



CENTRE  
FOR FINANCIAL LITERACY  
EDUCATION AFRICA

Lead TFAF Ambassador—Africa 



Cfleafrica STU'23

# Centre for Financial Literacy Education Africa

## 2023 / 2024 Annual Report

Email: [info@cfleafrica.org](mailto:info@cfleafrica.org) | [cfleafrica@gmail.com](mailto:cfleafrica@gmail.com) Tel: +233 545 535 887

Website: [www.cfleafrica.org](http://www.cfleafrica.org)

Table of Contents:

Message from the Executive Director .....3  
Summary of Our Growth & Impact:.....5  
Operating Highlights.....6  
    Financial Literacy Month.....7  
    Estate & Gift Planning Awareness Month..... 13  
    Educational & University Programs ..... 15  
CFLE Leadership Team..... 18  
    Key CFLE Sponsors & Strategic Partners..... 19  
    Our Thought Leaders & Distinguished Speakers ..... 21  
2024/2025 The Plans & Supporting Budget..... 23  
Additional Background Information..... 25  
Gallery Of Activities: ..... 27



The Improving  
Financial Awareness  
& Financial Literacy



Movement in Ghana



## MESSAGE FROM THE EXECUTIVE DIRECTOR

### Greetings,

It excites me to address and introduce you to our organization and the work we have been executing for the past few years.

The Center for Financial Literacy Education Africa (CFLE Africa) is a registered Ghana-based non-profit social organization that develop and promote financial literacy skills in Africa.

**CFLE's Vision** is an Africa in which All People are Financially Aware and Financially Literate.

### CFLE's Mission

- To Empower and Educate all Ghanaians and Africans to make Financially Sound Decisions.
- Develop and Promote Financial Literacy Skills in Young People for Successful Living.
- Create Massive Financial Awareness and Financial Literacy Education.
- Recognize and Unite Organizations, and Individuals that are Championing Improving Financial Awareness and Financial Literacy.

The organization's goal is to address the lack of financial awareness and financial illiteracy in Ghana, and Africa.

We are doing this through a lifetime partnership with **The Financial Awareness Foundation (TFAF)**; a 501(c) USA-based non-profit organization that has a global mission of significantly improving financial awareness and financial literacy, and other great partners. Together with The Financial Awareness Foundation and other strategic partners, we have developed a platform known as **The Improving Financial Awareness and Financial Literacy Movement**.

<https://home.thefinancialawarenessfoundation.org/pdf/TFAF-TIFA-FLMovement-Ghana-ExecSum.pdf>

The Movement is a global initiative aimed at enhancing individual's understanding of financial concepts, skills, and practices to make informed decisions about their financial resources. It focuses on promoting financial literacy, capability, and inclusion, enabling people to manage their finances effectively, reduce debt, and build wealth.

After over three years of strategic planning The Movement was launched in Ghana in 2021, in collaboration with the University of Ghana Business School and with the vision and assistance of Dr. Benjamin Amoah and Dean Prof. Justice Bawole. The Movement currently involves various stakeholders, including government agencies, financial institutions, educational institutions and educators, non-profit organizations, employers, and the media working to:

- Develop and disseminate accessible financial education resources
- Integrate financial literacy into school curricula and community programs
- Promote financial inclusion and access to affordable financial services
- Encourage responsible financial practices, behaviors and consumer protection
- Support research and innovation in financial literacy and financial education.

By fostering a culture of financial awareness and financial literacy, The Movement aims to empower individuals, households, and communities to make informed financial decisions while serving as a platform to achieve financial stability, security and prosperity.



***CFLE Africa is building sustainable communities of financial literates, and preparing individuals to take absolute control of their finances, create wealth and build and leave a generational legacy.***

At the Center for Financial Literacy Education Africa, we are taking an active leadership role to recognize organizations and their management, individuals that are championing and improving financial awareness and financial literacy; then we are also uniting them with other associations, organizations, nonprofits, educational institutions, employers, municipalities, the news media, and concerned individuals to actively focus their community resources into improving financial awareness and financial literacy and education.



We are on a mission. We carry a mandate. We believe that by collaborating with stakeholders, the financial industry, educational institutions, major philanthropists who are concerned about the wellbeing of Ghanaians and Africans, and the media; we will have a common voice for change;

- A voice that will transform the socio-economic wellbeing of all Ghanaians and Africans
- A voice that will help improve the standard of living of that farmer, in the rural area who is working hard but has nothing to show for
- A voice that will improve the standard of living of all workers and pensioners
- A voice that will prepare young people and help them transition in life
- A voice that will empower women and help them become independent and economically stable
- A voice that will help eradicate poverty and create prosperity and a decent livelihood for all Ghanaians and Africans.

This is our call to action. We believe that with collaboration, creativity, and a common voice; we can end financial illiteracy, thereby ending inherited poverty and create prosperity for all.

On this note, I invite everyone reading this to come onboard, so we can all help make a huge difference. To the government, institutions, corporate organizations especially financial service and product providers, we believe you can contribute a lot to this agenda of improving financial awareness and financial literacy in Ghana and in Africa, by generating goodwill while adding value to the people, as well as increasing your bottom-line.

**We believe sharing the essential principles of personal finance and money knowledge changes your world and the world around you, FOREVER!**

**Peter Asare Nyarko**  
**Executive Director, Center for Financial Literacy Education Africa**  
**Certified Financial Coach, Award Winning Global Financial Literacy Advocate & Educator**  
**May 1, 2024**



## SUMMARY OF OUR GROWTH & IMPACT:

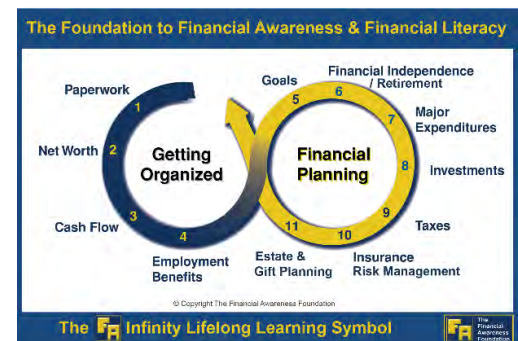
| Strategic Ongoing Campaign Activities  | Date         | Number of Volunteers | Number of Strategic Partners | Number of Universities | Number of Market Places Appearances | Media Partners    | Number of Ghanaians touched |
|--|--------------|----------------------|------------------------------|------------------------|-------------------------------------|-------------------|-----------------------------|
| Date of Establishment  | August 2018  | 3+ Volunteers        | -                            | -                      | -                                   | -                 | -                           |
| Launch of The Improving Financial Awareness and Financial Literacy Movement in Ghana | March 2021   | 6+ Volunteers        | 2 Major Partners             | 1 University           | -                                   | 8 Media Partners  | -                           |
| Celebration of April Financial Literacy Month 2021                                   | April 2021   | 10+ Volunteers       | 6 Major Partners             | 3 Universities         | 1 of 1 Market Center Appearances    | 13 Media Partners | 10,000+                     |
| Celebration of October Estate and Gift Planning Awareness Month 2021                 | October 2021 | 15+ Volunteers       | 8 major Partners             | 3 Universities         | 2 of 3 Market Center Appearances    | 16 Media Partners | 50,000+                     |
| Financial Literacy Month 2022  | April 2022   | 25+ Volunteers       | 12 Major Partners            | 6 Universities         | 2 of 5 Market Centers Appearances   | 25 Media Partners | 1 million +                 |
| Estate and Gift Planning Awareness Month 2022  | October 2022 | 30+ Volunteers       | 12 Major Partners            | 8 Universities         | 2 of 7 Market Centers Appearances   | 28 Media Partners | 2 million+                  |
| Financial Literacy Month 2023  | April 2023   | 40+ Volunteers       | 16 Major Partners            | 11 Universities        | 2 of 9 Market Centers Appearances   | 33 Media Partners | 5 million+                  |
| Estate and Gift Planning Awareness Month 2023  | October 2023 | 40+ Volunteers       | 16 Major Partners            | 11 Universities        | 2 of 11 Market Centers Appearances  | 33 Media Partners | 10 million+                 |
| Financial Literacy Month 2024  | April 2024   | 50+ Volunteers       | 18 Major Partners            | 14 Universities        | 2 of 13 Market Centers Appearances  | 40 Media Partners | 12 million +                |

