



The FINANCIAL AWARENESS Foundation

Improving Financial Awareness & Financial Literacy™

Introduction Factsheet - Background & Mission

The Financial Awareness Foundation is a 501(c)(3) nonprofit; our mission is to significantly help solve a major social problem dealing with the lack of financial awareness and financial literacy, domestically and globally.

The Foundation serves as a nonpolitical 'financial awareness advocate' for We The People – the general public, municipalities, the financial service, and nonprofit professionals their organizations, educational institutions, employers and technology companies, and the news media.

We believe that EVERYONE needs to be financially literate and empowered to make better everyday money decisions. If not, how are we going to have any chance of living out a quality life, reaching and maintaining personal and family financial dreams, and living out a debt-free and secure financial future? Without this empowerment, many many people become a burden on family and friends, employers, local nonprofits, and the ultimate safety net of the local and federal government.

We are taking an active leadership role to recognize organizations and their management that are championing improving financial awareness and financial literacy. We are then uniting them with other associations, organizations, nonprofits, educational institutions, municipalities, employers, and 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 through the strategic campaign venues celebrating

- **April as Financial Literacy Month** and 6 months later during
- **October as Estate & Gift Planning Awareness Month**

The plan is to touch the majority of the general public, financial service, and nonprofit professionals and their organizations at least twice a year through these strategic campaign venues, with educational and motivating content and reminders to get and keep your financial house in order with a current financial, estate and gift plan.

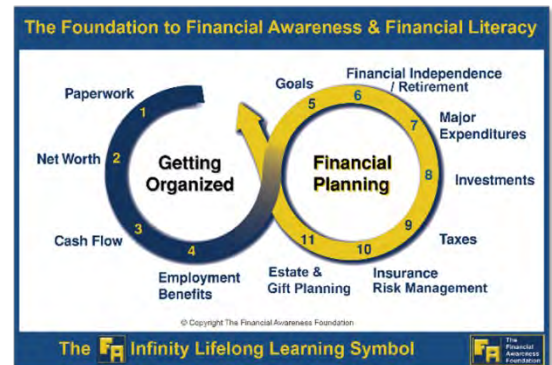
The Movement functions as a pivotal communication platform aimed at accelerating substantial strides within financial awareness and financial literacy and much more. We achieve this by:

- ♥ 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.

TFAF delivers & develops exceptional educational content for the general public, financial service & nonprofit professionals, & educational institutions that support the public's financial, estate & gift planning, and, charitable planning needs.

Board – Leadership

- [Valentino Sabuco, Executive Director](#)
The Financial Awareness Foundation
- **Ken Ruff, Director**
Interim CTO, Retired businessman, Technologist & Digital Media Developer
- [Marie Burns, Director, CFP®](#)
Financial Advocate, Speaker & Author - Mind, Money & Motion
- [Paul G. Schervish, M.Div., Ph.D., Director Emeritus](#)
Retired Professor & Director of the Center on Wealth & Philanthropy at Boston College
- [Pierce H. McDowell III, JD, Director Emeritus](#)
Co-Founder, Co-Chairman & Co-Chief Executive Officer of South Dakota Trust Company, LLC



Some Background Information –The Financial Awareness Foundation & Our Work		To View Click Here
1.	Introduction to The Financial Awareness Foundation & Our Work - Websites - Brochure Website - Educational – Educational Website under construction TFAF Annual Report & Business Plan	View View View View
2.	TFAF IRS Determination Letter	View
The Improving Financial Awareness & Financial Literacy Movement		
3.	Supporting Improving Financial Awareness & Financial Literacy Is A Winning Opportunity For All	View
4.	The Improving Financial Awareness & Literacy Movement Worldwide Introduction	View
5.	The Improving Financial Awareness & Literacy Youth Movement - Concept Note - Executive Summary	View View
6.	The Improving Financial Awareness & Financial Literacy Movement in Africa	View
7.	Become a TFAF Ambassador, Strategic Partner, Volunteer & Support & Actively Participate in The Improving Financial Awareness & Financial Literacy Movement & Campaigns & Programs	View
TFAF Research & Creative Thinking		
8.	TFAF – Economic Research Brief - Global Economic Profile – How is Your Country Doing?	View
9.	NOW is the TIME for some CREATIVE THINKING & PROBLEM SOLVING	View
10.	African Leadership Opportunity	View
Sample of Our Work		
11.	See What is Happening in Ghana - The Improving Financial Awareness & Financial Literacy Movement – Executive Summary / Overview - Video – - Join the Movement – Fun Things for YOU & Friends to Do – - The International Improving Financial Awareness & Literacy Association at the University of Ghana Chapter website. (Under construction)	View View View View
12.	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
TFAF – Complementary Personal Finance Knowledge - Sampling		
13.	TFAF- Personal Finance Publication Set	View
14.	TFAF-12 Month Financial Fitness Plan	View
15.	The TFAF Building Blocks to Successful Financial Planning Presentation Series & Curriculum	View
TFAF - Improving Financial Awareness & Financial Literacy Programs		
16.	TFAF - The FP University Program™ Overview	View
17.	The Financially Green Organization Certification Program™ Overview	View

Organizations & individuals are never required to financially support **TFAF**. They do not charge 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.

Respectfully submitted,

Valentino Sabuco, Executive Director

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