

National Financial Literacy Month

S. Res 316 & H.Res. 737

March 9, 2004 & April 6, 2006

In 2004 the Senate passed Resolution 316 that officially recognized April as National Financial Literacy Month. In 2011 President Obama signed a Presidential Proclamation proclaiming April as National Financial Literacy Month and in 2014 signed a Presidential Proclamation proclaiming April -- National Financial Capability Month.

Senate – Congressman AKAKA (for himself, Mr. ALLEN, Mr. SARBANES, Mr. CORZINE, Mr. SANTORUM, Mr. KOHL, Mr. THOMAS, Mr. JOHNSON, Mr. KENNEDY, Mr. SCHUMER, Mr. LEVIN, Mr. LAUTENBERG, Mrs. MURRAY, Ms. LANDRIEU, Mr. DURBIN, Mr. INOUE, and Mr. CRAPO) submitted Resolution 316 which on March 9, 2004 was passed by the Senate and officially recognized April as National Financial Literacy Month.

For a full copy of S. Res.316 designating April as Financial Literacy Month click on this link

<http://www.govtrack.us/congress/bills/108/sres316>

House of Representatives – Congresswomen BIGGERT (for herself, Mr. HINOJOSA, Ms. PRYCE of Ohio, Mr. BASS, Mr. DREIER, Ms. MOORE of Wisconsin, Ms. LEE, Mrs. MCCARTHY, Mr. BOEHLERT, Mr. POMEROY, Mr. SHAYS, Mr. JONES of North Carolina, Mr. HENSARLING, Mr. FEENEY, Mrs. JOHNSON of Connecticut, Mr. RAMSTAD, Mr. GUTKNECHT, Mr. ENGLISH of Pennsylvania, Mr. EHLERS, Mr. GARRETT of New Jersey, Mr. FITZPATRICK of Pennsylvania, Mr. HOLT, Mr. OWENS, Ms. WASSERMAN SCHULTZ, Mr. BAKER, Mr. REICHERT, Ms. MILLENDER-MCDONALD, Mr. TOM DAVIS of Virginia, Ms. HARRIS, Mr. AL GREEN of Texas, Mr. GILCHREST, Mr. TIBERI, Mr. FORD, Mr. SCOTT of Georgia, Mr. RYAN of Ohio, Mr. OXLEY, Mr. GILLMOR, Mr. HONDA, Mr. BACHUS, Mr. CROWLEY, Mr. WELDON of Pennsylvania, Ms. MATSUI, Mr. CASTLE, Mr. JOHNSON of Illinois, Mr. LATOURETTE, Mr. MEEKS of New York, Ms. HOOLEY, Mr. MOORE of Kansas, Ms. BEAN, Ms. WATERS, Mr. FRANK of Massachusetts, Mr. CLAY, Mr. NEY, Mr. BACA, Mr. DANIEL E. LUNGREN of California, Mr. RYUN of Kansas, Mr. CAMPBELL of California, Mr. LYNCH, Mr. DENT, Mr. GUTIERREZ, Mr. KANJORSKI, and Mr. ISRAEL) submitted Resolution 737 and on April 6, 2006, the United States House of Representatives passed H. Resolution 737 supporting the goals and ideals of Financial Literacy Month.

For a full copy of H. Res.737 designating April as Financial Literacy Month click on this link

<http://www.govtrack.us/congress/bills/109/hres737>



THE FINANCIAL AWARENESS FOUNDATION

A 501(c)(3) Nonprofit Organization dedicated to significantly Improving financial awareness & financial literacy™
To schedule an interview with our distinguished honorary co-chairs, or for additional information about National Financial Literacy Month, National Estate Planning Awareness Week, and other improving financial awareness and financial literacy programs, The Financial Awareness Foundation and to receive complimentary estate and financial planning content, a link for your website, contact Valentino Sabuco, CFP®, AEP®, The Financial Awareness Foundation's Executive Director & Publisher at 707.586.8629 or

(version 040316)

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The White House –On March 31, 2011 President BARACK OBAMA issued the following Presidential Proclamation–National Financial Literacy Month

A Proclamation

Americans' ability to build a secure future for themselves and their families requires the navigation of an increasingly complex financial system. As we recover from the worst economic crisis in generations, it is more important than ever to be knowledgeable about the consequences of our financial decisions. During National Financial Literacy Month, we recommit to improving financial literacy and ensuring all Americans have access to trustworthy financial services and products.

