

The Improving Financial Awareness & Financial Literacy Movement – Worldwide



The Movement began in the USA over a decade ago through the founders of The Financial Awareness Foundation (TFAF) a USA based 501(c)(3) nonprofit organization. To help create personal financial awareness and improve financial literacy **The Movement** utilizes a semi-annual personal finance content media blitz campaign built around two strategic campaign venues celebrating,

- ♦ April as Financial Literacy Month, and six month later
- ♦ October as Estate & Gift Planning Awareness Month

With global financial literacy initiatives increasing TFAF is contacted regularly for assistance, content, and ideas from around the world. In 2018 at the request of local NGO's TFAF began **The Improving Financial Awareness & Financial Literacy Movement** in several East African modeled after the USA Model. In 2020 **The Movement** expanded into Ghana – West Africa, Brazil, and India. **The Movement** is developing within 5 continents.

TFAF has also initiated development activities for **The International Improving Financial Awareness and Financial Literacy Research Centers** in over a dozen Universities, domestically and internationally to take leadership roles within **The Movement** and help end the financial illiteracy epidemic.

To touch more young people (age 35 and below) in April 2023 **The Improving Financial Awareness & Financial Literacy Youth Movement** was launched.

Below you will find a collection of links to the growing global activities, additional background materials, and gifts of personal financial knowledge for you. Please explore them and if you like what you see we encourage you to get actively involved in participating and supporting this very important initiative. Thanks for your consideration.

The Movement Worldwide			
	The Movement Worldwide	8+ Billion People	https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-WW-ExecSum.pdf
			Download
	The Youth Movement Worldwide	4+ Billion People	https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TheYouthMovementConceptNote.pdf
			https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TheYouthMovement-ExecSum.pdf
			Download
			Download
The Movement in Africa			
	The Movement in Africa	1.5+ Billion People	https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Africa-TIFA-FLM.pdf
			Download
	The Movement in Ethiopia	120+ Million People	https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Ethiopia-ExecSum.pdf
			Download
	The Movement in Ghana	30+ Million People	https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Ghana-ExecSum.pdf
			https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Ghana-JoinTheMovement-PersonalFinKnowledge.pdf
	The Movement in Kenya	50+ Million People	https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Kenya-ExecSum.pdf
			Download
	The Movement in Lesotho	2+ Million People	https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Lesotho.pdf
			Download



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Improving Financial Awareness & Financial Literacy...™



	The Movement in Malawi 20+ Million People	Download
	The Movement in Nigeria 210+ Million People	Download
	The Movement in Somalia 15+ Million People	Download
	The Movement in South Africa 60+ Million People	Download
	The Movement in Tanzania 57+ Million People	Download
	The Movement in Uganda 40+ Million People	Download
	The Movement in Zimbabwe 14.2+ Million People	Download
The Movement in North America		
	The Movement in America 330+ Million People	Download Download
The Movement in South America		
	The Movement in Brazil 209+ Million People	Download Download
Brazil – English - https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Brazil-ExecSum.pdf Brazil – Portuguese http://home.thefinancialawarenessfoundation.org/pdf/OMovimentoMelhorandoaConscienciaFinanceiraAlfabetizacaoFinanceiraBrasil.pdf		
The Movement in Asia		
	The Movement in India 1.4+ Billion People	Download



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

The FA Movements – Current Areas & Potential People Touches		
The Worldwide Movement 8 Billion		
The Youth Movement 4 Billion		
By Continent		
Africa 1.4 Billion		
DRC	100 Million	
Ethiopia	20 Million	
Ghana	30 Million	
Kenya	50 Million	
Lesotho	2 Million	
Malawi	20 Million	
Nigeria	210 Million	
Somalia	15 Million	
South Africa	60 Million	
Tanzania	57 Million	
Uganda	40 Million	
Zimbabwe	14 Million	
Americas - North		
USA	330 Million	
Americas - South		
Brazil	209 Million	
Asia		
India	1.4 Billion	
Europe		
		The Financial Awareness Foundation



To learn more about our work..

