **Ethics** – Encourage ethical behavior within financial service professions, nonprofits, & the business world.

Goals

- **Substantially improve financial awareness & financial literacy** across all ages, incomes & demographic groups.
- Touch every woman, man & child – *The People* - at least 2 times per year, with educational/motivating reminders to get & keep their financial house in order with current financial, estate & gift plans.
- **Alert *The People*** why having current and up-to-date financial, estate & gift plans is an important financial responsibility not only to themselves but to their families, & loved ones.
- **Inform & educate *The People***, in an entertaining format, about the essential principles of smart money management – the foundation of personal finance knowledge, so they make better informed lifelong money decisions.
- **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 work most effectively with the right financial service professionals, & financial product providers to cost-effectively implement and update their financial, estate and gift plans.
- **Educate** financial service professionals, financial product providers, & their organizations to better serve their clients, *The People*, and potential philanthropists.
- **Unite all parties** interested in Improving Financial Awareness & Financial Literacy & encourage them to participate in The Movement.



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The Strategy & Plan

1. Taking an active role to recognize 'thought leaders' and stakeholders that are and should be championing improving financial awareness and financial literacy.
2. Unite them with other associations, organizations, nonprofits, educational institutions, municipalities, employers, and the news media to actively focus their vast community resources on The Improving Financial Awareness & Financial Literacy Movement with its **concentrated personal finance content media blitz** every six months built around two strategic campaign venues.
 - These are nationally, regionally, and locally recognized months with government, corporate and academic leadership providing proclamations celebrating
 - ✓ **April known as Financial Literacy Month in South Africa**, and six months later
 - ✓ **October known as Estate & Gift Planning Awareness Month in South Africa**



The plan is to touch everyone - the general public, every woman, man and child, rich or poor - at least twice a year through these strategic venues, 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 informed lifelong financial decisions.

The objective is to encourage government, financial service organizations and their professionals, corporate, academic, and social service leadership; and the news media to actively support and participate in The Movement to alert, educate, motivate and assist everyone to get and keep their financial house in order with a cost-effective current financial, estate and gift plans.



We understand that this is a massive undertaking; however, it can be accomplished through leading organizations and their associates that include:

- Financial Service Associations / Members
- Employers / Technology Companies
- Nonprofits / Religious / Social Change Organizations
- Government
- Educational Institutions
- Thought Leading Philanthropists / Grant Providers
- Health / Social Welfare Organizations
- Media / Social Media / Concerned Parties
- Financial Service Companies / Professionals

Together these organizations and their leaders represent a direct communication channel for all South Africans. Further, they have a vested interest in helping to raise the quality of life for all South Africans, as it will also improve their businesses, and allow them to do their jobs more effectively.



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3. Establish **The International Improving Financial Awareness & Financial Literacy Research Center(s)** at prominent universities to serve as a 'Think Tank' and an 'improving financial awareness and financial literacy advocate' for all students, faculty and staff, alumni, and all The People of the country, financial service and nonprofit professionals and their organizations, educational institutions, municipalities, employers and the news media. **The Research Center** will:



- **Take a leadership role in *The Improving Financial Awareness & Financial Literacy Movement*.**
- **Actively Assist** in developing and delivering a Financial Awareness & Financial Literacy Curriculum Program for all university students at their university. This would also be available for all faculty and staff, alumni and family & friends at no cost.

✓ <https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-YourFPUniversityProgramOverview.pdf>

✓ <http://ugbs.ug.edu.gh/association/> See The FA Association at UGBS in development to serve as a model

Help us establish and grow – **The International Improving Financial Awareness & Financial Literacy Research Center within South Africa Universities with your assistance, support, and participation.**

- **Initiate Professional Certification & Training Programs** for financial service professionals.
- **Establish an Improving Financial Awareness & Financial Literacy Student Club / Association.** This can be available to all students interested in accounting, legal and other financial service professions, and the nonprofit sector. This can work quite well for integrating mentoring and internships and related programs. It can also be open to faculty and staff and alumni, family and friends as part of a lifelong learning program.
- **Work with community-based organizations** to incorporate financial literacy-based content into existing programs and contests.
- **Perform Ongoing Longitudinal Technical Research** to monitor **The Movement** and its advancements, make improvements where necessary, and provide political leadership with valuable economic insights. Improving Financial Awareness & Financial Literacy is not a get-rich-quick process; it's a lifelong skill set. To measure what's working and what's not requires longitudinal studies. This research can provide critical feedback on many financial and economic matters as a service to political and business leaders. We are working on a **Quality of Life Family Index for South Africa** that will be a powerful indicator.
- **Share their work** with other campuses in the country and around the world creating a network of **The International Improving Financial Awareness & Financial Literacy Research Centers** and connecting them.
- **Establish Incubators / Accelerators** to create, help launch, and successfully grow the new and existing businesses while creating needed jobs and building wealth for the founders, the university, and the economy.
- **Attract funds for The Research Center and the University and other worthy causes** from work products, satisfied recipients of our work, gifts from those benefiting from improving their financial awareness & financial literacy, grants, and philanthropists, that see the importance of our work.
- **Develop a network of volunteers and ambassadors** that support **The Movement** and efforts at the University. These can be modeled/localized and advanced as appropriate.
 - ✓ For Financial Service & Nonprofit Professionals - **Learn how *The Improving Financial Awareness & Financial Literacy Movement Can Increase Your Bottom Line***
<https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-Advisors-CanIncreaseYourBottomLine.pdf>
 - ✓ For The People - the General Public - **Supporting Improving Financial Awareness & Financial Literacy Is A Winning Opportunity For All**
<https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-PublicSupportfortheImprovingFinancialAwareness.pdf>