The financial crisis was fueled by a lack of responsibility from Wall Street to Washington. It devastated ordinary Americans, many of whom were caught by hidden fees and penalties or saddled with loans they could not afford. Preventing a recurrence will require both better behavior and oversight on Wall Street and more informed decision making on Main Street and in homes across our country. To lay the foundation for continued prosperity, we must expand the availability of financial products and services that are fair, affordable, understandable, and reliable. We must also strive to ensure all Americans have the skills to manage their fiscal resources effectively and avoid deceptive or predatory practices.

Building on the important protections in the Credit Card Accountability, Responsibility, and Disclosure Act, the Dodd-Frank Wall Street Reform and Consumer Protection Act, which I signed into law last year, will help restore financial stability by enforcing the strongest consumer financial protections in history. This Act created the Consumer Financial Protection Bureau, an agency with one job — to look out for the interests of Americans as they interact with the financial system. My Administration also established the President's Advisory Council on Financial Capability to assist the American people in understanding and addressing financial matters and to identify effective approaches to increase financial capability through education and access. Additionally, the National Strategy for Financial Literacy provides a new framework for strategic coordination and an overarching financial literacy strategy.

While our Government is taking decisive action to promote financial stability, our Nation's prosperity will ultimately depend on our willingness as individuals to empower ourselves and our families with financial knowledge. For more information on improving financial literacy, concerned individuals may visit www.MyMoney.gov or www.ConsumerFinance.gov, or call toll-free 1-888-MyMoney for guidance and resources.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim April 2011 as National Financial Literacy Month. I call upon all Americans to observe this month with programs and activities to improve their understanding of financial principles and practices.

IN WITNESS WHEREOF, I have hereunto set my hand this thirty-first day of March, in the year of our Lord two thousand eleven, and of the Independence of the United States of America the two hundred and thirty-fifth.

BARACK OBAMA

www.whitehouse.gov/the-press-office/2011/03/31/presidential-proclamation-national-financial-literacy-month



Presidential Proclamation -- National Financial Capability Month, 2014

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA A PROCLAMATION

Thanks to the grit and determination of the American people, our Nation has cleared away the rubble of the worst recession since the Great Depression. As we continue to create jobs and grow our economy, families strive to rebuild their finances and shore up their futures. During National Financial Capability Month, we renew our drive to give all Americans the tools to navigate the financial world and gain the economic freedom to pursue their own measure of happiness.

In today's economy, financial capability is essential for some of life's biggest transitions -- paying for college, buying a home, saving for retirement. A solid understanding of the marketplace makes it easier to avoid scams, spot misleading information, and decipher complex paperwork. For free resources on managing money and making the best decisions for you, visit www.MyMoney.gov and www.ConsumerFinance.gov, or call 1-888-MyMoney.

My Administration is working alongside businesses, schools, and community leaders to empower Americans with financial information. We launched the "Know Before You Owe" campaign to make student loans more transparent and created myRA, an affordable savings bond that encourages Americans to begin building nest eggs and allows them to carry their account between jobs. And we continue to take action against companies that charge hidden fees or deceive consumers with barely understandable fine print.

We must also ensure that Americans have the means to put their financial understanding to use. Thanks to the Affordable Care Act, millions can finally live secure in the knowledge that they are no longer an illness or injury away from bankruptcy. Yet for those who work full-time, make minimum wage, and still live in poverty, budgets do not stretch far enough to leave room for investments. This month, as we improve financial capability throughout our Nation, let us also advance the opportunity agenda -- new jobs in tomorrow's industries, more access to job training, a world-class education for every child, and an economy where hard work pays off for every American.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim April 2014 as National Financial Capability Month. I call upon all Americans to observe this month with programs and activities to improve their understanding of financial principles and practices.