Research & Articles	
TFAF – Economic Research Brief - Global Economic Profile – How is Your Country Doing?	
- Africa	Download
- Worldwide	Download
NOW is the TIME for some CREATIVE THINKING & PROBLEM SOLVING	Download
African Leadership Opportunity	Download
How to Change the World with Better Financial Awareness & Financial Literacy	Download
International Article - Michael Ochieng Nyawino, ED, COHECF-KENYA, Lead TFAF Ambassador-Kenya https://www.urbanet.info/how-to-change-the-world-with-better-financial-awareness/	
A Recapitalized Banking Sector a New Breeze for Value Creation (See Chapter 6's discussion on the need for improving financial awareness and financial literacy and funding it.)	Download
Co-authored by Dr. Benjamin Amoah & Dr. Anthony Amoah, Economists & TFAF Ambassadors https://home.thefinancialawarenessfoundation.org/pdf/2019-CentralUniv-ARecapBankSector-GhanaReport.pdf	

Sample of Our Work	
See What is Happening in Ghana	
- The Improving Financial Awareness & Financial Literacy Movement – Executive Summary / Overview	View
- Video –	View
- Join the Movement – Fun Things for YOU & Friends to Do –	View
- The International Improving Financial Awareness & Literacy Association at the University of Ghana Chapter website. (Under construction)	View
Center for Financial Literacy Education Africa (CFLE Africa) is a not-for-profit social organization that develops and promotes financial literacy skills in Africans, especially young Africans	View

The Improving Financial Awareness & Financial Literacy Movement Organizational Tools	
Fun & Easy Ways to Join & Participate in THE IMPROVING FINANCIAL AWARENESS & FINANCIAL LITERACY MOVEMENT - In Ghana, In Africa, In India, In Brazil, In Europe, In USA, Worldwide Commonly referred to as 'THE MOVEMENT' 'The Youth Movement	
https://home.thefinancialawarenessfoundation.org/pdf/TFAF-JoinTheMovement-WW.pdf	Download
The Improving Financial Awareness & Financial Literacy Movement Implementation Planning Tool Kit	
This collection to Guides and Planners are designed to assist you and your team in planning, developing, implementing, and managing The Movement in your Country, Municipality, University, Community or Organization. As every situation is unique please use these materials as a model and feel free to innovate as you see appropriate for your situation.	
https://www.home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLM-ImpPlanToolKit.pdf	Download
https://home.thefinancialawarenessfoundation.org/pdf/TFAF-Ambassador-Volunteer-Overview.pdf	Download
https://www.home.thefinancialawarenessfoundation.org/pdf/CFLE-TFAF-Ghana-Ambassador-SP-Vol.pdf	Download



Organizations & individuals are never required to financially support **TFAF**. Nor do they have to pay any marketing or membership fee, or licensing fees to participate in **The Improving Financial Awareness & Financial Literacy Movement**, campaigns, & programs. **TFAF** also develops and distributes high-quality education materials at 'NO Cost' for use for nonprofit purposes. But as a 501(c)(3) nonprofit organization, financial support, & contributions are always welcomed & very much appreciated.



Hope you found this of interest; if you would like additional information, or to discuss how you can HELP MAKE A DIFFERENCE please do not hesitate in contacting us.

Stay safe and healthy – there's lots of work to do and fun to be had!! - wishing you, your loved ones and colleagues all the very best, ALWAYS,

Valentino

Valentino Sabuco, Executive Director
The Financial Awareness Foundation

A 501(c)(3) Nonprofit Dedicated to Significantly
"Improving financial awareness & financial literacy..."

