


# ONLINE LEARNING GUIDE

## YOUTH FINANCIAL LITERACY WORKSHOP

Young and MoneyWise

 Watch Promo

 Enroll in Course

## FAQ



**The Youth Financial Literacy workshop formerly sponsored by the JPMorgan Chase Foundation.**

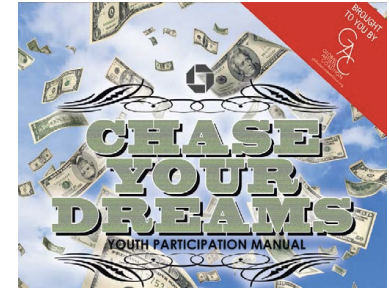
Developed through a grant from JPMorgan Chase Foundation, the course walks you through the secrets to managing money and growing savings when you are first starting out.

Global Artists Coalition is a 501c3 nonprofit organization. Donation to the organization and enrollment in this course are both tax deductible.

# ONLINE LEARNING GUIDE

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<https://global-artists-coalition.teachable.com/courses/enrolled/525932>

## FAQ

# THE FINANCIAL LITERACY CRISES IN PUBLIC EDUCATION

*“The number of states that require a high school personal finance course in order to graduate has been stagnant at **17** since 2014.”*

*“Only **7** states have required standardized testing on personal finance since 2016.”*

–Council for Economic Education, 2018 Survey on Economic and Personal Finance Education in Our Nations Schools

**Personal financial education is not taught in the majority of U.S. schools!**

# WHO NEEDS FINANCIAL LITERACY EDUCATION



Young adults who receive some financial education in school are more likely to have good savings habits compared with those who did not.

– T. Rowe Price's Parents, Kids & Money Survey

## WHO NEEDS FINANCIAL LITERACY EDUCATION

“A whopping **95 percent of teenagers** said they would value personal finance being taught in their schools.”

–Survey conducted by insurance and finance company AIG and Junior Achievement USA

# WHO NEEDS FINANCIAL LITERACY EDUCATION

- At-risk teens and young adults
- Families with little or no financial literacy education
- Single parents with little or no time
- Seekers of credit repair counseling
- Starting a new business
- Job seekers
- Job switchers
- Summer interns

# WHY DO WE CALL IT THE HIP HOP FINANCIAL LITERACY WORKSHOP?



Hip Hop is entertainment, and we come to realize that these larger-than-life characters that appear to spend, spend, spend — on the biggest houses, the most-outlandish jewelry, the most expensive, elaborate shoes — don't own any of it. Not all entertainers are rich and not all individuals with modest incomes are broke.

The lesson learned is that there is nothing wrong with buying a gold chain, so long as it is not the only money you have.

YOUNG AND MONEY WISE



# WHY DO WE CALL IT THE HIP HOP FINANCIAL LITERACY WORKSHOP?



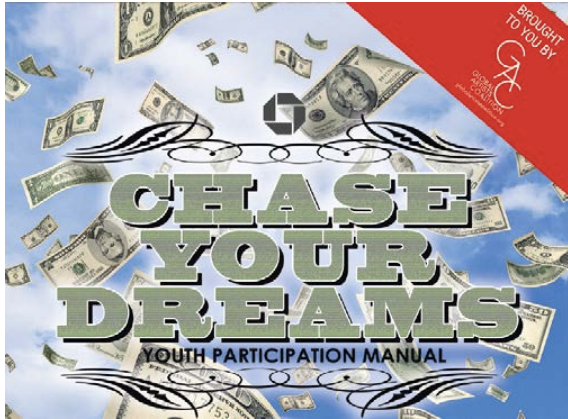
We need to make wise financial decisions that will allow us to avoid excessive debt and provide us with adequate savings to reach our goals.

It is not just about making the money, it's about keeping it. Some good advice and proper planning can make money work for you!

And the best part it is that you don't have to be a money expert to implement these tips!