IN WITNESS WHEREOF, I have hereunto set my hand this thirty-first day of March, in the year of our Lord two thousand fourteen, and of the Independence of the United States of America the two hundred and thirty-eighth.

BARACK OBAMA

<http://www.whitehouse.gov/the-press-office/2014/03/31/presidential-proclamation-national-financial-capability-month-2014>



We Have A Serious Problem that Requires Immediate Attention

With so many people on the verge of running out of money before their life expectancy, many families burdened with large amounts of student loans and other forms of debt, and more than half of our adults not having up-to-date estate and financial plans to protect themselves and their families, we have a serious problem. This lack of financial awareness and financial literacy places a **HUGE** growing amount of pressure on families and friends, employers, nonprofits; as well as the government.

Do You Realize?

- The majority of the adults in the US that reach the age of 70 are almost out of money, but have life expectancies well into their mid-80's and maybe into their 90's. That's disastrous. Who will be responsible for them? The choices are few, family and friends, employers, nonprofits and people with money, and the government as a final safety net.
- Over 120 million adults, 50% of our adult population (that could be half your family and friends and business associates) don't have a current estate plan to protect themselves and their assets in the event of sickness or when they pass away. This is a real problem, as most feel they don't have an estate to plan for; this is NOT TRUE. Estate planning is not just for the wealthy and is important for everyone. With some advance planning, issues such as managing bill paying and assets in the event of sickness or disability, guardianship of children, care of a special needs child and long-term care needs, and distribution of retirement plan and other assets to the correct person(s) and nonprofit(s) at ones death can all be handled with sensitivity, care, and at a reasonable cost.
- Too many young people and their families are burdened with excessive education debt and other forms of debt.
- The Consumer Financial Protection Bureau released a report in January that examined the link between financial education and financial well-being. A key finding was that while many adults desire to educate themselves to become more financially literate, they often seek out that information only within their social networks. This cuts across all demographics, including education level and income. **This is quite alarming:** People are making critical life decisions based on information gained from non-experts and fragmented sources.
- We have entered into the greatest wealth transfer in history. An estimated \$59 trillion - divided among heirs, charities, estate taxes and estate closing costs - will be transferred from 116 million American households from 2007 to 2061 as reported by John J. Havens and Paul G. Schervish from the Center on Wealth and Philanthropy Boston College.
- Without some financial and estate planning a significant amount of these assets will be wasted; much of the remaining assets may not go to the right person(s) or organization(s), and or may not be used as intended. However, this huge wealth transfer is not for all families, many will run out of money long before passing.
- This is not just a domestic challenge it is an international one.

People need access to better personal financial management tools and information, to communicate and work more effectively with their financial advisors, and to make better every day informed financial decisions.

Together we have the potential to advance and contribute to one of the most amazing, broad-based, multifaceted campaigns for improving financial awareness and financial literacy.



The Master Plan and How Everyone Benefits

There is a real solution to this lack of financial awareness and financial literacy epidemic that revolves around better educating the general public, financial service and nonprofit professionals to the essential principles to smart personal financial management while motivating them to take appropriate actions. People need access to better personal financial management tools and information, to communicate and work more effectively with their financial advisors, and to make better every day informed money decisions. We can use your assistance.

The Financial Awareness Foundation is in a unique position to significantly help improve financial awareness and financial literacy by serving as a nonpolitical "financial awareness advocate" for the general public and the financial service and nonprofit professionals and their organizations, educational institutions, and employers.