We are on a path to accomplishing our Vision of Ghana and Africa in which All People are Financially Aware & Financially Literate, thus ending hunger and inherited poverty for all while catalyzing many needed improvements and sustainability. We are doing this by

1. Taking an active role in recognizing ‘thought leaders’ and stakeholders that should be championing improving financial awareness and financial literacy.
2. Uniting them with other associations, organizations, nonprofits, educational institutions, municipalities, employers, and the news media to actively focus their vast community resources into The Improving Financial Awareness & Financial Literacy Movement with its concentrated personal finance content media blitz every six months built around two strategic campaign venues, celebrating
  - April as Financial Literacy Month in Ghana, and six months later
  - October as Estate & Gift Planning Awareness Month in Ghana

Touching everyone - the general public, every woman, man, and child, rich or poor - at least twice a year through these strategic venues, with educational and motivating materials and reminders to get and keep their financial house in order with a current financial, estate, and gift plans. Thus empowering ‘The People’ to make informed lifelong financial decisions

3. Community Outreach Programs
4. No-Cost University & Secondary Educational Programs



**We can do so much more with your support!!!**

# OPERATING HIGHLIGHTS

THE IMPROVING FINANCIAL AWARENESS & FINANCIAL LITERACY MOVEMENT IN GHANA

## National Financial Awareness and Financial Literacy Conference 2023

**"We are on a mission. We carry a mandate. We believe that with collaboration with stakeholders, the financial industry, educational institutions, social organizations, major philanthropists; those who are concerned about the well-being of all Ghanaians, and the media; we will have a common voice for change. A voice that will help end financial illiteracy and create prosperity for all Ghanaians."**

- Peter Kwadwo Asare Nyarko, Executive Director  
- Center for Financial Literacy Education (CFLE Africa)  
#FinancialLiteracyMonth




## AFRICAN YOUTH AND MONEY CONFERENCE 2023, DER ES SALAAM - TANZANIA

Theme: "Money Mastery and Building a Financially Inclusive Economy."

**“**  
It is time for young Africans to get their belief system and mindset right, acquire the relevant skillsets and harness the vast opportunities available on the continent. The African Youth is capable!  
**”**

- Peter Kwadwo Asare Nyarko,  
Executive Director, Center for Financial Literacy Education Africa




THE IMPROVING FINANCIAL AWARENESS & FINANCIAL LITERACY MOVEMENT IN GHANA

## National Estate and Gift Planning Awareness Conference 2023

**"I conclude with a quote from Mr. Bill Gates, 'if you are born poor, it is not your mistake, but if you die poor, it is your mistake.' Make a groundbreaking decision to make good use of all the information available, and go make a lasting impact.**

Let's end inherited poverty for all Ghanaians, all Africans, for everyone around the world!!! God bless you. God bless Ghana!"

-Peter Kwadwo Asare Nyarko  
Executive Director, Center for Financial Literacy Education Africa  
#EstateandGiftPlanningAwarenessMonth




## Financial Literacy Month

April is comparable to the MVP (Most Valuable Player) in the world of money. It is known as Financial Literacy Month. It is special time when we SHINE a spotlight on understanding how money works.

In Ghana, and most part of Africa, the Center for Financial Literacy Education Africa and our strategic partners, including The Financial Awareness Foundation, the Ghana Association of Banks, the Chartered Institute of Bankers Ghana, KPMG, Deloitte, GhanaThink Foundation, Prudential Life Insurance Ghana, and many others, believe that in a world where financial decisions impact nearly every aspect of our lives, from budgeting and saving to investing and planning for the future, the importance of financial literacy cannot be overstated.



**THE IMPROVING FINANCIAL AWARENESS & FINANCIAL LITERACY MOVEMENT IN GHANA**

# FINANCIAL LITERACY MONTH CAMPAIGN 2023

**THEME:** RETHINKING PERSONAL FINANCIAL MANAGEMENT IN A HYPER-INFLATED ECONOMY\*

**APRIL 1 - APRIL 31**

**ACTIVITIES**

- Press Conference
- School Outreaches
- Community Outreaches
- Media Campaigns
- Social Media Campaigns
- Blogs, Articles & Publications
- Seminars, Webinars & Workshops

**FOR ENQUIRIES, CONTACT:**

info@cfleafafrica.org | cfleafafrica@gmail.com  
+233 278 553 887  
www.cfleafafrica.org

LEADER FOR FINANCIAL LITERACY EDUCATION AFRICA  
LEAD TRAP #InflationGhana #Ghana

In the rush of everyday life, we often forget about financial knowhow, just like we ignore a pile of unopened mail at home. Amidst all the bills, jobs, and family duties, it is easy to lose sight of managing our money wisely. Most of us figure out our finances through trial and error, learning as we go, and sometimes making mistakes. However, knowing how money functions is equivalent to having a trustworthy guide through the world of finances, steering us away from financial troubles. Despite its importance, financial literacy levels remain alarmingly low across many demographics and geographical regions. A significant portion of the population lacks even basic financial knowledge, leading to costly mistakes and missed opportunities. Factors such as inadequate financial education in schools, cultural taboos surrounding money discussions, and misleading financial information contribute to this issue.

Fortunately, Financial Literacy Month serves as an annual reminder of the importance of financial education and the resources available to support individuals on their journey

towards financial well-being. Whether you are just beginning to explore the basics of personal finance or seeking to expand your investment portfolio, Financial Literacy Month offers a wealth of opportunities to enhance your financial literacy skills and take control of your financial future.



In the month of April every year, the Centre for Financial Literacy Education Africa embarks on several projects to help Ghanaians get and keep their financial house in order. Below are some projects to mark Financial Literacy Month every year;

## National Financial Awareness & Financial Literacy Conference



**National Financial Awareness & Financial Literacy Conference (NFAFL Con)** is an annual conference that brings together stakeholders within the financial and banking sector, experts, the media, students, and the general public to deliberate and share innovative ideas that would move the financial industry forward. It is an educational platform where essential money management principles are shared. It is also a platform for financial service and product providers to share current products and services that are available for consumers to leverage for their financial planning and wealth building journey.

NFAFL Con directly and indirectly has impacted over ten thousand (10,000) people since the maiden edition in 2023.



