



Advancing Equity With Financial Education

New York City – November 15, 2016. Providing urgently needed accessible youth financial education, the WorldofMoney.org will launch a mobile financial education app sponsored by Google providing 53 free, self-paced mobile videos for **five million** underserved youth. **Wilson White, Google, Senior Counsel, Public Policy & Government Relations** shares, “As Google recognizes the urgency of financial education, we applaud the work and look forward to sponsoring World of Money’s new financial education app.

The mobile video app is **for youth taught by youth** to encourage their peers to increase their financial capability and security. Participating app youth range from ages 7 – 18. Youth app users will be taught long held financial concepts resulting in their entering the workforce and living financially educated lives. Twenty national and regional organizations including Eagle Academy, Executive Preparatory Academy of Finance, A Better Chance, YWCA of New York City, National Cares Mentoring, Save Our Girls/Save Our World, Harlem School District 25, City of Newark, et al, are confirmed mobile app coalition partners. Thus far, three modules have been translated into **Spanish and French. Anticipated Official Mobile App Launch Date: November 15, 2016.**

WorldofMoney.org Founding CEO Sabrina Lamb shares, “According to the OECD, America’s youth rank 17th among developed nations in financial education. The lack of financial knowledge contributes to the generational wealth gap, especially in underserved communities, and will not improve on its own. We are honored that **Google, Inc.** is our sponsor in developing financially capable youth, families and communities. Congressman Gregory Meeks adds, “We need to teach our children, especially in communities of color, strong financial literacy skills so that they can become responsible adults capable of investing money to accumulate wealth, which will benefit their families and the generations that follow. Their financial success very much depends on an early start on financial responsibility and wisdom. World of Money has been making such a difference, one child at a time, and I am grateful for their continued dedication to our community.”

Communities Served

Scaling World of Money’s national and global reach, the mobile app will financially educate vulnerable girls and boys through local, regional and national programming partners. Historically, girls and boys served by these organizations reside in education deserts, with low reading and math test scores, lacking savings accounts and a financial safety net. These youth are generational victims of toxic financial products and live with high levels of debt.

Solution

The World of Money mobile app shall expose financial education, and therefore empower underserved youth, families, communities and school districts. These interactive mobile videos app are formatted for Android, IOS and IPad. Videos on the app include *Flash Cards, Daily Wealth Affirmations, Money Mindsets, Mastering Your Card, Payment Technology, Mobile Payments, Budgeting, Banking, ATMs, Insurance, Safe Teen Driving, Money Drainers, Introduction to Credit, Entrepreneurship, Banking/Credit Union, Budgeting, History of Money, Insurance, Stock Market, Mutual Funds, Taxes, Living On Your Own, Growing Your Money, Your Legal Rights* et al.

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In order for underserved boys and girls to achieve income equity, they are in urgent need of accessible, diverse and high-quality financial education. Therefore, the World of Money proposes to provide the app for recommended partners serving youth.

How the App Works

The World of Money app is unique as each video module is taught by age and racially diverse World of Money graduates. Once the app is downloaded, it is as simple as choosing the lesson of choice, then swiping the screen to view the 3-minute

course followed by a quiz. Want to take the lesson again? No problem; view it as many times as you, your students would like.

Organization Overview

Founded in 2005, the WorldofMoney.org is a New York City based 501(c)(3) non-profit organization whose mission is to empower youth with a sound financial foundation. Nearly 4,000 youth, ages 7 – 18, and their families have been provided with the needed financial education to break a generational cycle and to change the way youth, view money by equipping them with five tenets for a financially responsible and philanthropic life: learn, earn, save, invest and donate. Our Financial Presenters are stellar Wall Street professionals, business and legal leaders.

WorldofMoney.org, 1441 Broadway, 5thth Floor, PMB 5084, New York, New York 10018