

**Mission:** a leading provider of financial education of underserved New York Tri-State area youth.

**Presenters:** represent major financial services institutions and corporations.

**Demographic:** Young Moguls, ages 7 - 11; Moguls, ages 12 - 18

**Youth served since 2005:** Over 500

**2011:** Graduated 110 youth in August.  
**Graduation ceremonies** held at Riverside Church  
**Institute Schedule:** Three Sessions consisting of 18 Days; 40 hours per week

**Youth Originate From:**  
New York Tri-State Area,  
including Pennsylvania, Delaware

**Core Programs:** WorldofMoney.org Youth Financial Education Training Institute, WorldofMoney.org Youth Business School, Parent "Money Matters" Forum

**Affiliated Activities:** Community Day of Service, NASDAQ Opening/Closing Bell, Youth Real Estate Tour, Youth Bank Tour, Washington D.C. Tour, Reunion Activities, Annual Awards and Fundraiser

**Sabrina Lamb,**  
Founder/ Chief Executive Officer



# WORLD OF MONEY.ORG

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# WORLD OF MONEY.ORG

## WOM CORE VALUES

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**LEARN  
EARN  
SAVE  
INVEST  
DONATE**

**OVERWHELMING  
RESEARCH INDICATES THAT  
FINANCIAL EDUCATION HELPS  
REDUCE POVERTY.**

### **#1 REASON YOUTH URGENTLY NEED WORLDOFMONEY.ORG:**

“Low levels of financial literacy may lead to poor health, decreased quality of life and lower college attainment levels. Plus, the cost of poor financial decision-making and planning often gets shifted to the community, state and nation through higher prices for financial products, and greater use of public ‘safety net’ programs.”  
(Harnish, 2010).

## WOM MISSION AND VISION

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The WorldofMoney.org gives underserved youth, Young Moguls, ages 7 - 11; and Moguls, ages 12 - 18, the empowering tools to survive economic cycles, by examining their own money mindsets, create budgets, establish savings plans, manage/avoid debt, understand investment strategies, set financial legacies and make sound decisions for their education and retirement.

Having these basic financial planning tools encourages underserved youth to become family team players, maximize their longer-term financial well-being and to balance consumer and investor behaviors.

The WorldofMoney.org empowers youth and changes the legacy of family financial instability and generational poverty.

## ABOUT OUR INITIATIVES

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### Training Institute

The Summer Youth Financial Education Training Institute commences each July with year round reunion activities.

### Money Track

The Money Track curriculum focuses on academic success, financial education and responsibility.

### Curriculum

Budgeting/Money Management, Investing, Real Estate, Stock & Bonds, Disciplined Saving Developing Credit, Wealth Creation, Taxes, Responsible Consumption, Poverty Mindset vs. Prosperity Mindset, Understanding the Stock Market et al. Annual tour of China beginning in 2013.

### Activities

Meeting prominent financial experts, Bank Tour, Community Service, Washington DC Tour