Mr. John Awuah, CEO of Ghana

Association of Banks a strong advocate for improving financial awareness & financial literacy made an incredible presentation during the 2023 edition of the NFAFL Conference held at the Chartered Institute of Bankers Ghana auditorium.

Here is a like to the video and to the Full Text of Mr. John Awuah, CEO Ghana Assoc of Bankers (GAB) National Financial Awareness and Financial Literacy Conference - April Financial Literacy Month – 2023 Keynote Address Fast forward to Mr. Awuah at 1:01:08 / 2:31:08

<https://www.youtube.com/watch?v=0NcCZVv7j3k>

**Following are some key extracts from Mr. Awuah thought provoking and inspirational presentation:**

*As we gather here today to discuss the critical issue of personal financial planning, I can't help, but wonder: are we prepared for the uncertain times that lie ahead? Are we equipped to handle the challenges of today and tomorrow, while ensuring sustainable growth and prosperity? The truth is, in a world that is constantly evolving and changing, our financial strategies must also adapt and evolve. We need to rethink the way we approach personal financial planning, to ensure we are not only prepared for the unexpected, but also able to achieve our long-term goals and aspirations...*

***I would like to extend my warmest congratulations to you, Peter, and your team for putting this program together every year and as I have come to know, you work on financial literacy all year round; thank you for the effort in this important but often neglected national agenda. It is heartening to see your organization deepen financial literacy and awareness among the public through this initiative. I am confident this initiative would go a long way in empowering individuals and communities to make informed financial decisions...***

*One of the essential steps to take in this regard is to focus on building a sustainable financial future. Sustainable financial planning requires strong understanding of the current financial situation, setting achievable goals; and creating strategic & measurable plan towards achieving them; while considering factors such as inflation, fluctuating market sentiments, & unpredictability of the future...*

*One of the best ways to achieve this is through financial literacy, which remains the cornerstone of financial planning. Financial literacy refers to the knowledge and skills required to make informed decisions about financial matters, such as budgeting, saving, investing, and debt management...*

*Greater financial literacy means people have the power to manage their financial affairs, meet their financial goals and plan for the future. It is no exaggeration to state that, higher financially literate population leads to more resilient financial system...*

*The best consumer protection is consumer education. That is, consumers are effectively equipped and adequately protected when they have access to valuable information to facilitate informed decision-making on personal finances. Financial literacy creates more resilient financial system...*





**CENTRE FOR FINANCIAL LITERACY EDUCATION AFRICA**

**2ND NATIONAL FINANCIAL AWARENESS AND FINANCIAL LITERACY CONFERENCE 2024**

**Theme: "BUILDING SUSTAINABLE COMMUNITIES OF FINANCIAL LITERATES, AND INCLUSIVENESS"**

**DATE: 15TH MARCH, 2024** **VENUE: CHARTERED INSTITUTE OF BANKERS GHANA, EAST LEGON**  
**TIME: 9:30AM SHARP**

For enquiries and further details, contact: +233(0)545535887 or email: info@cfleafrica.org

**PARTNERS:**

Improved financial literacy offers the prospect of better household savings performance and retirement incomes; lower risk to household wealth; and smaller levels of problem and distressed debt architecture...

Building the financial literacy of Ghanaians, especially the young ones, is critical to achieving improvements in financial literacy for every generation; while measures intended to improve the financial literacy of Ghanaians should be a long-term initiative. It requires sustained action by not only the government and banking community, but also non-governmental organizations (NGOs) and the private sector over time; and personal resolve to ensure all Ghanaians are reached. The core principle underpinning national financial literacy strategy should be 'shared responsibility.'

Working together across sectors allows stakeholders to best embed and reinforce these core financial literacy concepts. Collaborative action brings together valuable mix of resources, expertise, experience, and insight towards the development of range of measures and products to help improve financial literacy...

At this point, I commend CFLE Africa for bringing together a multi-disciplinary team of subject-matter experts to collaborate on addressing

complex issues; and finding innovative solutions to the theme for this program. It is imperative to ensure all individuals and small businesses possess the necessary knowledge, skills, capabilities, and capacities to manage their affairs; and access finance where needed. It is against this backdrop that measures aimed at ensuring strategic improvement in financial literacy remain central to any country that aspires to maintain strong and productive economy.

The Ghana Association of Banks recognizes the importance of financial literacy; and has over the years, been working towards its effective promotion in the financial sector; and within the broader Ghanaian economy. The Association remains committed and would continue to work with various stakeholders to ensure Ghanaians have access to financial education; and are empowered to make informed financial decisions...

As we draw closer to the Financial Literacy Month, recommitment to learning about personal financial management; and taking proactive measures toward achieving financial independence become imminent. This calls for efficient financial management; wise financial decisions; and prudent financial habits to assure personal health protection while securing the future...



To the CFLE Africa Team, your dedication and commitment towards raising awareness about financial literacy; and empowering individuals with the necessary skills and knowledge to make informed financial decisions are truly commendable. Through treasured efforts, you have provided invaluable resources and educational opportunities to individuals who may have previously lacked access to such information. Your quest to promote financial literacy is analogous with helping to create more financially responsible and stable communities.

Your dedication to this cause is a testament to your commitment towards making positive impact on the lives of others. I commend your hard work; and look forward to seeing the continued success of your efforts in promoting financial literacy and awareness.

**Congratulations once again, on a job well done! Thank you for your attention, and I wish you all the best in your financial planning endeavors." Mr. John Awuah, CEO of Ghana Association of Banks**



# Community Engagement

- Konnect Meetups

CFLE Africa over the years has partnered GhanaThink Foundation to run financial literacy community engagements known as Konnect Meetups across the sixteen (16) regions of Ghana. Young professionals gather to have money conversations guided by financial experts and advisors from organizations such as the Chartered Institute of Bankers Ghana, Bayport Financial Services, Société Générale Ghana, the United Bank of Africa (UBA), Access Bank Ghana PLC, Prudential Life Insurance Ghana, and Axis Pensions.

**FINANCIAL LITERACY MONTH CAMPAIGN APRIL 2023**

TOPIC: FINANCIAL LITERACY

**KONNECT MEETUPS**

- KETA KONNECT MEETUP** (SATURDAY 15TH APRIL, 10:00AM) (DEMANORATION BEACH HOTEL)
- NORTH EAST KONNECT MEETUP** (SATURDAY 15TH APRIL, 10:00AM) (BENTONVILLE BARRACKS, SHANDEGAH)
- HOCHI KONNECT MEETUP** (SATURDAY 15TH APRIL, 10:00AM) (BENTONVILLE BARRACKS, SHANDEGAH)
- KOFI KONNECT MEETUP** (SATURDAY 15TH APRIL, 10:00AM) (BENTONVILLE BARRACKS, SHANDEGAH)
- KASOA KONNECT MEETUP** (SATURDAY 15TH APRIL, 10:00AM) (BENTONVILLE BARRACKS, SHANDEGAH)
- CAPE COAST KONNECT MEETUP** (SATURDAY 15TH APRIL, 10:00AM) (BENTONVILLE BARRACKS, SHANDEGAH)
- BOLGA KONNECT MEETUP** (SATURDAY 15TH APRIL, 10:00AM) (BENTONVILLE BARRACKS, SHANDEGAH)
- TAMALE KONNECT MEETUP** (SATURDAY 15TH APRIL, 10:00AM) (BENTONVILLE BARRACKS, SHANDEGAH)
- KUMASI KONNECT MEETUP** (SATURDAY 15TH APRIL, 10:00AM) (BENTONVILLE BARRACKS, SHANDEGAH)
- SUNYANI KONNECT MEETUP** (SATURDAY 15TH APRIL, 10:00AM) (BENTONVILLE BARRACKS, SHANDEGAH)
- ACCRA KONNECT MEETUP** (SATURDAY 15TH APRIL, 10:00AM) (BENTONVILLE BARRACKS, SHANDEGAH)
- TAKORADI KONNECT MEETUP** (SATURDAY 15TH APRIL, 10:00AM) (BENTONVILLE BARRACKS, SHANDEGAH)
- TEMA KONNECT MEETUP** (SATURDAY 15TH APRIL, 10:00AM) (BENTONVILLE BARRACKS, SHANDEGAH)

