

TRANSFORMANCE PROUDLY PRESENTS A BREAKTHROUGH K-5 FINANCIAL EDUCATION PROGRAM

POCKET CHANGE KIDS

Teaching the Importance of Savings Early in Life Leads to a Brighter Future

Inadequate Financial Education is Provided for Younger Students Today:

- Teachers are not confident about teaching money matters
- Teaching kids about money is one of parents' top concerns

Most financial education programs today:

- Use passive learning tools
- Don't build sustainable financial habits
 - Start too late to shape behavior and values
 - Are difficult to implement



- Attitudes towards money are formed early in life
- 87% of parents are "very interested" in teaching their kids financial responsibility
- 60% of teachers do not feel "well qualified" to teach financial education
- Pocket Change Kids is the first and only K-5 financial education program that utilizes experimental financial education tools



Transformance is a 501c3 nonprofit with a 40+ year history in financial education, formerly known as CCCS of Greater Dallas



WHY SUPPORT POCKET CHANGE KIDS?

We Need Sponsors like you to Support Pocket Change Kids!

Sponsors can invest in a **multi-touch experiential** financial education program for elementary school students (K-5)

- Featuring a cutting edge interactive **e-learning** platform
- Plus parent-child interaction tools, live events, poster contests, etc.

Sponsor/donor recognition Plus:

- On-site volunteer opportunities
- Feedback on student progress

The interactive e-learning platform was successfully tested with more than 40,000 elementary school students in 2014 and 2015

Be a financial education **AMBASSADOR** for kids in your community !



Exciting promotional & engagement support includes:

- **America Saves Week** event
- **Financial Literacy Month** awareness campaign
- **School day and at-home reinforcement**
- **Year-long student engagement**



WHY SUPPORT POCKET CHANGE KIDS ?

Help Us to Create Financially Accountable and Sustainable Communities



\$0.50 per month per student is all we need to provide our Pocket Change Kids program to elementary school students in your community

YOUR SPONSORSHIP LEVEL	NUMBER OF STUDENTS SERVED
\$30,000	5,000
\$24,000	4,000
\$12,000	2,000
\$6,000	1,000
\$3,000	500

THANK YOU FOR YOUR SUPPORT!

For additional information, please contact:

Brandon Fitzgerald, Director

bfitzgerald@transformanceusa.org

214.540.6914

www.transformanceusa.org



About Transformance

A TRUSTED 501c3 NONPROFIT PROVIDER OF FINANCIAL EDUCATION,
CRISIS COUNSELING & TRANSFORMATIVE LEARNING SOLUTIONS SINCE 1974

Since its founding more than 40 years ago as Consumer Credit Counseling Service of Greater Dallas, the agency has empowered consumers to **overcome adversity and attain their financial goals**. Services include credit/budget counseling, financial education, housing counseling, and debt management and bankruptcy counseling. To remove barriers that prevent clients from accessing its services, they are available in person, over the telephone, and online.

- Agency provides a non-profit community based resource dedicated to confidential and professional financial counseling to aid and rehabilitate financially distressed families.
- Develop and foster community **educational programs on family money management, budgeting, and the intelligent use of credit.**
- Develop and maintain a positive working relationship with the credit community, employee assistance programs, labor counselors, and social service agencies within the community.



Transformance is a United Way community partner and HUD-approved multi-state housing counseling organization. The agency undergoes a formal accreditation process every four years with the Council on Accreditation for Children and Families (COA) to ensure compliance with industry standards. The agency headquarters is located in Dallas, and also operates satellite offices in Arlington, Amarillo, Austin and Colorado Springs.

In 2016, Transformance **expects to serve more than 1 million low and moderate income families** with transformative financial learning solutions, financial crisis counseling, outreach and education. We provide live coaching services, on-line resources and a range of offering soon be accessible through a mobile app.

