



Mission and History

The mission of DoughMain Financial Literacy Foundation is to prepare today's students and the larger community for a lifetime of financial responsibility. In today's fast-paced consumer society, financial literacy is an essential everyday life skill. It can mean the difference between having the ability to understand and manage limited financial resources and risks effectively and the total financial collapse of generations of families. It helps people make informed choices, day-to-day and throughout their lives.

The Foundation, a 501(c)(3) charity, was founded in 2012 in the wake of the 2008 global recession after extensive discussion and planning among various constituents: New Jersey parents, educators and entrepreneurs interested in promoting lifelong financial literacy, responsibility, and ethical financial behavior among youth. After spending several years in development of an original, 60-hour personal finance education curriculum, DMFLF rolled out our FitKit Program in print and online teacher presentation formats to NJ and PA schools where teachers have provided our financial literacy training to more than **10,000+ middle and high school students** in the Central NJ, Bucks Co. PA region, Wyoming, South Carolina, Florida and growing. Additionally, DMFLF worked through the 2020/2021 COVID19 crisis to develop scalable online brandable versions of our FitKit Programs. After partnering with CoreAchieve a leader in e-Learning we can deliver FitKit Personal Finance programs nationally in subscription-based teacher presentation and e-learning interactive classroom platforms to schools and communities.

DoughMain Financial Literacy Foundation currently serves a growing number of schools in 14 states and 40,000+ students with ethnically and socio-economically challenged populations. The outcomes have been impressive, and testimonials show the course is improving students' money-spending habits and altering their financial decision-making processes. Our financial literacy programs are offered at no cost to schools and communities with the financial support of local business and organizations.

Reversing the Decline in Financial Literacy

The Foundation is working to reverse the decline in financial literacy in our country and build stronger, more financially literate youth and communities. Whether at school or in the home, 95% of U.S. youth are not receiving the instruction they need to understand the basic tenets of being financially literate or make healthy financial decisions. According to an April 2021 GFLEC/FINRA study over half of individuals making more than the median income are financially anxious. **Women; young adults; low-income, unmarried, and unemployed people; and people with financially dependent children are most financially anxious.** Lack of assets, insufficient income, debt, and money management challenges contribute to financial anxiety. Lack of retirement planning is associated with financial anxiety. Financially literate individuals are less likely to be financially anxious.

Our Goals for 2021

The Foundation is seeking your support to help us reach more students and communities in 2021 and beyond. Our young people are losing their ability to be self-sufficient, saddled by excessive credit card debt, student loans it will take them decades to pay off and other financial obstacles to independence. Through our FitKit school online programs, ***we are working to develop partnerships with unique urban and underserved community-based organizations*** to reverse this trend which has jeopardized the ability of our youth to be self-sufficient and financially independent adults. We are expanding our reach to more schools and communities, developing and growing partnerships regionally and nationally, with a focus on reaching underprivileged youth.

Our goal is to reach 100,000 students over the next 18-24 months and over 1 Million in the next 3-4 years.

To our knowledge, the Foundation's is the only curriculum to meet the Core Curriculum Content Standards for 21st-Century Life and Careers, National Standards for Financial Literacy by the Council for Economic Education, JumpStart Coalition National Standards for Personal Finance Education and National Common Core.

Cost Per School: The FitKit's scalable online eLearning components offer subscription-based access at various levels for teachers and students with the potential to meet the needs of tens of thousands of students per day. Delivering the FitKit in print materials costs about \$3,995 per H.S. and \$1995 per Middle School which includes: the educator master set, 25 student books and all resources. Depending on how many times a day and per week the class is taught at the school, the number of students taking the course can be anywhere from 25 to multiples of hundreds. Moreover, the materials can be used year after year, making the cost per student less and less with each added year of use.

Successful Outcomes and Measurable Achievements

Our Foundation measures program effectiveness and ensures accountability through qualitative and quantitative data, which has revealed the successful outcomes of the FitKit programs:

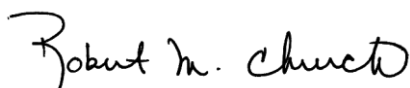
- The FitKit increased positive attitudes related to learning about personal finance **from 19% to 91%**
- Financial literacy scores increase by an average **40%** for students that participate in the FitKit Program.
- The FitKit has gained recognition as an “**Innovative Educational Program**” in Pennsylvania (2016-2021)
- The Foundation established a culturally diverse and scalable model of the FitKit and successfully piloted it at New Hope Solebury, PA and Woodbridge (NJ) HS, which has a 65-80% minority populations (2016/17)
- The Foundation has implemented the FitKit programs in NJ, PA, SC, WY with additional schools in multiple states adopting or reviewing.
- The Foundation development FitKit Middle School Edition to pilot during the spring of 2020.
- The Foundation **launched FitKit programs on scalable, brandable online eLearning Platforms** (2021).

The FitKit Express Program is a 6-hour offshoot of highly successful school programs aimed at underserved adult communities. It is positioned to be another impactful program for a variety of reasons:

- Content areas are based on the original FitKit with sound methodology and content.
- It has relevant and relatable content, custom-made for the target audience.
- It is designed based on the established principles of adult learning.
- There is existing demand for such a versatile adult personal finance program both online and locally.
- The Foundation enjoys good relations with local community centers, libraries, and businesses to help scale and spread the program to vulnerable populations in need of financial literacy skills.

We look forward to discussing our vision and ways in which our Foundation can partner with your organization to take personal financial literacy to disenfranchised and vulnerable youth and families in an effective way.

Thank you for your time and consideration.



Robert M. Church, M.Ed., B.S., Executive Director
RChurch@doughmainfoundation.org
DoughMain Financial Literacy Foundation
Website: Dmfinancialliteracy.org
Office: 609.751.3300 | Direct: 908.240.9694