For enquiries: contact, 054 553 5887 or email info@cfleafrica.org

**FINANCIAL LITERACY MONTH CAMPAIGN APRIL 2024**

TOPIC: FINANCIAL LITERACY

**KONNECT MEETUPS**

- 11 APR 6:00PM** ACCRA KONNECT MEETUP (PETER PAN, TAMBOUR, ACCRA) (054 723 2107)
- 12 APR 5:00PM** HOCHI KONNECT MEETUP (PIZZA LOUNGE, HOCHI) (054 723 2107)
- 12 APR 5:00PM** HOCHI KONNECT MEETUP (IN N DUT CHILLIES, HO) (054 723 2107)
- 13 APR 5:00PM** TEMA KONNECT MEETUP (MEET AND EAT (KINGS FOOD COURT), DENVOO PLAZA, TEMA) (050 331 1874)
- 13 APR 5:00PM** CAPE COAST KONNECT MEETUP (FAYS LOUNGE, KOTOKURABA, CAPE COAST) (054 543 3692)
- 13 APR 4:00PM** WA KONNECT MEETUP (DE FORTITVE, WA) (050 777 9819)
- 20 APR 4:00PM** KOFI KONNECT MEETUP (HINT LOUNGE, RIAS CAPITAL VIEW HOTEL, NOKORIDUA) (059 3142421)
- 20 APR 6:00PM** TAMALE KONNECT MEETUP (WINDY HILLS, KUMASI, KUMASI) (050 765 2199)
- 20 APR 6:00PM** KUMASI KONNECT MEETUP (M2'S CAFE, KUMASI) (050 765 2199)
- 26 APR 6:00PM** TAKORADI KONNECT MEETUP (PETER PAN, TAMBOUR MALL, TAKORADI) (055 982 7480)
- 27 APR 4:00PM** BOLGA KONNECT MEETUP (BOQ PUB, BOLGA) (020 1389328)
- 27 APR 6:00PM** SUNYANI KONNECT MEETUP (ALL LOCATION (OPPOSITE FLORENCE MATERNITY HOME), SUNYANI)
- 27 APR 4:00PM** NORTH EAST KONNECT MEETUP (MOONLIGHT LODGE (BAR), WALEWALE) (056280960)
- 27 APR 4:00PM** TECHIMAN KONNECT MEETUP (AGRIC HUB, TECHIMAN) (050 595 2063)

PARTNERS:

GAB, PRELUDENTIAL, SOCIETE GENERALE, BAYPORT, AXIS, UBA, ACCESS BANK, PRUDENTIAL LIFE INSURANCE, CHARTERED INSTITUTE OF BANKERS GHANA

**FINANCIAL LITERACY MONTH CAMPAIGN 2024 KONNECT MEETUPS**

KASOA, TEMA, HO, CAPE COAST, ACCRA, TAMALE, BOLGA, TAKORADI, SUNYANI



Through the Konnect Meetups and Financial Literacy Breakout Sessions at Barcamps, over five thousand (5,000) people have been touched with the message of financial literacy.

• **Sika Sukuu Conferences**

Sika Sukuu is a Ghanaian (Twi) Language which means money school. As the name suggest, as part of the Financial Literacy Month activities every year in April, the Center for Financial Literacy Education Africa in collaboration with Prudential Life Insurance Ghana, and other partners including Axis Pensions Trust and SG Bank embark on university financial literacy outreach program.

The Sika Sukuu Conference is designed with a noble aim; to equip university students with crucial knowledge on personal finance and essential life skills. By providing students with the tools to craft their initial comprehensive personal financial plans, the conference empowers them to make informed financial decisions and set a solid foundation for their future.

**Sika Sukuu Conference has taken place in the following universities;**

- University of Ghana
- University of Professional Studies Accra
- Central University
- Catholic University of Ghana, Fiapre Sunyani
- University of Energy and Natural Resources, Sunyani
- Sunyani Technical University
- Koforidua Technical University
- University of Education Winneba
- Takoradi Technical University
- Kwame Nkrumah University of Science and Technology, Kumasi
- Public Health Nurses’ School, Korle Bu

**With over 14 Universities visited over a period of four (4) years, we have touched and impacted over fifty thousand (50,000) students through our Sika Sukuu Conferences.**



## • Market Outreaches

The Center for Financial Literacy Education Africa bi-annually embark on community market outreaches, visiting some busy market places to create awareness and educate market women and men.

We do this by training student volunteers from most of the Universities we with and engage them to create awareness, educate and teach market women and men about the importance of personal finance, ways to plan and manage their finances. Topics such as record keeping, goal setting and budgeting, profit and loss analysis, cash flow analysis, planning for retirement and pensions, insurance and risk management, savings and investing, estate and gift planning, etc.



We have partnered several organizations on the community market outreaches. We have partnered Prudential Life Insurance Ghana, Axis Pensions Trust, National Commission for Civic Education (NCCE), Universities such as University of Ghana Business School, Sunyani Technical University, Koforidua Technical University, Catholic University of Ghana, University of Energy and Natural Resources, etc.

We have been to the following market places in Ghana;

- Madina Market Center
- Mallam Market
- Makola Market
- Tudu Market
- Koforidua Market
- Takoradi Market Circle
- Sunyani Market



**We have touched, educated and impacted over 10, 000 market women and men through the community market outreach. We have also trained and worked with thousands of volunteers from various universities across the country.**

## Estate & Gift Planning Awareness Month

October is celebrated by the Center for Financial Literacy Education and its strategic partners every year as Estate and Gift Planning Awareness Month. It is the month that we underscore the importance and the impact of completing an estate and gift plan. Many organizations spend each day of each week in the month extolling the value of making a plan to propel the next generation to greater financial strength and economic empowerment.

THE IMPROVING FINANCIAL AWARENESS & FINANCIAL LITERACY MOVEMENT IN GHANA

Celebrating October, Estate & Gift Planning Awareness Month

### NATIONAL ESTATE AND GIFT PLANNING AWARENESS CONFERENCE 2023

THEME: "ESTATE AND GIFT PLANNING IN TODAY'S TIMES; ENDING INHERITED POVERTY FOR ALL."