The Foundation has two main focal points; they revolve around: taking an active leadership role to recognize organizations and their management that are championing improving financial awareness and financial literacy. We are then in the 8th year of uniting them with other associations, organizations, nonprofits, educational institutions, municipalities, and employers to actively focus their vast community resources into a growing concentrated personal finance content media blitz campaign every six months through the strategic venues of



- **National Financial Literacy Month (April)** – In 2004 the Senate passed Resolution 316 that officially recognized April as National Financial Literacy Month. In 2011 President Obama signed a Presidential Proclamation proclaiming April as National Financial Literacy Month.
<http://www.thefinancialawarenessfoundation.org/pdf/About-NationalEstatePlanningAwarenessWeek.pdf>
- **National Estate Planning Awareness Week (3rd week in October)** – In 2007 founders of The Financial Awareness Foundation approached Congressman's Mike Thompson office with the idea of creating a National Estate Planning Awareness Week Congressional proclamation. After eighteen months of research and work he and 49 bipartisan congressmen and congresswomen co-authored and passed H.Res. 1499, which proclaims the third week in October as National Estate Planning Awareness Week.
<http://www.thefinancialawarenessfoundation.org/pdf/About-NationalFinancialLiteracyMonth.pdf>

Delivering and developing exceptional educational content for the general public and for financial service and nonprofit professionals, and educational institutions that support the public's financial and estate planning and charitable planning needs.

The Financial Awareness Foundation along with professional associations such as: the American Institute of Certified Public Accountants, the American Association of Attorney-Certified Public Accountants; the American Bar Association Section of Real Property, Trust and Estate Law; the Association of Fundraising Professionals, the Society of Financial Service Professionals, the National Academy of Elder Law Attorneys, National Association of Estate Planners and Councils, the Partnership for Philanthropic Planning, the Financial Planning Association®, and The International Association of Advisors in Philanthropy have supported National Financial Literacy Month and National Estate Planning Awareness Week.

Together these organizations represent nearly 1,000,000 financial professionals. The accountants, attorneys, estate planners, financial planners and advisors, insurance agents and brokers, trust officers, and nonprofit executive directors and development officers that are members of these associations, can mobilize the financial and estate planning and nonprofit communities by providing support, tools, and education for the professionals and the public they serve.

You can see our advancements and what others are doing within the latest Improving Financial Awareness & Financial Literacy Campaign Report & Magazine™ found at

www.TheFinancialAwarenessFoundation.org/pdf/TFAF-FallCampaignReport&Magazine.pdf

www.TheFinancialAwarenessFoundation.org/pdf/TFAF-SpringCampaignReport&Magazine.pdf



The Goals Are to

- Substantially improve financial awareness and financial literacy across all ages, incomes and demographic groups.
- Alert the general public why having a current and up-to-date financial and estate plan is an important financial responsibility not only to themselves but to their families, loved ones, and philanthropy.
- Inform and educate the general public, in an entertaining format, to the essential principles to smart personal financial management.
- Motivate the general public to take action to get and keep their financial house in order with up-to-date estate and financial and gift plans.
- Guide the general public to find to the right professionals to cost effectively implement and update their financial, estate, and giving plans.
- Educate financial service and nonprofit professionals and organizations to better serve their clients, the general public, and potential donors.

The Strategy

The strategy is to touch the vast majority of the general public and financial service and nonprofit professionals at least twice a year with a growing concentrated personal finance content media blitz built around the strategic venues of:

- National Financial Literacy Month (NFLM - April)
- National Estate Planning Awareness Week (NEPAW - 3rd Week in October)

We understand that this is a massive undertaking. As we move into the 8th year of the **Improving Financial Awareness & Financial Literacy Movement** it's being accomplished through leading organizations that include:

- Financial service associations and their members
- Nonprofit associations and their members
- Financial service professionals and their companies
- Nonprofits / Employers / Technology companies
- Educational institutions / Government entities / News media

This is supplemented throughout the year with the development and delivery of exceptional educational content and tools to the general public and to financial service and nonprofit professionals and their organizations, and educational institutions that support the general public's financial and estate planning and charitable planning needs.

Who Benefits From This Undertaking?

What a great opportunity for you to create goodwill and new revenue opportunities while performing a very important and valuable community service.

- You benefit by being recognized as a thought leader that is significantly helping to solve a major social problem. This will create goodwill for you and your organization that will attract new patrons, retain existing ones, and build support for your own other initiatives.
- You, your staff, patrons, and prospects benefit by receiving personal financial and estate planning materials to improve their personal financial position and receive a powerful campaign and program to use within your organization to generate new sources of revenues.
- Families benefit by learning the essential principles to smart financial management; it empowers them to make better informed productive everyday financial decisions, save time and money with their financial advisors and service providers, and have the best possibilities to reach and maintain



their personal and family financial dreams, to enjoy a financial secure debt free future, while they advance their legacy.