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www.TheFinancialAwarenessFoundation.org

New website under construction

<https://thefamovement.org/>

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

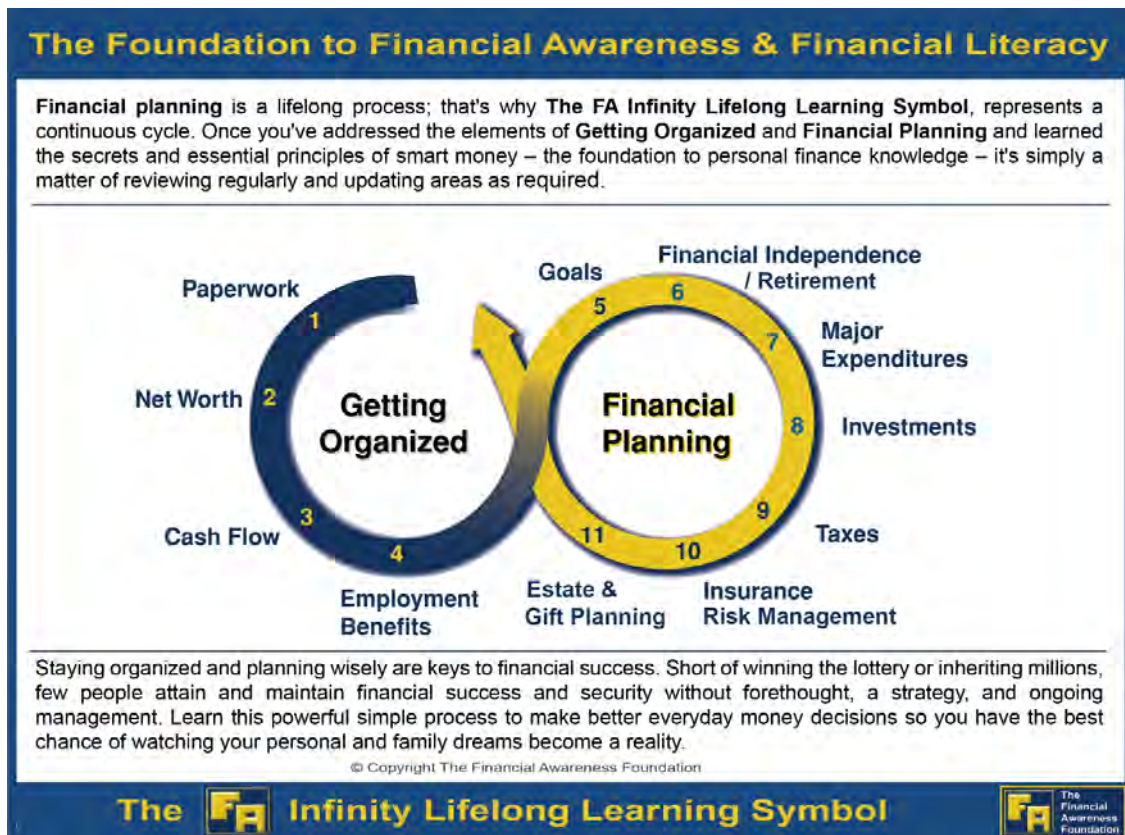


The FINANCIAL AWARENESS Foundation

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Our Special Gift to YOU!

We believe that EVERYONE needs to be financially literate and empowered to make better everyday money decisions. If not, how are you going to have any chance of living out a quality life, reach and maintain their personal and family financial dreams, and enjoy a debt free and secure financial future, pass on your values, knowledge and assets to future generations and your charitable causes to help make this a better world? Without this knowledge and empowerment, will YOU become a burden on family and friends, employers, local nonprofits and the ultimate safety-net the local and national government.



You can visit our website at www.thefinancialawarenessfoundation.org to receive your **FREE** copy of **TFAF Personal Finance Publication Set** – that includes **smart money secrets** and the **essential principles of smart money management** – the foundation to personal finance knowledge.

This 'Life Changing' TFAF Publication Set are much more than words about some financial planning topics. They are a complete personal financial management system designed to

1. Learn the smart money secrets & the essential principles of smart money management – so you can start making better informed lifelong financial decisions
2. Give you a clear step-by-step process to organize and manage your financial affairs over your lifetime – and the skills to work efficiently with financial service professionals & financial product providers to get the best results from time & money
3. Develop your updateable personal financial plan to serve as your roadmap – 'Guide' – to have the best possibilities of living out a fun, meaningful, and successful financial future.



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

