



Republic of Kenya



Executive Summary / Overview

Organizations Dedicated to Significantly Improving financial awareness & financial literacy™



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(version 102920)

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

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

Kenya has a population nearing 50 million with a declining unemployment rate nearing 12%. This leaves over 36% of our population living below the poverty line with many families struggling to survive, existing on ~ \$1.90 PPP (Purchasing Power Parity) ⁽¹⁾ US per day. We are also experiencing increases in debt.

We are not taught at home or school about planning for our future and why it's important to have a current financial, estate and gift plans to protect themselves and our families. We have a collection of serious problems resulting in a high percentage of poverty coupled with a lack of financial awareness 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. This is not just a local epidemic it's an international one.

Earning and building personal wealth and managing personal finances today are more complicated and more 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 families. Many of us are insecure with 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 and 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 to smart money management – the foundation to personal finance knowledge - at home or in school. Thus they don't have the proper tools to address everyday financial decisions in an informed manner. This jeopardizes their financial and physical wellness, 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.worldbank.org/en/country/kenya/publication/kenya-economic-update-poverty-incidence-in-kenya-declined-significantly-but-unlikely-to-be-eradicated-by-2030>

One Powerful Solution

Wouldn't 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 People - the general public, educators, financial service and nonprofit professionals to the essential principles to smart money management – the foundation to personal finance knowledge - while motivating them to get and keep their financial, house in order with a current financial, estate and gift plan. 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 every day money decisions.



The Improving Financial Awareness & Financial Literacy in Kenya™

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



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Countries and their communities are not financial service institutions and do not generally provide personal financial advice. However, they can serve as advocates for their citizens, workers, and politicians (The Community), and thus can encourage them to learn about the essential principles to smart personal financial management so they can make better every day informed money decisions. They can also 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.

Countries 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 through a new powerful life-long learning connection to the people that make up The Community.

Forming and participating in ***The Improving Financial Awareness & Financial Literacy Movement in Kenya*** will benefit 'The Entire Community in Kenya' 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.



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

- **Healthcare** - Advancements in healthcare and technology help 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, attracts 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** - The important agricultural sector is under developed and largely inefficient, employing over 57% of the workforce compared to less than 3% in the more developed countries. Improving financial awareness and financial literacy will help to better manage natural resources, better feed and provide for the growing population, while creating higher paying jobs for farmers to better grow a sustainable economy. ⁽¹⁾
- **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 Kenyans to live successful, happy and productive lives. We give particular emphasis to significantly improve financial awareness and financial literacy as this empowers all people to make better informed everyday money decisions. This helps all Kenyans to obtain great jobs and build a better life for themselves and their families. This also encourages families, youth, women and men in Kenya to explore and initiate innovative businesses and micro-enterprises.
- **Peace & Freedom from Violence** - Lasting peace and freedom from violence will only exist when THE PEOPLE of Kenya are properly nourished, healthy, have low or no debt, and have the knowledge and life skills that provides 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.



(1) <https://data.worldbank.org/indicator/SL.AGR.EMPL.ZS>



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It also benefits

- **Kenya's Government, Business, Financial Service, NGO's & Nonprofit Educational Professions** and their organization's thought leaders benefit by significantly helping to solve a major social problem. This creates goodwill for Kenya attracting new local and global businesses and strategic partners, retain existing ones, and building support for other key initiatives.
- **Families** benefit by learning the essential principles to 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, debt-free future, 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 Service 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, financial advisors, benefit by acquiring new business from more informed and motivated clients.
- **Employers, Farmers, Telecom & Technology Companies** benefit from earning more money and 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** benefits 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 & the World actually benefits with a stronger and financially sound economy.**



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



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Our Mission

The mission is to significantly help solve a major social problem dealing with the lack of financial awareness and financial literacy.

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 every day financial decisions throughout their lives.
- **Knowledge** – Encourage and support financial education to improve financial awareness and financial literacy.
- **Collaboration** – Recognize, promote, and unite organizations that are championing improving financial awareness and financial literacy with other organizations, nonprofits, educational institutions, municipalities, employers, and individuals.
- **Diversity** – Promote cultural diversity within the financial services and nonprofit professions to better serve a diverse public.
- **Ethics** – Encourage ethical behavior within financial service professions, nonprofits, and the business world.

Goals

The goals of The Movement are to:

- Substantially improve financial awareness and financial literacy across all ages, incomes and demographic groups.
- Touch every woman, man and child – at least 2 times per year with educational and motivating reminders to get and keep their financial house in order with a current financial, estate and gift plan.
- Alert the general public – rich to poor - 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 general public, in an entertaining format, to the essential principles to smart money management – the foundation to personal finance knowledge.
- Motivate the general public to take appropriate action to get and keep their financial house in order with up-to-date financial, estate and gift plans.
- Guide the general public to find the right financial service professionals to cost effectively implement and update their financial, estate and gift 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 encouraging them to participate in The Movement.