**Speakers:**

- Mr. Yaw Achumangyaa Baidoo BSC, President, Chartered Institute of Bankers
- Mr. Kennedy Waike Afiifi BSc, Legal Practitioner, Waike Afiifi & Co.
- Aisha Hameeda, Counsel BSc, Legal Practitioner, Office of the Attorney General, Prosecution Division Accra
- Mr. Bernard Osei, CEO, Chartered Institute of Bankers Ghana
- Peter Kwabena Agyei Nyanteh, Executive Director, Center for Financial Literacy Education Africa

**Event Details:**

**SATURDAY, 14TH OCTOBER, 2023** | **10:00 AM** | **CHARTERED INSTITUTE OF BANKERS AUDITORIUM, LA BAWOLESHIE - EAST LEGON**

Streaming Live: AAU TV and other media outlets | For enquiries and further notice: Call/whatsapp or email; 054 553 5887 | info@cfleafrica.org

**Logos:** CENTRE FOR FINANCIAL LITERACY EDUCATION AFRICA, GhanaThink, The Financial Awareness Foundation

For many of us, the last quarter of every year represents and opportunity to spend more time with our families and loved ones. It is a truly wonderful time of the year. October, rather fittingly, is also recognized in the financial and legal community as Estate and Gift Planning Awareness Month and it is a perfect chance to reflect on the importance of advancing your legacy while providing for your loved ones through estate and gift planning.

A large number of adult populations in Ghana, including immediate family members, friends and colleagues do NOT have nor realize the importance of having a current or up-to-date estate and gift plan to protect themselves, their family and their assets. Estate and gift planning is a financial process that can

protect all citizens and their family members and is an important component of overall financial planning journey.

## Marked Increase in Estate & Gift Planning since 2021



The Centre for Financial Literacy Education Africa estimates that over half Ghanaian adults don't have an up-to-date estate plan. The domino effect of Covid-19, inflation, and general economic uncertainties has significantly hindered many households' financial flexibility, spurring an increased (and completely reasonable) focus on short-term savings. It is important, however, to keep long-term estate and gift planning as part of your overall financial picture during times of economic strain. Focusing too narrowly in the short-term can have costly consequences in the long-term.



Improving Financial Awareness and Financial Literacy was launched in 2021. Post-pandemic, there has been a marked increase in Ghanaians aged 18 to 34 looking ahead by preparing and organizing their financial, estate and gift plan documents. These people are great prospects for the legal community as well as the financial and banking community and acknowledge the importance of being financially aware and financially literate.



Over 80% of Ghanaians don't establish a WILL or TRUST due to a perceived lack of assets, and 1 in 3 Ghanaians claim they don't have enough wealth to leave their loved ones. However, even those without significant real estate assets, or tother investment portfolios can benefit from creating a WILL, Powers of Attorney, and maybe a LIVING TRUST early on. If you get sick, who will make financial decisions for you? Who will make health care decisions for you?

The wider understanding of the importance of financial, estate and gift planning has made its way into the minds of many young Ghanaians since The



CFLE Africa in collaboration some legal experts and practitioners, and the legal community for the past 4 years have significantly created estate and gift planning awareness, educated thousands of Ghanaians to get and keep their estate and gift plans in place. We have successfully initiated the National Estate and Gift Planning Awareness Conference, which is an annual estate and gift planning awareness program to remind, empower, educate and help Ghanaians plan their estate and giftings.

We are on a mission to touch and impact the over 33 million Ghanaians by 2030 through **The Improving Financial Awareness and Financial Literacy Movement in Ghana**, and we believe with collaboration, creativity, and a common voice for change we can make a HUGE difference and help end inherited poverty in Ghana, and across Africa.

## Educational & University Programs

We are working hard to establish **The International Improving Financial Awareness & Financial Literacy Research Center(s) and Associations** at prominent Ghana / African universities to serve as a 'Think Tank' and an '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 Centers will:



- Take a leadership role in **The Improving Financial Awareness & Financial Literacy Movement**. Adding a website/webpages and social media platforms to share info about The Movement & Educational Materials like our CFLE-Africa site <https://cflefrica.org/personal-finance-knowledge/>
- Establish an **The International Improving Financial Awareness & Financial Literacy Associations** (The FA 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 scholarships, study grants, mentoring, internships, apprentices and related programs. It can also be open to faculty and staff and alumni, family and friends as part of a lifelong learning program.  
 ✓ <https://www.home.thefinancialawarenessfoundation.org/pdf/TFAFYourFPUniversityProgramOverview.pdf>
- Actively Assist in developing and delivering a **Financial Awareness & Financial Literacy Curriculum Program** for all university students at their university based on a huge library of TFAF donated content. This would also be available for all faculty and staff, alumni and family & friends at no cost.
- Initiate **Professional Certification & Training Programs** for financial service professionals.
- **Work with Community-based Organizations** to incorporate financial literacy-based content into existing programs and contests. This can also incorporate mentorships, internships, apprentices, and scholarships.
- **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 Ghana** that will be a powerful indicator.
- **Share 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, along with Town-Hall meetings with the news media and communities.
- **Establish Incubators / Accelerators** to create, help launch and successfully grow the new and existing businesses while creating needed jobs and building wealth for the founders, the university and the economy.









- **Attract Funds** for The Research Centers and the Universities and other worthy causes from work products, satisfied recipients of our work, gifts from those benefiting from improving their financial awareness & financial literacy, grants, and philanthropists, that see the importance of our work.
- **Develop a Network of Ambassadors, Strategic Partners, volunteers, and supporters** that support The Movement and efforts at the University. These can be modeled/localized and advanced as appropriate. <https://home.thefinancialawarenessfoundation.org/pdf/TFAF-JoinTheMovement-VWW.pdf>

Plans are to link these University Research Centers together nationally / internationally as a Master Brain Trust to jointly help solve the global lack of financial awareness & financial illiteracy epidemic, and so much more.



| TFAF – Complimentary Gift of Personal Finance Knowledge - Sampling |  |  |
|--|--|--|
| 1.   | The Financial Awareness & Financial Literacy Quiz – Some Questions to Ponder<br>Check out your financial literacy. Share this with your family and friends | <a href="#">View</a>   |
| 2.   | TFAF-12 Month Financial Fitness Plan   | <a href="#">View</a>   |
| 3.   | TFAF- Personal Finance Publication Set<br>- International & USA<br>- USA & International<br>- USA  | <a href="#">View</a><br><a href="#">View</a><br><a href="#">View</a> |
| 4.   | The TFAF Building Blocks to Successful Financial Planning Presentation Series & Curriculum   | <a href="#">View</a>   |