Plans are to link these University Research Centers together nationally / internationally as a **Master Brain Trust** to jointly help solve the global lack of financial awareness & financial illiteracy epidemic, and so much more.



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4. Participants will be given access to

- Gift of the **TFAF - Personal Finance Publication Set** filled with interesting and educational program materials that empower the participant with the **essential principles of smart money** and **common personal finance mistakes to avoid – the foundation of personal finance knowledge**, and a systematic approach to better manage their finances to:
 - ✓ Make wiser, informed, and more productive everyday money decisions.
 - ✓ Work effectively with financial professionals.
 - ✓ Pass on values, knowledge, and assets to future generations and charitable causes to help make this a better world.
 - ✓ Have the best opportunities to reach and maintain personal money dreams while living a financially successful life.

<https://home.thefinancialawarenessfoundation.org/publications.html>

- Gift series of educational, entertaining, and motivating fundamental **presentations and programs** that introduce the participants to and reinforce the materials addressed within the publications, entitled **The Building Blocks to Successful Financial, Estate & Gift Planning Series™**.

<https://home.thefinancialawarenessfoundation.org/pdf/TheFAStudentFlyer.032421b.pdf>

<https://home.thefinancialawarenessfoundation.org/pdf/TFAF-FAAssociation-CFLE-AxisPensions-Intro1of4-Slides.pdf>

- (In phase 2 an eLearning presentation of the materials that once complete will provide everyone with an initial financial, estate and gift plan)
- **Gift of lifelong personal finance learning –**
 - ✓ With the sharing of weekly life event **blogs/newsletters** addressing topics such as:
 - ◆ Planning for your future
 - ◆ Saving for your future
 - ◆ Starting a business
 - ◆ Funding college education
 - ◆ Renting an apartment
 - ◆ Death in the family
 - ◆ Investing in your future
 - ✓ **Semi-annually financial updates** in the form of live/recorded presentations that can be delivered in print, audio, and multi-media formats to everyone celebrating
 - ◆ **April as Financial Literacy Month in South Africa**
 - ◆ **October as Estate & Legacy Planning Awareness Month in South Africa.**

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

5. Financial service and nonprofit professionals will be provided with **The Improving Financial Awareness & Financial Literacy Movement Overview / Planner** similar to what was developed in the US and encouraged to participate in this very important community service. This is an excellent overview and planning tool that encourages them to support and participate in this important movement.

<https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-ImprovingFinancialAwarenessCampaign&ProgramPlanner.pdf>

6. Identify and develop **fun activities** during The Movement's semi-annual campaign venues such as
- TV & radio shows
 - Social Media
 - Local, regional, and national Improving Financial Awareness & Financial Literacy Contests
 - ✓ Math
 - ✓ Personal Finance
 - ✓ Art – Financial Literacy Posters
 - ✓ Best Financial Literacy Radio / TV Ad

- ✓ The slogan for the Year
- ✓ Poster for the Year
- Improving Financial Awareness & Financial Literacy Music
- Celebrity Appearances
- Scholarships
- Sponsors
- Clubs
- Walks, Marathons
- And so much more



7. **Ongoing materials** will be developed and provided to ensure these financial lessons and tools are maintained and updated and reinforced regularly.

[Join The Movement – See what Ghana's doing - learn more about The Movement and fun ways to participate](#)



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Conclusion

The Improving Financial Awareness & Financial Literacy Movement in South Africa™ provides a real winning approach to solving a major social problem dealing with the lack of financial awareness along with the financial illiteracy epidemic.

Forming and participating in **The Improving Financial Awareness & Financial Literacy Movement in South Africa** will benefit 'The Entire Community' by having happier and financially successful constituents, creating jobs, and helping to build a robust economy, while significantly reducing poverty, crime, and the strain on social welfare services, all while eradicating the financial illiteracy epidemic.



We believe having better personal finance knowledge changes your world and the world around you FOREVER!

Thank you for your consideration,

To learn more about The Movement and how you can support and participate contact:



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Financial Literacy, Entrepreneurship & Mindset



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Financial Literacy plays in one's realization of their dreams, whatever those dreams may be.



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