YOUNG AND MONEY WISE

# THE HIP HOP FINANCIAL LITERACY WORKSHOP



If you have dreams of becoming a multi-million dollar Hip Hop MC, singer, music producer, doctor, lawyer, financial planner, advertiser, marketer, salesperson, entrepreneur, or some other business or career, the path to fulfilling your dreams can take many directions. But no matter which path you choose, it requires wise and well-informed choices.

We need to make wise financial decisions that will allow us to avoid excessive debt and provide us with adequate savings to reach our goals.



## YOUNG AND MONEY WISE

# THE HIP HOP FINANCIAL LITERACY WORKSHOP



The live edutainment workshops cover basic banking principles and adult transformation lessons, including “**money talks**” that integrate the financial aspects of life into daily activities –from cooking a family meal to the benefits of owning versus renting a home.

Measurement of *Young Money Wise* abilities including pre- and post assessments quizzes that test individual progress.

Interactive workshops showcase their growing knowledge.

## YOUNG AND MONEY WISE



*Terry Nelson founded Global Artist Coalition (GAC) in 2004, one of the first not-for-profit organizations to use the power of Hip Hop to educate young people, including the **Hip Hop Financial Literacy workshop formerly sponsored by the JPMorgan Chase Foundation.***

A graduate of the University of North Carolina at Chapel Hill with a BA in journalism and has worked in marketing for both Columbia College and Columbia Business School, Executive Education. Nelson has travelled across the United States and the globe in pursuit of promoting Hip Hop history, music and culture as both a youth motivator and tool for education, including work with the *Hip Hop Public Health* organization which produced the music album for FLOTUS Michelle Obama and her childhood obesity campaign with live performances at the Obama White House.

Nelson launched the successful effort to officially co-name 1520 Sedgwick Avenue in The Bronx, "*Hip Hip Hop Blvd*", now known worldwide as the original birthplace of Hip Hop music and culture. <http://gacny.org/2017/11/hip-hop-blvd/>

# THE LIVE WORKSHOP\*



- Celebrity Kickoff
- Prize giveaways
- Certificate of completion
- Incentives for attendance / Summer Jam tickets

## Participating Venues:

*The Hip Hop Culture Center in Harlem*

*Harlem School of the Arts*

*The Bronx Eagle Academy*



**\*The live workshop formerly sponsored by the JPMorgan Chase Foundation and Emmis Communications continues the mission online!**

# RESULTS

“Students who completed the **live Hip Hop Financial Literacy Workshop** saw their **literacy increase 80%** on average based on pre- and post testing.”

“**Students who took all or part of their class online** performed better, on average, than those taking the same course through traditional face-to-face instruction.”

–2009 meta-study from the Department of Education

# THE ANSWER

# NEW ONLINE LEARNING PLATFORM

## YOUTH FINANCIAL LITERACY WORKSHOP

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<https://global-artists-coalition.teachable.com/courses/enrolled/525932>

### TODAY....

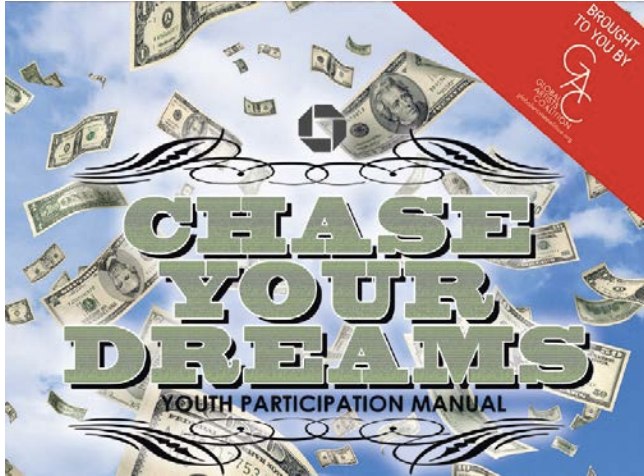
Support for this proprietary GAC New York City program ended after two years, essentially canceling the benefits being delivered to those at-risk.