## Universities We Are Working With & Touching

| Organization  | University Student Population Relationship   | Organization  | University Student Population Relationship  |
|---|--|---|---|
| <br>UNIVERSITY OF GHANA BUSINESS SCHOOL   | 60,000 students<br>Dr. Benjamin Amoah, Dean Prof. Justice Bawole, Peter Asare Nyarko (CFLE), & Valentino Sabuco (TFAF) helped establish the first International Improving Financial Awareness & Financial Literacy Association Chapter at UGBS, in 2020. | <br>UNIVERSITY OF DEVELOPMENT SERVICE (UDS)   | 20,000<br>Working with Prof Haruna Issahaku Assoc. Prof & Vice Dean School of Business on establishing The International Improving Financial Awareness & Financial Literacy Association on Campus |
| <br>ASSOCIATION OF AFRICAN UNIVERSITIES<br>ASSOCIATION DES UNIVERSITES AFRICAINES<br>اتحاد الجامعات الأفريقية | AAU – Membership Universities - 446<br>Founding Media Partner<br>AAU Has broadcast each of the semi-annual Press Conferences since the beginning of The Improving Financial Awareness & Financial Literacy Movement in Ghana                             | <br>The International Improving Financial Awareness & Financial Literacy Association<br>RESEARCH CENTER AT CENTRAL UNIVERSITY | 8,400   |
| <br>KOFORIDUA TECHNICAL UNIVERSITY   | 8,000  | <br>LAGOS BUSINESS SCHOOL - NIGERIA<br>SUSTAINABLE & INCLUSIVE  | CFLE assisted in the drafting of a MOU establishing a Strategic Partnership between the Sustainable & Inclusive Digital Financial Services Initiative within Lagos Business School (SIDFS)        |



| Organization   | University Student Population Relationship   | Organization   | University Student Population Relationship  |
|--|--|--|---|
|   | 10,000<br>We are working with the TFAF Lead Ambassador to establish The FA Research Center / The FA Association on their campus.   |   | -   |
|   | 8,500<br>We developing a Strategic Relationship SVSU with Professor Joseph Ofori-Dankwa.<br><a href="https://lsa.umich.edu/ncid/people/ncid-diversity-scholars-network.detail.html/NCID-1329.html">https://lsa.umich.edu/ncid/people/ncid-diversity-scholars-network.detail.html/NCID-1329.html</a>  |   | 12,000  |
|    | 11,000   |    | 46,000  |
|    | 20,000   |   | -   |
|   | 84,000<br>Working with Edward Onyango, UoN. TFAF - Financial Literacy Researcher Ambassador & Dept Chair Finance & Accounting to establish The International Improving Financial Awareness & Research Center at UoN. See TFAF Research Brief from recent joint webinar.<br><a href="https://home.thefinancialawarenessfoundation.org/pdf/TFAF-EconomicResearch-Brief-GlobalEconProfile-Afr.pdf">https://home.thefinancialawarenessfoundation.org/pdf/TFAF-EconomicResearch-Brief-GlobalEconProfile-Afr.pdf</a> |    | 33,000<br>Working with our TFAF Lead Ambassador in Poland on advancing a strategic relationship with the University of Szczecin |



CENTRE  
FOR FINANCIAL LITERACY  
EDUCATION AFRICA

Lead TFAF Ambassador—Africa



## CFLE Leadership Team

|   |   |  |   |
|---|---|--|---|
|    |    |  |  |
| <p>Peter Asare Nyarko,<br/>Executive Director</p>                                   | <p>Priscilla E. Aikins,<br/>Executive Assistant</p>                                 | <p>Prince Nyarko,<br/>Programs Manager</p>   | <p>Philip Oduro Annor,<br/>Executive Member</p>                                     |
|    |    |  |  |
| <p>Josephine Toudeka,<br/>Administrator</p>   | <p>John Obeng Kesse,<br/>Creative Lead</p>  | <p>Edward Amoako, Creative<br/>Assistant</p>                                       | <p>Augustine Diawuo,<br/>Videographer</p>   |
|  |  |  |   |
| <p>Theophilus Botchway,<br/>Web Master</p>  | <p>Steve Quaye,<br/>Photographer</p>  |  |   |

We are building a world class dedicated team of Ghana Professionals, to make a world of difference.



## Key CFLE Sponsors & Strategic Partners

Please join our growing Team of Thought Leaders!!!

Together we can make a WORLD of DIFFERENCE



| Sponsors /Partners                              | Project  | Details of Sponsorship & Strategic Partners   | Package           |
|---|--|---|-------------------|
|   |  |   |                   |
| <b>Prudential Life Insurance Ghana</b><br>      | Financial Literacy Month (Market Outreaches, Sika Sukuu Conferences)         | Funds<br>Resource persons   | Silver (Annually) |
| <b>Axis Pensions Trust</b><br>                  | Financial Literacy Month (Sika Sukuu, Market Outreaches)                     | Funds<br>Resource Persons   | Bronze (Annually) |
| <b>EDC Investment Limited</b><br>               | Workshop /Group Financial Planning   | Funds   | Onetime           |
| <b>GhanaThink Foundation</b><br>                | Financial Literacy Month, Estate and Gift Planning Month                     | Platform Marketing  | Continuously      |
| <b>Ghana Association of Banks</b><br>           | Financial Literacy Month Estate & Gift Planning Month                        | Resource Persons<br>Marketing & Promotion   | Continuously      |
| <b>Chartered Institute of Bankers Ghana</b><br> | Financial Literacy Month Estate & Gift Planning Month                        | Logistics<br>Resource Persons   | Bi-Annually       |
| <b>The Financial Awareness Foundation</b><br>   | Financial Literacy Month Estate & Gift Planning Month<br>University Programs | Lead Knowledge Partner<br>The Movement Economist & Cheerleader<br>Promotion & Marketing Funding | Continuously      |
| <b>KPMG</b><br>                                 | Financial Literacy Month Estate & Gift Planning Month                        | Knowledge partner<br>Resource Persons   | Bi-Annually       |

| Sponsors /Partners                  |    | Project  | Details of Sponsorship & Strategic Partners  | Package  |
|-------------------------------------|---|--|--|----------|
| Deloitte                            |    | Financial Literacy Month<br>Estate & Gift Planning<br>Month                        | Knowledge partner<br>Resource Persons        | Annually |
| Association of African Universities |    | Financial Literacy Month<br>Estate & Gift Planning<br>Month                        | University Media Partner<br>Resource Persons | Annually |
| SG Bank                             |    | National Financial<br>Awareness and Financial<br>Literacy Conference               | Funds<br>Resource Persons                    | Onetime  |
| PALI Global                         |    | Financial Literacy Month   | Resource Persons                             | -        |
| Naa Sika                            |    | Financial Literacy Month   | Funds<br>Resource Persons                    | -        |
| KOFORIDUA Business Incubator        |   | Financial Literacy Month   | Resource Persons<br>Logistics                | -        |
| CRESCENDO Consult Limited           |  | Financial Literacy Month   | Resource Persons                             | -        |
| Ghana Enterprise Agency             |  | Workshops<br>Financial Literacy Month  | Logistics                                    | -        |
| Abby Susubox                        |  | Financial Literacy Month<br>Estate & Gift Planning<br>Month                        | Resource Persons<br>Logistics                | -        |
| Pro Patria                          |  | Financial Literacy Month<br>Estate & Gift Planning<br>Month                        | Resource Persons<br>Logistics                | -        |
| PKAN Capital Consulting             |  | Financial Literacy Month<br>Estate & Gift Planning<br>Month<br>University Programs | Funds<br>Logistics<br>Resources Persons      | -        |