- Financial service professionals and their organizations benefit by acquiring new business from more informed and motivated clients.
- Employers benefit from having employees who are less stressed, happier and more productive.
- Nonprofits and fundraisers benefit 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.
- Universities benefit by having alumni, faculty and staff who are less stressed, happier and more productive and more philanthropic.
- The news media benefits by providing its audience with timely valuable information.
- Municipalities benefit by having happier and financially successful constituents, and a reduced strain on social welfare services.
- Everyone actually benefits with a stronger and financially sound economy.

Together we have the potential to help solve a major social challenge by advancing and contributing to one of the most broad-based, multifaceted moments for improving financial awareness and financial literacy while advancing philanthropy.



Ways to Participate in Financial Awareness Campaigns

We've assembled this collection of tools to assist you and your organization to help to get this important message out to other leaders to support and to actively participate in the Improving Financial Awareness & Financial Awareness Movement & Campaign and programs.

1. Place financial and estate planning editorial content within your websites, newsletters, social media groups, local newspapers, and radio/television/web-based shows, in support of **National Financial Literacy Month** and **National Estate Planning Awareness Week**. If you need content please contact us or see the sample articles Press & Industry Media Kits and Guides found under the Campaign tab at www.TheFinancialAwarenessFoundation.org
2. Add this icon to your website with a link to <http://home.thefinancialawarenessfoundation.org/campaigns.html>



Here's a link to download the Foundation graphic

<http://www.thefinancialawarenessfoundation.org/pdf/FA-FL-Graphic.jpg>

Here's a link to download the Co-Brandable graphic

<http://www.thefinancialawarenessfoundation.org/pdf/Co-brand-FA-FL-Graphic.jpg>

3. Encourage your organization and associates to host or take part in national or community-wide programs or provide one for your employees and customers built around estate and financial planning during the months of April and October in support of improving financial awareness and financial literacy. If you need help or ideas with these programs, or scripted programs please contact us. You can also see the "**Basic Building Blocks to Successful Estate Planning**" a version of such a presentation we did as a national live recorded webinar for The Stelter Company's nonprofit community at www.stelter.com/webinars.html and with the American Endowment Foundation at <https://www.youtube.com/watch?v=LFUi77VUtEs&feature=youtu.be>
4. Circulate this communication to colleagues and associates and encourage them to support and actively participate in these important events. Click here to download the

Improving Financial Awareness & Financial Literacy Movement Programs Overview / Planner that can be found at

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

5. Financially support these amazing, broad-based, multifaceted campaigns for improving financial awareness and financial literacy by reallocating existing marketing dollars and or adding new dollars to these important biannual campaigns.

We hope you will join us in communicating these important opportunities with your colleagues and we look forward to working with you on **National Estate Planning Awareness Week** and **National Financial Literacy Month**.



Press & Industry Media Kit and the latest Campaign Report & Magazine

For additional information about the financial awareness campaigns, download the full media kit, and see the latest Campaign Report & Magazine please visit and click on the Campaign tab.

www.TheFinancialAwarenessFoundation.org/




We welcome your assistance and support. To learn more about us and our financial awareness campaigns and efforts visit us at [www.TheFinancialAwarenessFoundation.org.](http://www.TheFinancialAwarenessFoundation.org/)

For questions about us and our financial awareness campaigns, programs and activities, or to discuss volunteer activities, sponsorships, planned gifts, and contributions to The Financial Awareness Foundation, please contact me directly.

Thank you for your consideration and we look forward to hearing from you.

Respectfully submitted,



Valentino Sabuco, CFP[®], AEP[®]

Executive Director & Publisher

The Financial Awareness Foundation

A 501(c)(3) Nonprofit Dedicated to Significantly

“Improving financial awareness & financial literacy...”SM

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