Recognizing the critical nature of this information, **GAC developed a new approach that transformed the live workshop into an online learning platform. Now being offered free in our beta-version for a limited time**

YOUNG AND MONEY WISE



# NEW ONLINE LEARNING PLATFORM



## Upon completion of online course, you will have learned:

- ✓ What it means to achieve financial freedom
- ✓ The basics of how money works
- ✓ How to plan for your dream career or business
- ✓ How to create your winning resume
- ✓ How to prepare for your winning Interview
- ✓ The Five-Step-Plan to manage your money and grow savings
- ✓ How to avoid debt traps
- ✓ Lessons from famous entertainers and industry leaders

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YOUNG AND MONEY WISE



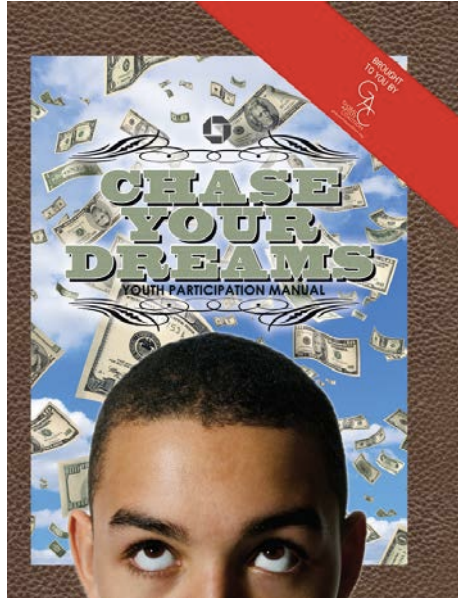
# NEW ONLINE LEARNING PLATFORM

## Class Curriculum

[Start next lecture >](#) Young Money Wise Introduction (2:32)

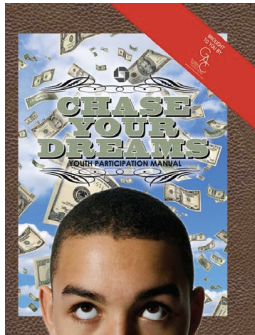
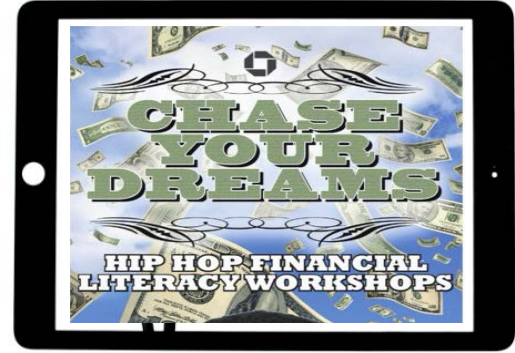
### Young Money Wise Introduction

<input checked="" type="radio"/>	<a href="#">▶ Young Money Wise Introduction (2:32)</a>	<a href="#">Start</a>
<input type="radio"/>	<a href="#">🔗 Session 1: What is Financial Freedom? (1:16)</a>	<a href="#">Start</a>
<input type="radio"/>	<a href="#">🔗 Session 2: Basic Money Part 1 (4:13)</a>	<a href="#">Start</a>
<input type="radio"/>	<a href="#">🔗 Session 3: Basic Money Part 2 (1:48)</a>	<a href="#">Start</a>
<input type="radio"/>	<a href="#">🔗 Session 4: Plan Your Dream Career or Business (2:47)</a>	<a href="#">Start</a>
<input type="radio"/>	<a href="#">▶ Session 5: Create Your Winning Resume (2:03)</a>	<a href="#">Start</a>
<input type="radio"/>	<a href="#">▶ Session 6: Interviewing (7:33)</a>	<a href="#">Start</a>
<input type="radio"/>	<a href="#">▶ Session 7: Managing the Money You Make Part 1 (4:15)</a>	<a href="#">Start</a>
<input type="radio"/>	<a href="#">▶ Session 8: Managing the Money You Make Part 2 (2:24)</a>	<a href="#">Start</a>
<input type="radio"/>	<a href="#">📄 Session 9: Credit Recovery and Avoiding the Debt Traps</a>	<a href="#">Start</a>