## Our Thought Leaders & Distinguished Speakers



**John Awuah,**  
CEO  
Ghana Association of Banks



**Daniel Ofori Dankwa,**  
President, Pro Patria Limited, Advisory  
Board Member CFLE Africa



**Kennedy Wiafe Effah Esq.,**  
Legal Practitioner, Nsiah Akuetteh  
& Co.



**Kwame Appiah-Baah,**  
Consultant & Financial Literacy  
Advocate, TFAF Ambassador



**Dorothy Tsidi,**  
Chief Commercial Officer,  
Prudential Life Insurance Ghana



**Paul Mante,**  
General Manager, EDC Investments  
Limited



**Samuella Baah,**  
Lead Coach, The Capacity  
Development Academy



**Ramat Ebella Whajah,**  
Banking Executive & Business  
Coach, Sector Head, Accra Tema  
Zone National Investment Bank



**Robert Dzato,**  
CEO, Chartered Institute of  
Bankers Ghana



**Priscilla Ashiam,**  
Head of Sustainability, SG Bank Ghana



**Sidney Jojo Hewton,**  
CEO, X-Cel Plus Micro Credit  
Services



**Ebenezer Asumang,**  
Dev Communicator, Innovative  
Finance & Investment Analyst



**Joyceline Coleman,**  
Partner, Accounting Advisory  
Services KMPG Ghana



**Kwame Ababio Amponsah,**  
Head of Sales, Axis Pensions Trust



**Judith Asamoah,**  
Head of Agency Development,  
Prudential Life Insurance Ghana



**Adjoa Mensima Crentsil Esq.,**  
Legal Practitioner, Office of the  
Attorney General – Prosecution  
Division Accra



**Ibrahim Issaka,**  
General Manager, Metropolitan  
Pensions Trust



**Anita Delight-Danquah Esq.,**  
Lawyer & Solicitor



**Dr. Ben Kwofie,**  
Senior Lecturer, Koforidua  
Technical University



**Patrick Baah Abankwa,**  
Chartered Banker, Head Regulations  
& Business Development – CIB



**Peter Asare Nyarko,**  
Executive Director, Center for  
Financial Literacy Education Africa,  
TFAF Lead Ambassador Ghana &  
Africa



**Dr. Benjamin Amoah,**  
Senior Lecturer – UGBS Finance  
Department, Coordinator, The FA  
Association UG Chapter, TFAF  
Ambassador



**Florence Aba Dadzie,**  
Business Executive and Personal  
Finance Coach



**Dr. Christian Kyeremeh,**  
Dean of Faculty, Business &  
Management Studies Sunyani  
Technical University



Professor Eugene Okyere Kwakye,  
Dean, Finance, Business and  
Management Studies, Koforidua  
Technical University



**Vicentia Asilevi,**  
Strategic Partnership Lead, MITA



**Yaw Attobrah,**  
Regional Head, Agency  
Development Prudential Life  
Insurance Ghana



Enyam Fiawotso,  
Pension Advisor, Axis Pensions  
Trust



**Charles Obiri-Yeboah,**  
Zonal Manager of Agency  
Development, Prudential Life Insurance  
Ghana



**Benjamin Klu-Torsu,**  
Chief Economic Officer, Ministry of  
Finance



Miriam Maku Amissah,  
Head of Client Experience, Stanbic  
Investments Management Services



**Doris Ahiati,**  
Chartered Banker, Executive Coach &  
Consultant, Crescendo Consult  
Limited



**Marie Burns, CFP,**  
Certified Financial Planner, The  
Financial Awareness Foundation  
Board Member



Thomas Asampong,  
Head of Micro Insurance, Prudential  
Life Insurance Ghana



**Reindorf Annor,**  
Partner Accounting Advisory Services,  
KPMG Ghana



**Valentino Sabuco,**  
Executive Director, The Financial  
Awareness Foundation



Mimi Anane Appiah,  
Financial Advisor, Investor  
Education Lead, Axis Pensions Trust



**Dr. Rhodalene Amartey,**  
Dean of Students, UNIMAC

**Join our growing team and help us make a world of difference.**

## 2024/2025 THE PLANS & SUPPORTING BUDGET

As we embark on a new year, the Center for Financial Literacy Education Africa is poised to continue its mission of building sustainable communities of financial literates and significantly improving financial awareness and financial literacy education. We believe that financial awareness and literacy are fundamental life skills—rarely taught at home or in school—essential for living a successful life in today's world. Our goal is to empower everyone to make informed financial decisions throughout their lives.

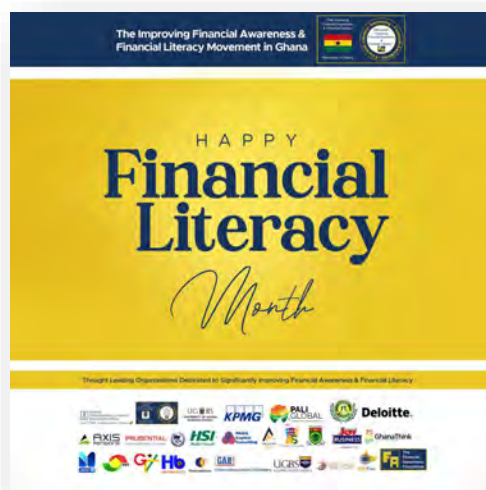
Our 2024/2025 plans are ambitious, yet achievable, and are guided by our commitment to

- Shape the future of financial awareness, financial literacy and financial education in Ghana and throughout Africa
- Open the gateway to financial inclusion through financial awareness and education
- Touch and empower more individuals, universities and communities
- Promote financial stability through economic growth and wealth building.

This year, we will focus on our University Programs and Research Centers, High School Financial Literacy Education, Challenges and Contests, Community Engagements and Market Outreaches, and Media Campaigns to reach more Ghanaians and Africans.

To support these efforts, we have prepared a comprehensive budget that allocates resources effectively and efficiently. Our budget prioritizes **Revenue Generation** (corporate sponsorships, corporate contributions, grants, group financial planning, and individual contributions), prudent **Capital Expenditures, Program Expenditures, and Operating Expenditures**.

We believe that our 2024/2025 plans and budget will enable us to make a meaningful impact in the lives of many Ghanaians and Africans, especially the youth and female groups, and contribute to our goal of imparting personal finance knowledge to every Ghanaian, and African. We are grateful for the continued support of our donors, partners, and stakeholders, and look forward to working together to achieve our goals.



