

# The Improving Financial Awareness & Financial Literacy Youth Movement Concept Note

## Mission

Significantly enhance the quality of life of Young People through better personal financial management.

## Vision

We envision a world where every young person is well educated & has personal finance knowledge, access to the right financial advice, & the skills & tools to manage their finances. Providing everyone the opportunity to achieve & maintain their financial stability, security, & freedom throughout their lives. Giving everyone the ability to pass on their values, knowledge, & assets to future generations to make their lives & this world a better place, ending inherited poverty for all.

## Key Projects

- ◆ Youth & Money Conferences & Concerts
- ◆ Greater Youth & Women Representation
- ◆ Youth Dialogue & Townhall Meetings
- ◆ University Associations & Clubs / Scholarships / Mentorships / Internships / Apprenticeships
- ◆ Financial Awareness & Financial Literacy Social Media Contests & Challenges
- ◆ Business & Entrepreneurial Bootcamps, Incubators & Accelerators
- ◆ Expanding The Improving Financial Awareness & Financial Literacy Movement - Worldwide
- ◆ More to follow

## Strategic Element

The Youth Movement is a strategic element of The Improving Financial Awareness & Financial Movement-Worldwide now growing over four Continents, within a dozen countries



**"You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."**

**– Buckminster Fuller**

## Goals

- ◆ **Substantially improve** financial awareness & financial literacy of young people aged between 15 and 35 years, across the Globe.
- ◆ **Touch** every woman, man, and 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 Young People** – the general public – why having current & up-to-date financial, estate & gift plans is an important financial responsibility to them & their families & loved ones.
- ◆ **Inform & Educate** Young People, in an entertaining format, on the essential principles of smart money management – the foundation of personal finance knowledge.
- ◆ **Motivate** Young People to take appropriate action to get and keep their financial house in order with up-to-date financial, estate & gift plans.
- ◆ **Guide** Young People to find the right financial service professionals to implement & update their financial, estate & giving plans cost-effectively.
- ◆ **Inform** financial service and nonprofit professionals & their organizations to better serve their clients (including young people), the general public, & potential donors.
- ◆ **Unite** all parties interested in empowering young people to improve their financial awareness & financial literacy by participating in The Movement.

## Stakeholders

- ◆ Young people (aged between 15 & 35 years)
- ◆ Government
- ◆ 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 with a stronger & financially sound economy.

## The Improving Financial Awareness & Financial Literacy Youth Movement™

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

To learn more contact

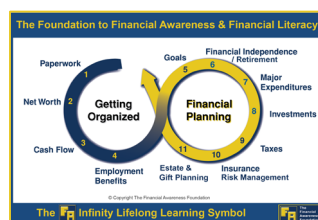
[www.cfleafrica.org](http://www.cfleafrica.org) ◆ [www.theFAMovement.org](http://www.theFAMovement.org)



# Concept Note

## The Improving Financial Awareness & Financial Literacy Youth Movement

Enhancing the quality of life of Young People through better personal financial management



### The Plan

- ▶ **Recognize** 'Thought Leaders' amongst Stakeholders that are championing improving youth empowerment, financial awareness & financial literacy.
- ▶ **Unite** them with other groupings, organizations, NGOs, educational institutions, municipalities, and employers.
- ▶ **Prepare & launch** a global personal finance content media blitz that touches young people 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 & get & keep 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 and communities.
- ▶ Use Social Media as the primary channel to reach young people across the globe.
- ▶ **And much more.**

### 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, and nonprofits; as well as the ultimate safety net - the government.

### Why Focus on Young People?

Over 50% of the world's population is under the age of 30 years and in Sub-Saharan Africa alone, 70% of the population is under 30 years. Many of these young people are living below the poverty line, many families are struggling to survive, existing on less than \$1.90 US per day, with increasing debt. The youths 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 Young 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 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.



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





# The Improving Financial Awareness & Financial Literacy Movement

**The Youth Movement** <https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TheYouthMovement-ExecSum.pdf>

**Our Approach** <https://home.thefinancialawarenessfoundation.org/pdf/TheMovementWorldWide.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

## Learning is Fun & Entertaining

Include elements of fun in the interactive learning delivery using a combination of traditional and digital methods

## Strategic Partnerships

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

## Catalyst for Improvements

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

## Opens the Gateway to Financial Inclusion

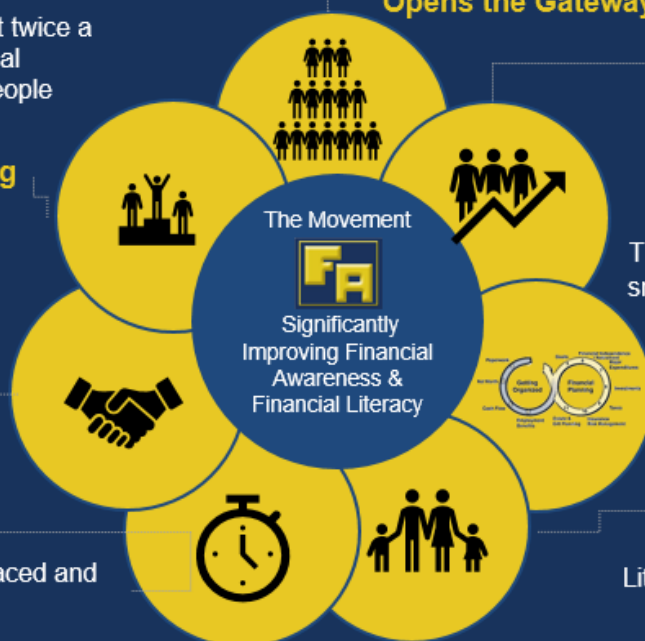
There is no true financial inclusion without financial awareness & financial literacy

## Inform & Educate

To the essential principles to smart money management – the foundation to personal finance knowledge

## Unite

All parties interested in Improving Financial Awareness & Financial Literacy and encourage them to participate



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

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## Founding Strategic Partners

 **CENTRE FOR FINANCIAL LITERACY EDUCATION AFRICA**  
Lead TFAF Ambassador—Africa 

**MIAMI LAW**  
UNIVERSITY OF MIAMI SCHOOL OF LAW

**USC Emeriti Center**

  
**MERCY-GIVING**

**UGBS**  
UNIVERSITY OF GHANA  
BUSINESS SCHOOL

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

**LESELI**  
Financial Literacy Institute  
Lead TFAF Ambassador Lesotho 

The International  
Improving  
Financial Awareness  
& Financial Literacy  
  
Association at the  
University of Ghana



**TEDI**  
  
Tanzania Enlightenment  
Development Innovations  
Learn Today Lead Tomorrow

 **The Financial Awareness Foundation**

## Call to Action

- Actively join in & participate & support The Youth Movement & The Movements Around the World
- Share this communication with your friends & family & your social networks and encourage them to get and keep their financial house in order with a current financial, estate & gift plan
- Get & keep YOUR financial house in order with a current financial, estate & gift plan