## YOUNG AND MONEY WISE

# NEW ONLINE LEARNING PLATFORM



DELIVERED VIA INTERNET ENABLED DEVICES

# NEW ONLINE LEARNING PLATFORM

## **When does the course start and finish?**

The course starts now and never ends! It is a completely self-paced online course - you decide when you start and when you finish.

## **How long do I have access to the course?**

How does lifetime access sound? After enrolling, you have unlimited access to this course for as long as you like - across any and all devices you own with incentives to complete the course. Additional costs for premium upgrades may apply.

## **What if I am unhappy with the course?**

We would never want you to be unhappy! If you are unsatisfied with your purchase, contact us in the first 30 days and we will give you a full refund.

# FREQUENTLY ASKED QUESTIONS

# ENROLLMENT

Our self-paced diploma program allows you to have full control over the way you learn. With life being so busy we know that flexibility is a premium, which is why you can access your course content 24 hours a day, 7 days a week from any mobile device.

We have also worked extremely hard to provide this high-quality, low-cost education to everyone.

**Individual enrollment / \$225.00**

**Gift-a-student, class or group of 35 enrollees for the same price / \$225.00**

**Gift-a-school / see school size classification**

**Enrollment is free for all students who qualify\***

“Affiliates” can refer potential enrollees and receive **up to \$50** for each paid enrollment.

Contact: [director@gacny.org](mailto:director@gacny.org) to learn more.

# \*SCHOOL SIZE CLASSIFICATION



## \*School Size Classification / charitable donation

Small schools (fewer than 500 students) / \$2,250 (\$4.50 per student)

Medium schools (500–1,199 students), / \$4,500 (\$3.75 per student)

Large schools (1,200 or more students) / \$9,000 (\$3.00 per student)

\*based on 2013–14 Common Core of Data (CCD) student enrollment data. School locale. School locale included three mutually exclusive locales from the CCD: rural schools, suburban/town schools, and city schools.

Donate to help further cause!

# GIFTING A CLASS OR SCHOOL

## **To gift a class or school:**

- School must be verified as a participating school.
- Verification means school has been contacted and GAC has been provided with the name and email address of the designated enrollment administrator for that class or school.
- If a class-gift or a school-gift is made without an enrollment administrator contact, GAC will assign a class or school for enrollment.
- Student email addresses for class or school enrollment are to be provided by school enrollment administrator to GAC in excel format.
- Once excel file is received from school enrollment administrator, GAC will enroll those students into course.
- Students will receive a welcome email.
- GAC tracks student progress and provides incentives for completion.

## **For more information.**

Contact: [director@gacny.org](mailto:director@gacny.org) to learn more.

# CLASS OR SCHOOL ENROLLMENT

## Participating School Sign-up

Name of School \_\_\_\_\_

Enrollee administrator contact email \_\_\_\_\_

# Number of total enrollees requested  
Email lists submitted in CV excel format

Contact: [director@gacny.org](mailto:director@gacny.org) to learn more.

# INCENTIVES AND ACTIVE ENGAGEMENTS

## INCENTIVES FOR COURSE COMPLETION AND ON-GOING PARTICIPATION

- Co-branded sponsorship with financial institutions and related products
- Limited edition Young Money Wise merchandise
- Live webinars and Q&As featuring money experts and celebrity guests
- Live workshop showcases
- Young Money Wise mixtape series featuring guest celebrities and emerging artists
- Fan-featured Young Money Wise music videos

Contact: [director@gacny.org](mailto:director@gacny.org) to learn more.

**GROW WITH US!**