## PROPOSED STATEMENT OF ACTIVITIES FOR 2024 - 2025 (BUDGET)

|  | GHS                     | USD                | Notes  |
|--|-------------------------|--------------------|--|
| <b>REVENUES</b>  |                         |                    |  |
| Corporate Sponsorships                                     |                         |                    | TBD  |
| Corporate Contributions                                    |                         |                    | TBD  |
| Grants   |                         |                    | TBD  |
| Group Financial Planning & Individual Contributions        |                         |                    | TBD  |
| <b>Total Revenues</b>                                      |                         |                    |  |
| <b>CAPITAL EXPENDITURE S</b>                               |                         |                    |  |
| Computers & IT   | 400,000                 | \$26,000           | To properly equip our dedicated staff  |
| <b>Total Operating Assets</b>                              | <b>400,000</b>          | <b>\$26,000</b>    |  |
| <b>PROGRAM EXPENDITURE S</b>                               |                         |                    |  |
| Elementry Schools  |                         |                    | Phase 2 - TBD  |
| University Programs  | 1,132,800               | \$73,600           | Were are currently working with over 8 Ghana Universities, and over a dozen more in other countries  |
| Community Programs   | 80,000                  | \$5,200            | Each Strategic Campaign venue we plan to reach out to 4 rural communities  |
| The Movement Ghana   | 200,000                 | \$13,000           | Each Strategic Campaign venue we plan to host community events within major petropolith areas  |
| The Movement Africa  |                         |                    | TBD  |
| The Movement Youth   |                         |                    | TBD  |
| <b>Total Programs</b>                                      | <b>1,412,800</b>        | <b>\$91,800</b>    |  |
| <b>OPERATING EXPENSES</b>                                  |                         |                    |  |
| Artworks & Branding  | 4,500                   | \$300              |  |
| Contract Services  | 88,000                  | \$5,700            | We are assembling a team of Accountants, Attorneys, IT, Public Relations, Marketing Consultants, Photographers, Videopher, and other needed professionals  |
| Hotels & Lodging   | 7,000                   | \$500              |  |
| Internet & Streaming                                       | 50,000                  | \$3,300            |  |
| Meals  | 40,000                  | \$2,600            |  |
| Postage & Shipping   | 6,000                   | \$400              |  |
| Printing & Coping  | 100,000                 | \$6,500            |  |
| Printing Publications                                      |                         |                    | We have core set of publications that provides the reader with a systematic approach to managing personal finances, a guide to developing an updatable personal financial plan, while empowering them with personal financial knowledge and literacy.TBD |
| Promotional Materials                                      |                         |                    | We are developing a collection of insperational and branded T-Shirts, Polo Shirts, African Shirts, Mugs, CD's, and other branding tools and materials - TBD  |
| Publishing   |                         |                    | We are developing a collection of insperational and branded T-Shirts, Polo Shirts, African Shirts, Mugs, CD's, and other branding tools and materials - TBD  |
| Salaries, Benefits, Payroll Taxes                          | 1,576,400               | \$102,500          | Corp team of 8 professionals   |
| Transportations  | 150,000                 | \$9,800            |  |
| <b>Total Operating Expenses</b>                            | <b>2,021,900</b>        | <b>\$131,400</b>   |  |
| <b>Total Capital, Program &amp; Operating Expenditures</b> | <b>3,834,700</b>        | <b>\$249,300</b>   |  |
| <b>SURPLUS / DEFICIT</b>                                   |                         |                    |  |
| <b>Surplus / Deficit</b>                                   | <b>(GH S 3,834,700)</b> | <b>(\$249,300)</b> |  |

### Footnotes:

1. We run our activities on a tight budget each year, and with additional funds we can accelerate our growth and impact
2. Most of our logistics are paid for through our partnerships with various organizations
3. Our team are made up of volunteers
4. Key team members and volunteers are paid stipends and honorarium at the end of each project



## ADDITIONAL BACKGROUND INFORMATION

| <b>The Movement, CFLE-Africa, &amp; TFAF</b>                               |  | To View<br>Click Here  |
|--|--|--|
| <b>The Improving Financial Awareness &amp; Financial Literacy Movement</b> |  |  |
| 1.   | The Improving Financial Awareness & Financial Literacy Movement in Africa  | <a href="#">View</a>   |
| 2.   | The Improving Financial Awareness & Literacy Movement Worldwide Introduction   | <a href="#">View</a>   |
| 3.   | The Improving Financial Awareness & Literacy Youth Movement<br>- Concept Note<br>- Executive Summary   | <a href="#">View</a><br><a href="#">View</a>   |
| 4.   | See What is Happening in Ghana<br>- The Improving Financial Awareness & Financial Literacy Movement – Executive Summary / Overview<br>- Video –<br>- Join the Movement – Fun Things for YOU & Friends to Do –<br>- The International Improving Financial Awareness & Literacy Association at the University of Ghana Chapter website. (Under construction) | <a href="#">View</a><br><a href="#">View</a><br><a href="#">View</a><br><a href="#">View</a> |
| 5.   | Participate in THE IMPROVING FINANCIAL AWARENESS & FINANCIAL LITERACY MOVEMENT<br>- Fun & Easy Ways to Join & Participate  | <a href="#">View</a>   |
| 6.   | Become a TFAF Ambassador, Strategic Partner, Volunteer & Support & Actively Participate in The Improving Financial Awareness & Financial Literacy Movement & Campaigns & Programs<br>- Africa<br>- Worldwide   | <a href="#">View</a><br><a href="#">View</a>   |
| <b>TFAF Research &amp; Creative Thinking</b>                               |  |  |
| 7.   | TFAF – Economic Research Brief - Global Economic Profile – How is Your Country Doing?  | <a href="#">View</a>   |
| 8.   | NOW is the TIME for some CREATIVE THINKING & PROBLEM SOLVING   | <a href="#">View</a>   |
| 9.   | African Leadership Opportunity   | <a href="#">View</a>   |
| <b>CFLE &amp; TFAF</b>   |  |  |
| 10.  | Center for Financial Literacy Education Africa (CFLE Africa) is a not-for-profit social organization that develops and promotes financial literacy skills in Africans, especially young Africans   | <a href="#">View</a>   |
| 11.  | - Introduction to The Financial Awareness Foundation & Our Work<br>- Websites - Brochure Website<br>- Educational – Educational Website - Under Construction<br>- TFAF Annual Report & Business Plans  | <a href="#">View</a><br><a href="#">View</a><br><a href="#">View</a><br><a href="#">View</a> |

### Gallery Of Activities:

We are encouraging responsible financial practices, behaviors, and consumer protection



### Gallery Of Activities:

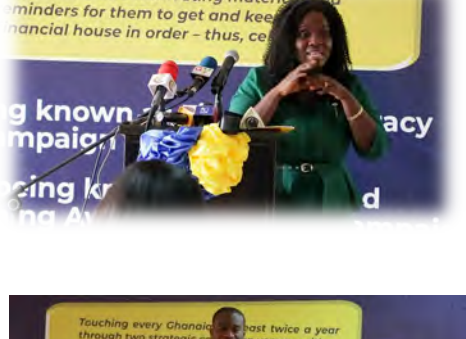
We are significantly improving financial awareness & financial literacy education



**Gallery of Activities:**  
**We are integrating financial literacy into school curricula and community programs**



# Gallery of Activities: We are developing and disseminating accessible financial education resources



# Gallery of Activities: We are empowering the next generation of wealth builders!



# Gallery of Activities: We are bringing the financial literacy and money conversation to the forefront of communities



# Gallery of Activities: We are helping Ghanaians rethink personal financial management





# Gallery of Activities: We are committed and dedicated to enhancing the standard of living of Ghanaians



 **CENTRE FOR FINANCIAL LITERACY EDUCATION AFRICA**  
 Lead TFAF Ambassador—Africa 

  
**PETER K. ASARE HYARKO**  
 CEO, CENTRE FOR FINANCIAL LITERACY EDUCATION

#6TH EDITION  
**TOP 50 YOUNG CEOs IN GHANA**

[www.governments.com](http://www.governments.com)  
[www.aceafrica.com](http://www.aceafrica.com)

  
**FACE OF EDUCATION AFRICA**

Top 25 Africans changing the face of education and creating sustainable impact

**TOP FINANCIAL EDUCATION**  
**STELLAR AFRICA 2021**  
 CENTRE FOR FINANCIAL LITERACY EDUCATION AFRICA

The Improving Financial Awareness & Financial Literacy Movement in Ghana



We Support "Improving Financial Awareness & Financial Literacy"  


The Improving Financial Awareness & Financial Literacy Movement in Africa



We Support "Improving Financial Awareness & Financial Literacy"  




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