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The Strategy & Plan

1. Recognize thought leaders amongst the Stakeholders that are and should be championing improving financial awareness and financial literacy.
2. Unite them with other associations, organizations, nonprofits, educational institutions, municipalities, and employers to actively focus their vast community resources into a **concentrated personal finance content media blitz** every six months around two strategic campaign venues.
 - This will be nationally, regionally and locally recognized Months with government provided proclamations similar to what was done in the US around:
 - ✓ **Financial Literacy Month – April**, and six month later
 - ✓ **Estate & Gift Planning Awareness Month - October**

The plan is to touch the majority of The People - the general public, financial service and nonprofit professionals and their organizations at least twice a year through strategic campaign venues, with educational and motivating reminders, and tools to get their financial house in order and for making better informed lifelong financial decisions. People will be encouraged to get and keep their financial house in order with an up-to-date financial, estate and gift plan.

The objective is to encourage government and social service leadership, financial / nonprofit / education professionals and their organizations, employers, local municipalities, and the news media to actively support and participate in The Movement to alert, educate, motivate and assist everyone to cost effectively establish and keep their financial house in order with a current financial, estate and gifting plan.

Below is a link to ***The Improving Financial Awareness & Financial Literacy Movement Report & Magazine-US***. This report provides a broad picture of the lack of financial awareness and financial illiteracy epidemic, an overview of the strategy behind The Movement and campaigns, and a sampling of the community participation.

Click on this link to open and review your copy

<http://www.thefinancialawarenessfoundation.org/pdf/TFAF-FallCampaignReport&Magazine.pdf>



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3. Establish ***The International Improving Financial Awareness & Financial Literacy Research Center*** at prominent universities to serve as a 'Think Tank' and a '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***
- Take an active role in assisting us in developing and delivering a Financial Awareness & Financial Literacy Curriculum Programs for all university students at their university. This would also be available for all faculty and staff, alumni and family & friends at no cost.
<http://www.thefinancialawarenessfoundation.org/pdf/TFAF-YourFPUniversityProgramOverview.pdf>
- **Initiate Professional Certification & Training Programs** for financial service professionals.
- **Establishing an Improving Financial Awareness & Financial Literacy Student Club / Association.** This can be available to all students interested in accounting, legal and the 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 country 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 skillset. 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 Kenya that will be a powerful indicator.
- **Establishing Incubators / Accelerators** to create, help launch and successful grown new and existing business while creating needed jobs and building wealth for the founders, the university and the economy.
- **The Lead Research Center's** will 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 together.
- **Develop a network of volunteers and ambassadors** that support **The Movement** and efforts at the University. These can be modeled / localized and advanced after programs in the US
 - ✓ For Financial Service & Nonprofit Professionals - ***Learn how The Improving Financial Awareness & Financial Literacy Movement Can Increase Your Bottom Line***
<http://www.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***
<http://www.thefinancialawarenessfoundation.org/pdf/TFAF-PublicSupportfortheImprovingFinancialAwareness.pdf>

Link these University Research Centers together nationally and internationally as a Master Brain Trust to jointly help solve the global lack of financial awareness and financial illiteracy epidemic



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4. Furthermore participants are provided with a

- Gift of the TFAF - Personal Finance Publication Set filled with interesting and educational program materials that empowers the participant with the **essential principles to smart money** and **common personal finance mistakes to avoid** – the **foundation to personal finance knowledge**, and a systematic approach to better manage finances so you can
 - ✓ Make wiser informed and 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

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

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

http://www.thefinancialawarenessfoundation.org/pdf/TFAF-Monterey-FinLiteracyPresFlier_Octr4-2017.pdf

<http://www.monterey.org/library/Events/Financial-Awareness-Workshops>

- (In phase 2 an eLearning presentation of the materials that once complete will provide everyone with an initial financial, estate and gift plan that's updated each year.)

- Gift lifelong personal finance learning –

- ✓ With the sharing of a weekly life event blog/newsletter on such topics as
 - ◆ Planning for your future
 - ◆ Saving for your future
 - ◆ Starting a business
 - ◆ Funding college education
 - ◆ Renting an apartment
 - ◆ Death in the family
 - ◆ Investing for your future
- ✓ Semi-annually financial updates will be provided in the form of live / record presentations that can be delivered in print, audio and multi-media formats to everyone during
 - ◆ April – Financial Literacy Month
 - ◆ October – Estate & Legacy Planning Awareness Month

- Financial service and nonprofit professionals will be provided with a **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.

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

5. Identify and develop fun activities during The Movement's semi-annual campaign venues such as

- TV & radio shows
- Social Media
- Local, regional, national Improving Financial Awareness & Financial Literacy Contests
 - ✓ Math
 - ✓ Personal Finance
 - ✓ Art – Financial Literacy Posters
 - ✓ Best Financial Literacy Radio / TV Ad
- 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

6. Ongoing materials will be developed and provided to ensure these financial lessons and tools are maintained and updated and reinforced on a regular basis.



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



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Conclusion

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

Forming and participating in **The Improving Financial Awareness & Financial Literacy Movement in Kenya** will benefit 'The Entire Community' 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.

Thank you for your consideration,

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



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Together we transform lives



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