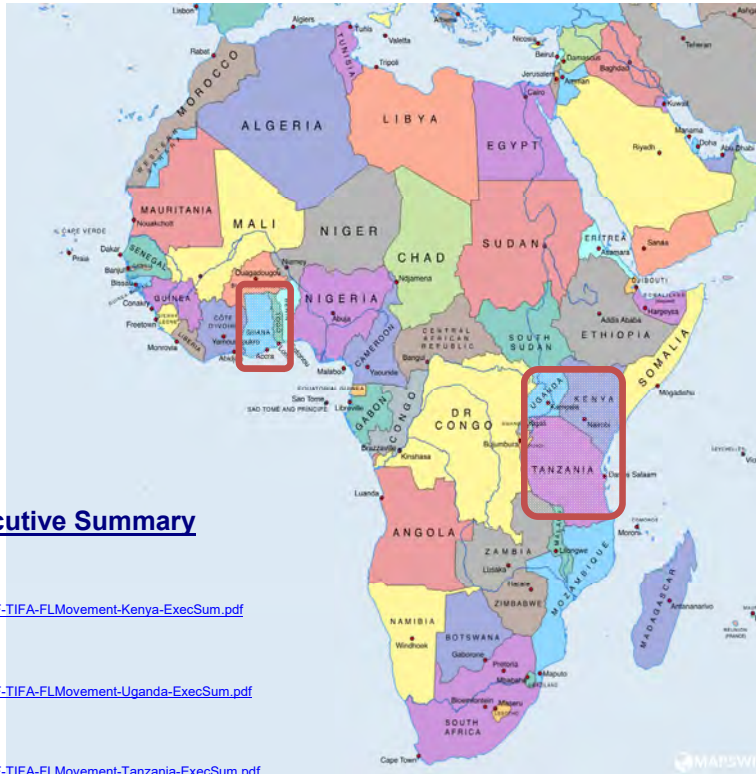


# The Improving Financial Awareness & Financial Literacy Movement in Africa



## Sectors Impacted

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

**'Great things are not done by impulse, but by a series of small things brought together'**

- Vincent Van Gogh

## Pilot Countries—Their Executive Summary

### ★ Kenya

<http://www.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Kenya-ExecSum.pdf>

### ★ Uganda

<http://www.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Uganda-ExecSum.pdf>

### ★ Tanzania

<http://www.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Tanzania-ExecSum.pdf>

### ★ Ghana

<http://www.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Ghana-ExecSum.pdf>

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

## Goals

- ◆ **Substantially improve** financial awareness & financial literacy across all ages, incomes & demographic groups.
- ◆ **Touch** every woman, man & 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** The People – general public – why having a current and up-to-date financial, estate and gift plans are an important financial responsibility not only to them but to their families, loved ones.
- ◆ **Inform and educate** The People, in an entertaining format, to the essential principles to smart money management – the foundation to personal finance knowledge.
- ◆ **Motivate** The People to take appropriate action to get and keep their financial house in order with up-to-date financial, estate and gift plans.
- ◆ **Guide** The People to find to the right financial service professionals to cost effectively implement and update their financial, estate and giving plans.
- ◆ **Educate** financial service and nonprofit professionals and their organizations to better serve their clients, the general public, and potential donors.
- ◆ **Unite** all parties interested in Improving Financial Awareness & Financial Literacy and encourage them to participate in The Movement..

## Stakeholders

- ◆ Government
- ◆ Citizens & their families
- ◆ Schools, Colleges & Universities
- ◆ Financial Service Professionals & their organizations
- ◆ Employers, Farmers, Telecom & Technology Companies
- ◆ Non-Government Organizations (NGOs) and Nonprofits
- ◆ Philanthropists
- ◆ The News Media & the World actually benefits with a stronger and financially sound economy.

## Join the Thought Leaders



## Plan

- ◆ Recognize 'Thought Leaders' amongst Stakeholders that are championing improving financial awareness & financial literacy.
- ◆ Unite them with others organizations, NGOs, educational institutions, municipalities, and employers
- ◆ Prepare and launch a countrywide personal finance content media blitz that touches everyone at least twice a year. This would be built around the strategic campaign venues of
  - \* Financial Literacy Month-April
  - \* Estate & Gift Planning Awareness Month-October
- ◆ With educational and motivating reminders and tools for making wise lifelong financial decisions and to get and keep your financial house in order with an up-to-date financial, estate and 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.
- ◆ And much more.

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

NGOs & Nonprofit Organizations Dedicated to Significantly *Improving financial awareness & financial literacy*™ (version 021520)

<https://cohecfkenya.org> ◆ [www.mercy-giving.org](http://www.mercy-giving.org) ◆ <https://www.mak.ac.ug> ◆ <http://www.tedi.co.tz> ◆ [www.cfleafrica.org](http://www.cfleafrica.org)

[www.savecomcarefdn.org](http://www.savecomcarefdn.org) ◆ [www.TheFinancialAwarenessFoundation.org](http://www.TheFinancialAwarenessFoundation.org) ◆ <https://www.microsave.net>

# Concept Note

## The Improving Financial Awareness & Financial Literacy Movement in Africa Enhancing the quality of life through better personal financial management



Lack of financial awareness and financial literacy discourages effective planning



*Why there is a need to focus on financial awareness and 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, nonprofits; as well as the ultimate safety net the government.



*Why focus on Africa?*

We are currently working on a series of pilot program with Africa countries - Uganda, Kenya, Tanzania and Ghana which have a combined population 175 million people. Many of people are living below the poverty line with many families struggling to survive, existing on ~ \$1.00 US per day. There is a significant increase in debt. Youth are not taught at home or school about planning for the future and why it's important to have a current financial, estate and gift plans 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 Africans - The People:

- ▶ Making better informed every day money decisions.
- ▶ Along with educators, financial service and nonprofit professionals being introduced to the essential principles to 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 more effectively with their financial advisors and financial product providers.

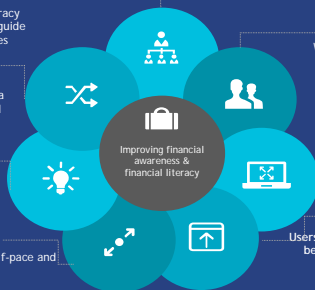
### Our approach

**Intuitive interactions**  
Designed for people with varying literacy levels. Images and local language to guide users through the interactive activities

**Learning can be fun too**  
Include elements of fun in the interactive learning, delivered using a combination of digital and traditional methods

**Focus on societal changes**  
Anchor the design on the desired behavior and the pathway to move from the current behavior

**Self paced and self scaled**  
Provide flexibility in the course to self-pace and scale the learning



**Partnerships**  
Work with national, regional and local partners to reach more numbers

**Social proof**  
Target early adopters first to gain acceptance

**Initial handholding**  
Users need guidance initially, but quickly become autonomous in taking forward the learnings

### Founding Project Partners

